THE IMPORTANCE OF PARTICIPATING IN STATE LEGISLATIVE AND REGULATORY RELATIONS - A DIFFERENCE

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EFFECTS OF DECISION-MAKERS

- Pass Legislation
- Enact Rules

EFFECTIVE ADVOCACY

- Getting Support For Your Position!
EFFECTIVE ADVOCACY

- Informing Decision-Makers About The Issues

MOTIVATION
WHO MATTERS IN GOVERNMENT

• The People Who Make The Rules
• The People Who Enforce The Rules
• The People Who Pay For Things

WHO MATTERS IN GOVERNMENT

Executive
• Governor, Agencies
• Propose And Execute

Legislative
• House, Senate
• Enact And Oversee

Judicial
• Courts, Police
• Enforce And Adjudicate
WHO MATTERS MOST FOR CRNAs

- Legislative Branch
  - Leadership In The House And Senate
  - Healthcare Related Committees
- Executive
  - Governor
  - Department Of Health
- Boards Of Nursing, Medicine
- Other Agencies

ROLE OF ADMINISTRATIVE AGENCIES IS AS IMPORTANT AS LEGISLATIVE BRANCH

- Board of Nursing
- Board of Medicine
- Board of Osteopathic Medicine
- Board of Dentistry
- Board of Podiatry
- Department of Health
IMPACT OF REGULATORY BOARDS ON PRACTICE

- Degree Requirements To Practice
- AANA And States Support Graduate Level Education Preparation
- No State Requires “Nursing Specific” Degree
- Grandfathering CRNAs Without Masters Degrees
- DNP-How Are We Going To Be Affected?

GUIDANCE IS ONLY A CLICK AWAY

- www.state.[statepostal abbreviation].us
- www.votesmart.org/index.htm
- www.aana.com/memberstatelegislatorslookup.aspx
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THE FIRST RULE OF POLITICS

- Be There
  - You Can’t Expect to Win If You’re Not There
  - You Have to Expect Your Opponent to Be There
- If You’re Not There It Means You Don’t Care

MAKING THE DIFFERENCE
How CRNA Involvement Can Impact the Outcome of Legislation or Regulation

- Attend Committee Meetings and Hearings
- Make Phone Calls and Write Letters to Decision-makers
- Communicate With Key Allies
- Know Who Your Legislator Looks to on Key Health Care Issues
- Share Information With Decision-makers Who Do Not Have Easy Access to Information on an Issue
MAKING A DIFFERENCE

• CRNAs Are Ensuring Clinical Excellence
  • Accreditation, Certification, Practice Standards
• CRNAs Develop Expertise In Policy Areas
  • Meetings, Training, Committees, Advisory Panels
• CRNAs Are Organized
  • State Association and State PAC, GRC, Key Contacts
• We Are Applying What We Know

MAKING THE DIFFERENCE

• You Are the Expert in Healthcare- Not the Legislator!
• Be the Informer
• How Many Times Have You Heard- I Thought a Doctor Did That!
IT’S ALL IN THE MESSAGE

MAKING THE DIFFERENCE

• Exactly Who Are We?
  • A Professional Healthcare Provider
  • Providing Anesthesia or Educational Services to a Substantial Number of People
  • Representing a Profession With Outcomes 50 Times Safer Than 20 Years Ago According to the Institute of Medicine
  • A Constituent Who Is Taking Personal Time to Visit With a Legislator
MAKING THE DIFFERENCE

• Always Ask Your Supporters: What Can We Do to Help You?

WHY AREN’T THE FACTS ENOUGH

• Too Much Information, Too Little Time
• Expediency Leads Policymakeers To Acquire Information Thorough Trust Relationships
• A Professional Society Provides The Means To Get Nurses’ Issues Higher In The Stack
PARTICIPATION DOESN’T GUARANTEE VICTORY

LOBBYING

- Definition:
  The direct attempt to influence the attitudes and decisions of legislators and regulators
- Members or Paid Representatives (Lobbyists And Attorneys)
WHAT YOUR LOBBYIST AND LAWYER CAN DO

- Help Get You in the Door
- Experience of Knowing the Ropes
- Make It Easier for a Decision-maker to Say Yes to You and to Make It More Difficult for Them to Say No or to Ignore You All Together
- Keep You Informed About All Proposals, Meetings, and Developments Affecting You and Your Issues

WHAT YOUR LOBBYIST AND LAWYER CAN DO

- Communicate With Decision Makers And Staff
- Communicate With Allies and Opponents
- Assist in Strategy Development
- Coordinate and Implement Action Plans
- Identify Your Best Representatives
- Follow-up on Questions and Information Requests
- Assess, Regroup, and Prepare for the Next Step
WHAT YOUR LAWYER/LOBBYIST CANNOT DO

• Show How Much Your Profession Cares About a Proposed Law or Rule
• Explain How a Law or Rule Will Impact Your Profession
• Develop Local Relationships With Decision-makers

WHAT YOUR LAWYER/LOBBYIST CANNOT DO

• Develop relationships with local media
• Develop a network with other CRNAs
• Make calls to decision-makers from constituents in their home district or area
• Visit a decision-makers office as a constituent
HOW CAN CRNAs BE HEARD

- State GR Advocacy Programs
- State Association Advocacy Messaging
- State PAC

GRASSROOTS AND PAC

- Builds Relationships
- Depends On Members Support
- Provides A Strong Foundation For Support
- Requires One To Move Quickly
- PAC Is A Separate Fund Governed By Your Organization
HOW CAN I LOBBY EFFECTIVELY

- Visit Your Legislator by Appointment
- Form Coalitions or Advocacy Groups
- Take Supporters With You
- Identify Yourself As a Constituent and Healthcare Provider
- Know the Pros and Cons of an Issue
- Personalize the Issue
- Follow up After Your Visit With Email, Letters or Phone Calls

THE CONSEQUENCES OF NON-INVOLVEMENT

- On Supporters
- On Allies
- On Opponents
ADVOCACY IS ALL ABOUT INVOLVEMENT

• Visit decision-makers
• Make phone calls and write letters to decision-makers
• Get key allies to make phone calls and write letters

ADVOCACY IS ALL ABOUT INVOLVEMENT

• Contribute money to the state association PAC
• Contribute money to candidates
• Attend fundraisers to personally deliver checks
• Get involved in campaigns
POLITICAL INFLUENCE PYRAMID

- Family & close friends (who raised $$)
- Volunteers who got others to volunteer
- Contributors who got others to contribute
- Volunteers in my campaign
- Voters who contributed to me
- Everyone who voted for me
- Voters who voted for the wrong candidate
- Registered voters who don’t vote
- Voting age population not registered to vote
- Non-voting age population (Americans under 18, criminals, non-resident aliens, illegal aliens, homeless)

Adapted from Michael E. Dunn & Associates, Dr. Kevin Gottlieb and Amy Showalter

HOW INDIVIDUALS HAVE MADE A DIFFERENCE IN FLORIDA

- AA Legislation
- Office Surgery
- Supervision Rule
- Conscious Sedation Rule
- SEDASYS
INDIVIDUALS CAN MAKE A DIFFERENCE

- Eighty percent of success is showing up
  ✷ Woody Allen
- Each success only buys an admission ticket to a more difficult problem
  ✷ Henry Kissinger