

Wisconsin Association of Local Health Departments and Boards

Local Health Officer Orientation

Keys to Effective Advocacy:
Public health and the legislative process

Effective Advocacy

Advocacy is a Team Effort

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    WALHDAB[WALHDAB] --- PL[Professional Lobbyist]
    WALHDAB --- GA[Grassroots Advocacy]
        
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Effective Advocacy

What Makes an Effective Lobbyist?

- Knows the legislative process
- Builds and maintains relationships with policy makers
- Develops effective political strategies
- Analyzes key policy issues
- Utilizes grassroots contacts



Effective Advocacy

What is Grassroots Advocacy?

The act of many working as a group to communicate the SAME message to policymakers.



Become an Advocate

Become a Successful Advocate

- Understand the legislative process
- Become an expert on your issues
- Know your legislators
- Build relationships with legislators



Become an Advocate

The Legislative Process

- Introduction
- Committee
- Floor Session
- Governor's Desk




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Become an Advocate


2017-2018 Wisconsin State Legislature

State Senate




Republicans 20
Democrats 13

State Assembly



Republicans 64
Democrats 35



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Become an Advocate

Become an Expert on Your Issues:

- WPHA-WALHDAB Legislative Priorities
- Legislative Grid
- Latest News
- Webinars


 Wisconsin Public Health Association
 AND
 Wisconsin Association of Local Health Departments and Branches
2017-18 Legislative Grid – Updated 10/16/2017

Bill Number	Bill Description	Priority	Bill Status
House Bill 22 (House Bill 22)	Relating to multiple jurisdiction health departments	Green	House Bill 22 (H.B. 22) (S.B. 22) (S.B. 22)
Assembly Bill 1000 (Assembly Bill 1000)	Relating to grants to establish and expand public housing in certain counties and cities and to appropriate	Green	House Bill 1000 (H.B. 1000) (S.B. 1000) (S.B. 1000)
Assembly Bill 1001 (Assembly Bill 1001)	Relating to creating additional grant program and making appropriations	Green	House Bill 1001 (H.B. 1001) (S.B. 1001) (S.B. 1001)
Assembly Bill 1002 (Assembly Bill 1002)	Relating to creating health housing program and making appropriations	Green	House Bill 1002 (H.B. 1002) (S.B. 1002) (S.B. 1002)



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Who Is My Legislator?



www.legis.wisconsin.gov



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Building a Relationship

- Attend town hall meetings
- Interact at community events
- Attend political fundraisers
- Respond to ACTION ALERTS




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Grassroots Advocacy

Why Does Grassroots Advocacy Work?

- Legislators care about your issues
- Legislators want to help because:
 - ✓ You're from the district
 - ✓ You're active in your community
 - ✓ You vote and can help re-elect them




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How to Communicate with your Legislator

- Action Alert
- Letter
- E-mail
- Phone Call
- Personal Visit




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Action Alert

Legislative Action Alert - Support Funding for Communicable Disease Prevention in the State Budget

- Call to Take Action
- Time Sensitive
- Effective Advocacy Method


The Year Committee on Finance is scheduled to meet Thursday, May 27 to vote on versions of the Department of Health Services, hereby advising those that pertain to public health. Please contact your state legislators by Tuesday, May 23, and ask them to urge the Finance Committee to pass a budget amendment to allocate \$1.2 million in dedicated funding for local health departments for communicable disease prevention.

This issue impacts how we get a job done, with health care for communicable disease control and prevention. It affects the state's public health, and it's the responsibility of those who serve in public health to ensure that the state's public health departments are fully funded. The state's public health departments are currently underfunded, making it a challenge to carry out their activities. Some factors required for the state:

KEY ISSUES

- **WISCONSIN HAS A \$1.2 MILLION SHORTFALL** in funding for the prevention and control of communicable disease in local health departments.
- **LEGISLATION HAS NOT BEEN INTRODUCED**, which funding source for Communicable Disease Control and prevention (CDC) control and prevention (CDC) and 20 other related activities requiring disease surveillance, investigations, prevention and control (Department of Health Services).
- **DATE OF ACTION:** 2017, since then 11 local jurisdictions across Wisconsin have passed resolutions, requesting increased and stable funding source for communicable disease funding and control.
- **LEGISLATION:** 477 for State Public Health Funding for local health departments and services \$1.2 million per year. The amount is \$1.2 million per year. (House Bill 1017, Wisconsin, 2017)
- **FOR \$1.2 PER PERSON EACH YEAR** in person, communicable disease public health efforts could save the state more than \$1 billion over the next 10 years. That is a \$1.50 return for every \$1 invested. (American Public Health Association)
- **REVENUE:** 2017-2019, the Department of Health Services reported a 40% increase in state legislative C rates. The request for funding for the Wisconsin Department of Health Services.

Please contact your legislators and ask them to urge the Finance Committee to pass a budget amendment to allocate \$1.2 million in dedicated funding for local health departments to control communicable disease. To find out who your legislators are, please look up your state on the upper right-hand corner. Thank you for your commitment to the public health field and support for the requested action!



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Contacting Your Legislator - DOs

- DO identify yourself as a constituent
- DO use personal stories
- DO stay on message
- DO ask for their position and assistance



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Contacting Your Legislator – DON'Ts

- DON'T discount staff
- DON'T discuss unrelated issues
- DON'T overreact or be rude
- DON'T be intimidated





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The Greeting

- Find a Connection
- Keep it Brief!






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Establish Credibility

- Connection to the district
- Influence among constituency
- Knowledge of health care







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Explain the Issue


- State the issue
- Discuss key points
- Give examples






 **Grassroots Advocacy**

The Ask

“Can I count on your vote?”





 **Questions**

