2019 Advocacy Days 101 Webinar…

Preparing for FNA Advocacy Days

Presented by
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2019 Advocacy Days
March 13-14
Florida State Conference Center
Tallahassee, FL
www.foridanurse.org
Advocating 101

This webinar will help prepare those who wish to attend the 2019 Advocacy Days conference in Tallahassee or wish to have a better understanding of how lobbying works at the state Capitol.
What is Advocacy Days?

- It is a 2 day event when nurses and nursing students from across the state meet in Tallahassee to discuss nursing issues/legislation with elected officials.

- The goal is to advance our 2019 legislative agenda and educate lawmakers about issues that are important to Florida’s 300,000+ registered nurses.

- All new conference venues and hotel site
  - Hotels: Home2Suites by Hilton Tallahassee State Capitol and Wyndham Garden Tallahassee Captiol
  - Conference Site: Florida State Conference Center
  - Legislative Reception: Doubletree by Hilton

**Early Registration Available** in the Home2Suites lobby on **Tuesday, March 12th** from 6:00pm – 9:00pm. Sign in and pick up conference materials and your FNA lab coat.
2019 Advocacy Days Agenda

Tuesday, March 12th
❖ 6:00pm – 9:00pm: Early Registration distribution of conference materials and lab coats at the Home2 Suites by Hilton Tallahassee State Capitol Lobby

Wednesday, January 17, 2018
Morning
❖ Buses depart at 7:00am from Home2Suites and Wyndham Garden to travel to Florida State Conference Center
❖ Overview of 2019 Florida Legislature, Issues, and Process
❖ Working and communicating with legislators
❖ Effective role-playing for communicating with legislators
❖ Group work, prepare for legislative visits

Afternoon/Evening
❖ 2:00-5:00pm Legislative visits at the Capitol
❖ 5:30-7:00pm Legislative Reception
❖ Board buses at Doubletree to return to hotels at 7:00 pm
2019 Advocacy Days Agenda

Thursday, January 18, 2018

- Travel to Florida State Conference Center is on own. Parking garage is available but space is limited so arrive early.
- Overview of the Florida Board of Nursing by Joe Baker Jr., Executive Director
- Disaster Preparedness for Nurses by Samantha Cooksey, Department of Health
- Opioid Overdose Prevention and Naloxone by Amanda Muller, FL DOH
- Lunch/group discussion/feedback

We would love for you to return to our conference in 2020
FNA Welcomes New Lobbying Firm

FNA is pleased to welcome GrayRobinson PA to represent the public policy positions of Florida nurses in Tallahassee and throughout the state.

The GrayRobinson lobbying team reflects an acute depth in the health care sector and includes lead consultant, Rheb Harbison, who has built a 35+ year public affairs and lobbying career with a specific focus on advocating public policy issues in and around the health care sector. He will lead a specifically selected team dedicated the Florida Nurses Association that includes Dean Cannon, Larry Cretul, Jessica Love, Kim McDougal, and Robert Stuart.

In October 2017, GrayRobinson PA was named “Lobbying Firm of the Year” as a part of the 2017 Golden Rotunda Awards in INFLUENCE Magazine.
How does Government Work at the State Level?

• Legislature meets each year for 60 days
  – Even numbered years: January through March
  – Odd numbered years: March through May
  – 2019 Legislative session runs March 5 through May 3

• Florida Legislature is made up of two chambers:
  – House of Representatives – 120 members
  – Senate – 40 members

• Bills start in committee then go to the House and Senate floor. Bills must be made identical before it can move forward. Governor will then sign or veto.
Your Role

• Our role is to advocate for the FNA legislative agenda, not our own.

• Educate lawmakers about the nursing profession and bills affecting nurses and patients.

• The legislative agenda draws attention to the important issues of the FNA.
Have you checked out FNA’s Advocacy and Legislative homepage?

On this page you can:

- Review FNA’s Legislative Platform
- Track important Nursing and Healthcare Bills that FNA is monitoring
- Get involved in FNA advocacy campaigns and lobbying efforts
- Lookup your local, state, and federal elected officials
- Find election and voting information
- Find out about your local, state, and federal candidates during election cycles
- Visit the State Legislature site

www.florianurse.org/page/advocacy
What to Discuss?

FNA 2019 Legislative Agenda

• A general overview of FNA priorities

• Leave a copy of the agenda with legislators

• No need to discuss every topic
What to advocate?

Keep it simple = 2 – 3 issues

• Use talking points provided for you

• Leave packets of materials with the legislators/staff

• Some position papers will be available online

TAKE NOTES
What to advocate?

Use available feedback forms

Tell the lobbying team:

Any experiences, good or bad
Questions asked by lawmakers
Follow up needed by lobbyists

There are a small minority of legislators who are very adamant against any scope of practice, especially with nurses. If you are meeting with a legislator who is particularly argumentative, do not try to change their minds, just make a note of it and communicate with FNA staff who will inform the lobbyists.
Online **Registration** is closed. **Registration will be available at the conference site.**

**Hotel Locations:**
Home2 Suites by Hilton Tallahassee State Capitol
210 South Magnolia Dr
Tallahassee, FL

Wyndham Garden Tallahassee Capitol
1355 Apalachee Pkwy
Tallahassee, FL

**Conference Venue:**
Florida State Conference Center
555 W. Pensacola Street
Tallahassee, FL
Logistics

Getting Around the Capitol

The Capitol complex has three main buildings:

- The Capitol (C)
- House Office Building (HOB)
- Senate Office Building (SOB)
Logistics

Legislators offices are numbered the following way:

- 312 SOB = 3rd floor, room 312 Senate Office Building
- 210 HOB = 2nd floor, room 210 House Office Building
- 1001 C = 10th floor, room 1001 Capitol Building
- 1401 C = 14th floor, room 1401 Capitol Building
Appointments and Drop-ins

- Groups are assigned roughly around legislative districts.
- Each group will have a group leader/ambassador.
- Groups will meet to determine their plan for the day. Larger groups may wish to sub-divide.
- FNA staff will attempt to make appointments with legislators.
- Appointments will take place between 2pm and 5pm.
- Drop-ins are encouraged when no appointment is available.
- Committee meetings are another option.
- Go to www.floridanurse.org/page/FindMyLegislator to find your elected officials.
Do’s and Don’ts

DO be courteous.
DO educate the legislator
DO thank the legislator
DO offer FNA as a resource for nursing issues

DON’T be late for appointments
DON’T threaten a legislator
DON’T say “We’ll get back at you” and whatnot
DON’T mention campaign contributions/votes (violation of state ethics law). Never connect a contribution to a vote – NOT SAVVY
DON’T feel like you have to change their mind then and there
What to Wear?

- Comfortable shoes
- Comfortable but professional clothing
- White Lab Coat (preferably the FNA lab coat)
- May wear WE Care, WE Vote Buttons
- University/College lapel pins are recommended (good icebreaker)
ALSO....

- Don’t forget to Post and Tweet!
- Take pictures with legislators!
Questions?

Thank you for participating!