

APHA Advocacy Tools

APHA 2016, Denver

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APHA 2016 advocacy priorities

1. Protect public health funding including CDC and HRSA
2. Protect the Affordable Care Act, including the Prevention and Public Health Fund
3. Maintain federal child nutrition programs standards
4. Support efforts to address climate change and health impacts
5. Gun violence prevention



Strategies to create change: Staff advocacy

- Direct lobbying
- Writing letters to Congress and federal agencies
- Writing testimony for congressional hearings
- Submitting briefs to support or oppose court cases
- Submitting comments on proposed regulations
- Hosting educational congressional briefings

Strategies to create change: Staff advocacy

- Collaborate with other public health organizations
- APHA leads CDC Coalition and Friends of HRSA
- APHA's communication department elevates our efforts
 - Press release statements
 - Public Health Newswire
 - The Nation's Health
 - Facebook
 - Twitter 436K followers



Follow

State, local public health lose critical funding because Congress fails to act on [#Zika](#) via The Pump Handle:

State, local public health loses critical funding because ...
"In my darker hours when I'm sleeping at night, that's where I go."
Those are words from Eric Blank, senior director for public health systems at the Association of Public Health Laboratories (APHL...
scienceblogs.com

APHA member and Affiliate advocacy

- APHA advocates can shape national debate
- APHA advocates educate policymakers:
 - Demonstrate importance of public health in state/district
 - Seen as a credible source
 - Become a resource for congressional staff



Strategies to create change: Member and Affiliate advocacy

- Meet with your members of Congress
- Invite them to visit you
- Host meetings/roundtable discussions
- Send them a letter
- Attend a public forum
- Action alerts
- Action Board
- Submit a letter to the editor/op-ed to your local paper
- Social media to spread the word
- PHACT advocacy campaign



Resources for Member and Affiliate advocacy

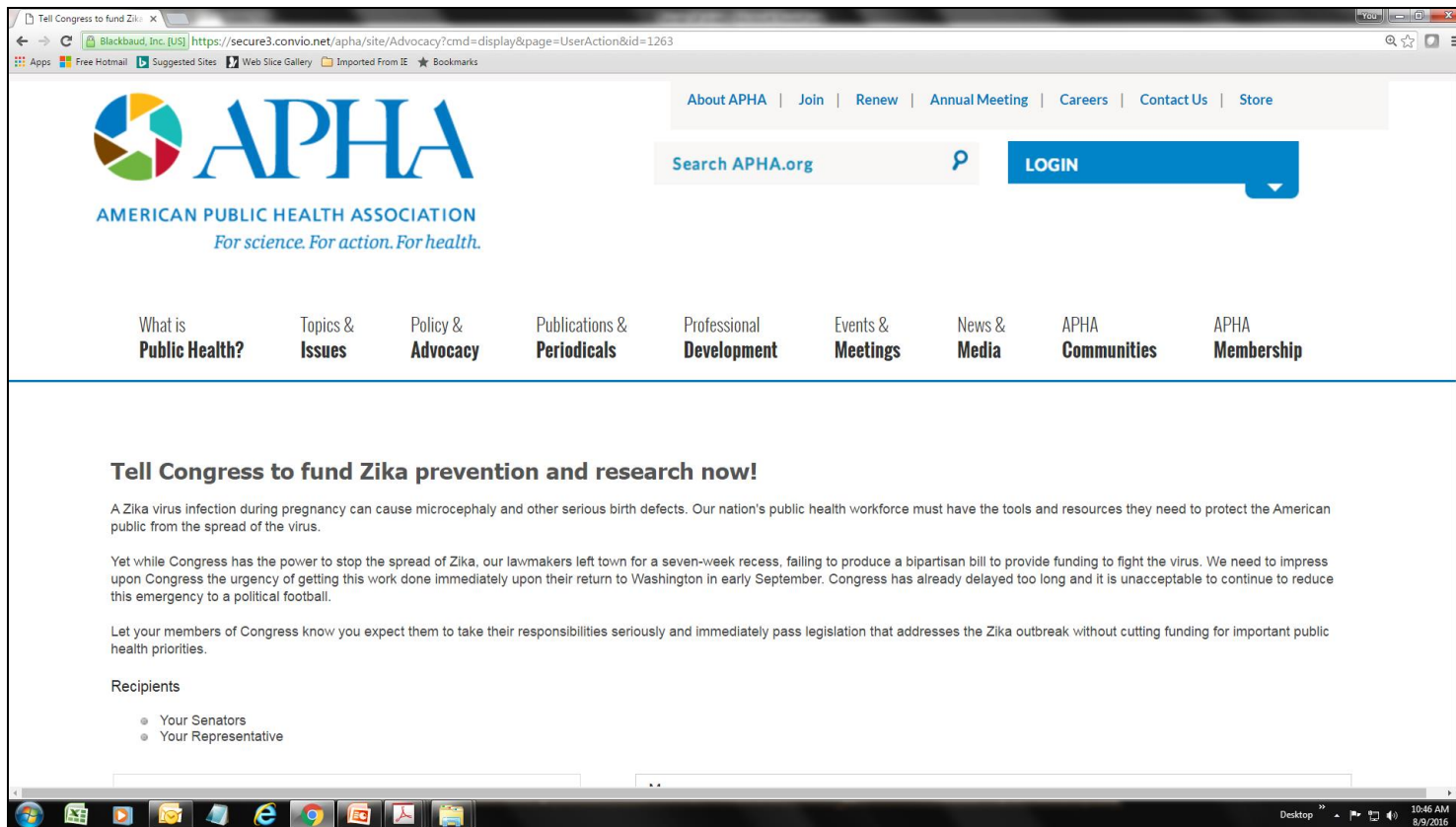
- Legislative update
- Educational webinars
- Fact sheets, issue briefs
- Tips for meeting with your members of Congress
- Tips for writing and submitting a letter to the editor and op-ed
 - Sample op-eds
- Advocacy sessions at Annual Meeting
- Provide mini-trainings on advocacy

GET THE FACTS

Centers for Disease Control and Prevention and the
Health Resources and Services Administration

APHA member and Affiliate advocacy tools: Action alerts

- Editable by user
- Reflect congressional activity



The screenshot shows a web browser window displaying the APHA website. The URL is <https://secure3.convio.net/apha/site/Advocacy?cmd=display&page=UserAction&id=1263>. The page features the APHA logo and navigation links: About APHA, Join, Renew, Annual Meeting, Careers, Contact Us, and Store. A search bar and a LOGIN button are also visible. The main content area is titled "Tell Congress to fund Zika prevention and research now!" and includes the following text:

A Zika virus infection during pregnancy can cause microcephaly and other serious birth defects. Our nation's public health workforce must have the tools and resources they need to protect the American public from the spread of the virus.

Yet while Congress has the power to stop the spread of Zika, our lawmakers left town for a seven-week recess, failing to produce a bipartisan bill to provide funding to fight the virus. We need to impress upon Congress the urgency of getting this work done immediately upon their return to Washington in early September. Congress has already delayed too long and it is unacceptable to continue to reduce this emergency to a political football.

Let your members of Congress know you expect them to take their responsibilities seriously and immediately pass legislation that addresses the Zika outbreak without cutting funding for important public health priorities.

Recipients

- Your Senators
- Your Representative

The browser's taskbar at the bottom shows the Windows logo, several application icons, and the system tray with the date 8/9/2016 and time 10:46 AM.

APHA and Affiliate advocacy tools

Educational tools

- Annual congressional vote record

How members of Congress supported public health **APHA annual congressional record**

AS PART OF the APHA's continuing effort to inform its members on the nation's public health policies, the Association annually publishes a record of how members of

of times a member voted consistently with APHA's position on the legislation included in the record.

Second, the records do not demonstrate the number of responsible legislative proposals a legislator introduces; leadership in committees, where much important work is done;

not in Congress the preceding year, and is not included in the member's percentage for 2013. "I" signifies that a member did not vote in that roll call, and is not included in the member's percentage for 2013. "P" represents a member who voted "present" and is not used in



APHA PHACT campaign

- PHACT campaign: summer through early fall
- APHA members, Affiliates and other advocates
- PHACT website provides action kit and other resources



APHA PHACT campaign: 2016 timeline

PHACT Campaign Timeline

Key dates and activities for the 2016 PHACT campaign – use this to help you plan ahead!

JULY 18 SUMMER RECESS BEGINS

Activities during this time:

- Check in with your Affiliate to see what PHACT activities they have planned for the summer and join them!
- Keep a lookout for town halls and public events to meet your members of Congress and candidates. Take pictures!

Ongoing:

- Post photos and messages on Twitter and Facebook.
- Write a letter to the editor or op-ed. Ask others to write letters, too.
- Make phone calls to your members of Congress.
- Visit the local staff offices of your members of Congress. Bring a friend or two along!

SEPTEMBER 2 SUMMER RECESS ENDS

Activities during this time:

- Did you meet your member of Congress or staff? Post any event photos to Facebook and Twitter!
- Send a “thank you” if you met with your member of Congress or staff.

Ongoing:

- Write a letter to the editor or op-ed. Ask others to write letters, too.
- Make phone calls to your members of Congress.
- Visit the local staff offices of your members of Congress. Bring a friend or two along!

OCTOBER 3 FALL RECESS BEGINS*

Activities during this time:

- Keep a lookout for town halls and public events to meet your members of Congress and candidates.
- Weren't able to solidify a time to meet with your member of Congress or staff during summer recess? Follow up on meeting requests.

Ongoing:

- Post photos and messages on Twitter and Facebook.
- Write a letter to the editor or op-ed. Ask others to write letters, too.
- Make phone calls to your members of Congress.
- Visit the local staff offices of your members of Congress. Bring a friend or two along!

NOVEMBER 10 FALL RECESS ENDS

Activities during this time:

- Send a “thank you” if you met with your member of Congress or staff.
- Post any photos from meetings or other campaign activities.
- Stay in touch with any congressional staff contacts you made! Share your PHACT campaign advocacy efforts with APHA.

*The Senate will be in session October 4-7 during this time period.

Face-to-face meeting tips

- Arrive on time. If meeting with a staff member, be sure you have the correct contact name. Do not underestimate the power of the staff person in helping to shape the policy-maker's opinions and positions on issues or a particular piece of legislation.
- Bring two or three colleagues with you. Prior to the meeting, you should agree on what points will be made and which one each of you will discuss.
- Try to deliver your message in three minutes. Be sure to introduce yourself and your colleagues and explain why you are concerned about the issue and why you have expertise regarding the issue. Be concise, polite and professional.

Face-to-face meeting tips

- Be prepared to answer questions. When asked what you want, clearly explain
- Be a resource for the policymaker and his/her staff. Offer your time and assistance if he/she wants to talk about your areas of interest and expertise in the future
- Provide material to support your position. Leave behind a business card and a one-page fact sheet summarizing your position
- Follow up with a thank you email. Be sure to include any additional information you may have promised or that may be relevant to the issue

ABOUT APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. Learn more at www.apha.org.



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