The Power of Advocacy

Who, What and How of Advocacy
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Government Relations Department
Advocacy

Every policy issue goes through three stages: education, activation and implementation. Congress is a stimulus response institution. And there is nothing more stimulating than having hundreds of public health professionals, families and caregivers meeting with you about an important issue. Advocates have played an integral role in getting politicians to understand public health issues and getting lawmakers motivated to act. It is these grassroots efforts that have helped us achieve increased funding for health research and surveillance, increased health care coverage and quick responses to the most important public health threats of our time.

—Sen. Edward Markey, Massachusetts
APHA advocacy

• Importance of advocacy
  • Help shape national debate
  • Educate and move Congress

• What is APHA advocacy?
  • Primary voice for public health advocacy
  • Championing the health of all people and communities

• Why we need you
  • Amplify APHA advocacy efforts
  • Public health expertise
  • Role as constituent
If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?*

<table>
<thead>
<tr>
<th>Advocacy Strategy</th>
<th>A Lot of Positive Influence</th>
<th>Some Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Issue Visits from Constituents</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Contact from a Constituent Who Represents Other Constituents</td>
<td>36%</td>
<td>60%</td>
</tr>
<tr>
<td>Individualized Postal Letters</td>
<td>20%</td>
<td>70%</td>
</tr>
<tr>
<td>Individualized Email Messages</td>
<td>19%</td>
<td>69%</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>14%</td>
<td>72%</td>
</tr>
<tr>
<td>Comments During a Telephone Town Hall</td>
<td>17%</td>
<td>68%</td>
</tr>
<tr>
<td>Visit From a Lobbyist</td>
<td>8%</td>
<td>74%</td>
</tr>
<tr>
<td>News Editorial Endorsement of an Issue</td>
<td>10%</td>
<td>65%</td>
</tr>
<tr>
<td>Individualized Faxes</td>
<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td>Form Postal Letters</td>
<td>1%</td>
<td>53%</td>
</tr>
<tr>
<td>Form Email Messages</td>
<td>1%</td>
<td>50%</td>
</tr>
<tr>
<td>Postcards</td>
<td>1%</td>
<td>44%</td>
</tr>
<tr>
<td>Comments on Social Media Sites</td>
<td>1%</td>
<td>41%</td>
</tr>
<tr>
<td>Form Faxes</td>
<td>0%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*A congressional management foundation manager and mail staff. Their responses are aggregated (n=194).*
APHA advocacy

Action alerts: It’s all about the content!

• Personalization:
  • Impact of bill on state/district
  • Reason for supporting/opposing
  • Relevant personal story

*Question was asked only of mail staffers (n=87).
APHA advocacy

Congressional visits

- Advocates become a trusted resource for staff
- Share materials, content expertise, local stories
APHA resources

Scheduling a congressional visit

APHA advocacy materials online
• Find your elected officials
• Tips for arranging a meeting
• Sample meeting request
• Tips for conducting a meeting

Action Board member meeting with Rep. Joe Crowley regarding Zika and gun violence
PHACT campaign

• APHA’s annual advocacy campaign
• Summer through the fall
• Opportunity for Affiliates and local APHA members to connect
• Enhance the collective public health voice
• PHACT website provides resources
2016 PHACT campaign Successes

• Meetings with legislators/staff
• Attending public forums
• Published opinion editorials
• Social media efforts
APHA advocacy

Resources

• Fact sheets
  • State specific
  • Discretionary health funding: CDC and HRSA
  • Prevention and Public Health Fund
  • Child nutrition reauthorization recommendations
  • Climate change and health

• Infographics

• Reports and issue briefs
APHA advocacy

And more resources!

• Letters to Congress, White House, federal agencies
• Regulatory comments
• Testimony for congressional hearings
• Briefs to support or oppose public health-related court cases
• APHA policy statements
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.