

## **Advocacy Highway Purpose Statement**

This advocacy highway serves as the framework for multimodal communication between chapter members and ASHE for the purposes of communicating healthcare advocacy efforts for local, state, and national issues and concerns.

## **Roles and Expectations of Advocacy Highway Participants**

### **Healthcare Professionals**

- Forward regulatory concerns to chapter liaison
- Forward regulatory concerns to ASHE (see tools below)
- Complete and submit surveys and provide written comments in response to advocacy needs

### **State/Regional Chapter Liaison**

- Primary chapter representative for advocacy needs
- ASHE's first point of contact
- Portal for communication
- Encourage submission of comments to ASHE and regulatory bodies from healthcare professionals
- Distribute information to/from healthcare professionals and ASHE
- Provide status updates to Regional Representative regarding actions taken

### **Regional Representative**

- Assure chapter liaison contact information up to date
- Support chapter liaison with advocacy efforts
- ASHE's first point of contact with chapter liaisons
- Encourage participation in advocacy issues at local level
- Promote advocacy between state and national organizations

### **ASHE Advocacy Staff**

- Determine if issue is of a local or national significance
- Determine plan for interaction
- Determine need for and/or solicit partners to support advocacy efforts
- Direct mailing or email alert to members
- Collect responses and make comments for ASHE
- Monitor activity and report to Advocacy Advisory Committee on efforts

### **Advocacy Advisory Committee**

- Develop administrative tools
- Define structure for communication highway
- When requested by the board will develop standard positions
- Develop milestones to implement proactive advocacy
- Present milestones to ASHE Board for approval
- Prepare metrics and review data to determine success and improve process

### **ASHE Board**

- Monitor effectiveness of advocacy efforts
- Set charge for advocacy
- Set directives for the Advocacy Advisory Committee
- Provide administrative support to Regional Representatives
- Develop proactive goals for advocacy support of healthcare
- Resolve disconnect on how to move forward for advocacy

### **ASHE Staff**

- Provide administrative support as directed by ASHE Advocacy Staff

### **Tools to Utilize**

- Advocacy Alerts
- ASHE ListServe
- Ask ASHE
- Inside ASHE
- Website Advocacy Corner
- Email
- Direct Mailing
- Blog specifically for liaison reps, ASHE Advocacy staff, Regional Representatives, and Advocacy Advisory Committee
- Request for ASHE Advocacy Assistance form (Highway tool for nonmember)
- Polling of Issues to Healthcare (facilities and administration) by third party
- AHA internal communication tools