

# Making Your Voice Heard: How to Be an Effective Healthcare Advocate

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## Objectives:

- Explain 3 techniques for communicating a public health agenda to policymakers
- List the key steps to organizing people in a grassroots effort
- Describe potential roles for physicians in affecting local, state, or national health related policies

## Overview

This session will summarize building an effective advocacy strategy from the ground up with an overview of specific techniques that can be employed and the basics of grassroots organizing.

- Defining your agenda
- Power mapping
- Building your coalition
- Grassroots organizing
- Tactics
- Campaign basics
- Next steps

## Defining Your Agenda

- What inspires you, what upsets you?
- What can you do about it?
  - In your institution?
  - At the local level?
  - At the state level?
  - At the national level?

## Example: Drug Pricing

- Institutional technology transfer policy
- Press attention to influence corporate activity
- State-based bill support
- National legislative action

## Power Mapping

- Who has the power to make things happen?
- What incentives do those in power respond to?
- The Bank Shot: Lobby a person who has influence over those with power

### **Building Your Coalition**

- Who has interests aligned with your agenda?
- Think outside the box
- Grassroots vs. grassroots
- Unique voice of physicians and health providers

### **Grassroots Organizing**

- Informational interviews
- House meetings
- Organizational success only takes 1 or 2 dedicated people

### **Make the Ask!**

- A 1-on-1 ask in person or a phone call or a text is worth 100 emails or social media postings that make general offer to participate to a group
- It is uncomfortable but it is the core building block of successful grassroots advocacy

### **Tactics**

- Social media - Facebook, Twitter, Instagram, et
- LTEs & Op eds
- Earned media
- Direct contact: phone calls, lobbying visits

### **Campaign Basics**

- Ladder of engagement
- Institutional champions
- Going viral
- Press over participation

### **Become An Advocate Tomorrow (Today!)**

- Join a physician organization
  - Professional orgs (AMA, ACP, AAFP, ACOG, AAP, ACEP, etc)
  - Advocacy orgs ([Doctors for America](#), [National Physicians Alliance](#), [California Physicians Alliance](#), [Physicians for a National Health Program](#), [Physicians for Social Responsibility](#), [Physicians for Reproductive Health](#), etc)
  - Participate in a training!
- Go to a lobby day
- Engage students
- Start your own campaign
- Make the Ask!

### **Questions and Guidance**

- Email me at [kylaragins@gmail.com](mailto:kylaragins@gmail.com) if you have any questions about this presentation, comments, or you want more help in figuring out how to get involved
- If you are planning an advocacy campaign I am happy to be your sounding board and offer advice, feedback, and help connect you with national resources, press, and like-minded groups