





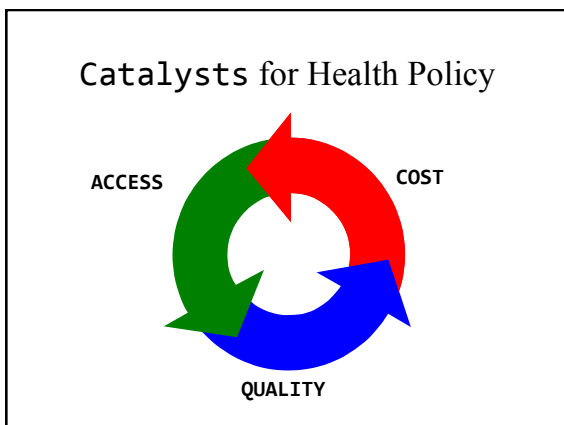
**EVERYTHING YOU ALWAYS WANTED TO
KNOW ABOUT HEALTH POLICY.....
BUT WERE AFRAID TO ASK!**

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Be my tweep..... @profshort

The paradigm for health reform is
.....**POLITICS**




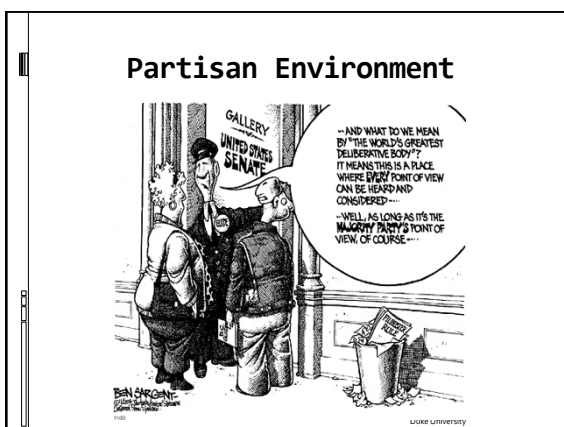
**Patient care is a highly political
endeavor!**



Climate on Capitol Hill

- Partisan and contentious
- Shift in control in House
 - Election cycle
- Distracted by scandals & scoundrels
- Public Health
 - Preoccupied with disasters





Climate on Capitol Hill

- Special interest groups
 - Nurses more visible in 2011
- The Great Recession
- Young staffers
- Health care costs at 18 % GDP
 - Entitlement quagmire



Climate in the States

- Most must balance their budget
- Serious fiscal struggles
- Federal mandates unpopular
- "Crumbling" infrastructure
- Part-time legislators



Legislators are Inundated with Information and Requests



What Rises To A Legislator's Attention:
Overcoming Legislatively Acquired
Attention Deficits




How do I get his attention for nursing issues?

Where is my next meeting? Will I get elected again? Who is this woman?


Drivers of policy

- Serendipity
- Timing
- Election issues
- Changing societal and cultural mores
- Powerful images
- Reauthorization cycle



Drivers of policy - defacto or conscious

- Relationships
- Power and personal agendas
- Symbolism of an event, person or place
- Champion (s) who are persistent
- Media



Remember...

- Policy makers are influenced by factors other than evidence based research
- Your truth \neq Universal truth




Four Tools To Influence Policy

- Advocacy presentations
- Issue analyses
- Opinion editorials
 - Blogs
- Videos

Who will **you** be influencing?

The Frist Health Team

- Dean (39)
- Liz (26)
- Nancy
- Jennifer (23)
- Lacy (25)





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Advocacy presentation: the rules of engagement

- Make an appointment
- Be on time
- Dress appropriately
- Do not undermine your visit
- Prepare a fact sheet
- Practice your introduction

You Have 20 minutes.....

- Write out every word you're planning to say
- Say it out loud and time it 
- Revise
- Practice with a friend for comprehension
- Integrate your Fact Sheet with your words 

Delivery of Message

- Clarity
 - About the issue
 - About why it is important
 - About your recommendations
 - About who supports these recommendations
 - About who opposes these recommendations
 - About cost of recommendations (if known)
 - About cost of failure to act

Your Demeanor

- Helpful, thoughtful
- Calm and friendly
- Modulated vocal tones
 - Never shrill, strident or sarcastic
- No giggles, no jokes
- Avoid judgmental statements
- Avoid "cute"



Best Practices

- Provide at least one solid example
- Provide citations for your stated facts
- Be 100% truthful and accurate
- Be positive

Issue Analysis

1. Define the problem: access, quality, and cost
2. State costs of the problem
3. Discuss stakeholders
4. Discuss solution
5. Discuss feasibility
6. Discuss timeline
7. What happens if nothing is done?

Opinion Editorials: not just for the famous!

- Style: not academic or scientific
 - #1 Why should the reader care?
 - #2 Tell one thing
 - #3 Tie to something current
 - #4 Only 750 words!
 - #5 Show – don't discuss
 - #6 Personal voice – your story
 - #7 No footnotes or references
- Where to submit it

More at: <http://newsoffice.duke.edu>

The screenshot shows the New York Times website with a sidebar on the left containing navigation links like 'COLUMNISTS', 'EDITORIALS', 'OP-ED', 'OPINIONATOR', 'LETTERS', 'SUNDAY REVIEW', 'TOPICS', and 'ROOM FOR DEBATE'. The main content area features several opinion pieces, including 'Political Repression 2.0' by David A. Henderson, 'How Can U.S. Scholars Resist China's Control?' by William H. Overholt, 'For Refugees, the Price of Dignity' by Tina Rosenberg, 'The Confederate of the Sierra Madre' by William H. Overholt, 'Protecting Innovation and Competition' by the Justice Department, 'A Vital Liberty' by Mark Rittman, 'Reverie in Yellow' by Errol Morris, and 'On Fishing as a Path to Caring About Fish' by Dot Earth. A 'BOOKS UPDATE' section on the right highlights book reviews and news delivered to the user's inbox.

Advocacy video

Power of social media

- YouTube

www.youtube.com/user/DLuckyFNP

- Facebook
- Twitter

Stay informed

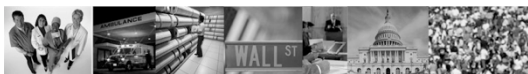
- Kaiser Family Foundation
sites: tutorials

[http://cme.kff.org/
Key=10421.FMj.C.C.
J7wJMK](http://cme.kff.org/Key=10421.FMj.C.C.J7wJMK)

- Daily or Weekly Policy Updates

[http://www.kaisernetwork.org/
firstedition](http://www.kaisernetwork.org/firstedition)

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Track legislation at:

<http://thomas.loc.gov>

Current news, blogs, tweets and

video: [http://
www.healthchangebulletin.com/](http://www.healthchangebulletin.com/)

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- Comment on proposed rules & Regulations at: [Http://www.regulations.gov/](http://www.regulations.gov/)
- Check legislator's voting records at: *Project Vote Smart* <http://www.votesmart.org/index.htm> and *The Washington Post's* database at <http://projects.washingtonpost.com/congress/>



QUESTIONS?

For More Information

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