ADVOCACY IN PRIMARY CARE, WHAT WE CAN DO TO ADVOCATE FOR OUR PATIENTS AND OUR PROFESSION.

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GOALS AND OBJECTIVES

• Define Advocacy and what role it has for population health
• Establish our advocate role as primary care providers
• Identify ways to become involved in advocacy efforts
How do you define advocacy?
ADVOCACY

“The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support.”

American Heritage Dictionary

“Representing, defending, supporting or intervening on behalf of an individual, group, or community.”

Elizabeth J. Clark, executive director of the National Association of Social Workers.
ADVOCACY

“Taking action to help people say what they want, secure their rights, represent their interests and obtain services they need.”

UK organization  Action for Advocacy
ADVOCACY

Individual advocacy

Issue advocacy
Factors That Affect Health

- Socioeconomic Factors
- Changing the Context to Make Individuals’ Default Decisions Healthy
- Long-lasting Protective Interventions
- Clinical Interventions
- Counseling & Education

Examples

- Condoms, eat healthy, be physically active
- Rx for high blood pressure, high cholesterol
- Immunizations, brief intervention, cessation treatment, Colonoscopy
- Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

The International Conference on Primary Health Care, expressed the need for urgent action by all governments, all health and development workers, and the world community to protect and promote the health of all the people of the world.

Health is a fundamental human right.
ADVOCACY AND POPULATION HEALTH

• 1. What are important new developments or trends in health policy that will affect primary care and population health?
• 2. What do providers need to understand about the American political system and landscape in order to be effective advocates for primary care and population health?
Advocacy
DISCUSSION

• What are you doing in the area of advocacy?
• How could this be enhanced / developed further?
• What or who are your resources – both internal and in the community?
CHALLENGES
CHALLENGES

• Busy faculty, busy residents, busy staff
• Work hour restrictions
• Community work is not direct patient care (RVUs, Resident reimbursement)
• BIG SDOH problems are overwhelming
• Limited experience
• Curricular requirements are already extensive
HOW DO YOU SEE YOURSELF ADVOCATING?

What is your action plan?
AAFP RESOURCES

"If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?"

Source: Ready by 21  Effective Capitol Hill  Advocacy  America’s Youth Council Network
The Most Influential Communications Are Personal

- Constituent Visits: 60%
- Constituent Representative: 47%
- Individualized Letters: 44%
- Individualized E-mail: 34%
- Individualized Faxes: 30%
- Phone Calls: 20%
- Lobbyist Visit: 15%
- Form Letters: 3%
- Form E-mail: 3%
- Form Faxes: 3%

Source: Ready by 21  Effective Capitol Hill  Advocacy America’s Youth Council Network
Greetings from Washington!
SEVEN STEPS TO DEVELOPING AN ADVOCACY PLAN

• Developing your goal
• Assessing the political environment
• Learning about your audience
• Crafting your message
• Creating an advocate network
• Building coalitions
• Message delivery techniques
STEP ONE: DEFINING THE GOAL

• What do you want?
STEP TWO: ASSESSING THE POLITICAL ENVIRONMENT

- How can you achieve your goal?
- Who makes the decisions?
- Is there more than one avenue?
- What are the “core values” of your audience?
STEP TWO: ASSESSING THE POLITICAL ENVIRONMENT (CONTINUED)

• Community factors
  • Economics
  • Demographics
  • Previous Support
  • Focus to community
STEP THREE: LEARNING ABOUT YOUR AUDIENCE

Once you’ve assessed the political environment, you’ll know who your audience is. Now you need to figure out:

• What (or who) influences them?
• How did they get into office?
• What jurisdiction do they serve?
• What are their personal interests?
Find Your Representative
Your member's website and contact form are available around the clock. Identify your member and let your opinion be heard.

Legislative Activity

<table>
<thead>
<tr>
<th>Time (EST)</th>
<th>Session</th>
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<tbody>
<tr>
<td>12/4</td>
<td>Hearing: Wading through Warehouses of Paper: The Challenges of Transitioning</td>
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<tr>
<td>11/29</td>
<td>Hearing: Legislative Hearing on H.R. 511</td>
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<tr>
<td>11/29</td>
<td>Committee on Natural Resources: Clean Air Act Forum Part III</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Committee on Energy and Commerce: Subcommittee on Energy and Power</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Committee on Science, Space, and Technology: Subcommittee on Space and Aeronautics</td>
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</tbody>
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Public Disclosure

Financial Disclosure Reports
Federal Whistleblower and Retaliation Protection Act
STEP FOUR: CRAFTING YOUR MESSAGE

- Be specific
- Know Your Audience
- Frame the Message
- Focus on Benefits
- Make it Real
EXAMPLE: DEVELOPING A MESSAGE EXERCISE

Knowing of your interest in:

We would like to talk to you about our ideas on supporting xxxxxxx We represent XX number of your constituents, and would like to provide the following benefits to them:

To do so, we are seeking:

We believe this is important because:

Closing statement: We hope that you will be a partner with us in providing (list benefits) to the residents of (list community/constituent area) by (specific target).
STEP FIVE: CREATING AN ADVOCATE NETWORK – THREE KEY QUESTIONS

Question One
• Where can we find advocates?
  – Friends
  – Trustees
  – Funders
  – Visitors
  – Volunteers
  – Employees
  – Local partners
  – Educators and students
STEP FIVE: CREATING AN ADVOCATE NETWORK – THREE KEY QUESTIONS

Question Two

• How can we organize advocates?
  – Logistics (database)
  – Key contacts / advocate leaders
  – Volunteer skills (volunteer intake form)
  – Training
STEP FIVE: CREATING AN ADVOCATE NETWORK – THREE KEY QUESTIONS

Question Three
• How can we activate advocates?
  – Tools for activation
    • Online (e-mail, social media, etc.)
    • Offline (flyers, phone trees, etc.)
  – Determining when activation is necessary
  – What will you ask them to do? (more under “delivering the message”)
STEP SIX: BUILDING COALITIONS

• Who is best to deliver your message?
  – Based on knowledge of audience and message
  – Do you need to “tweak” the message based on who is delivering?

• Identifying coalition partners

• Approaching coalition partners

• Utilizing coalition partners to build on strengths
STEP SEVEN: DELIVERING THE MESSAGE

- Meetings
- Phone Calls
- Written Communications (including email)
MESSAGE DELIVERY: MEETINGS

• When and where can meetings occur?
• Who should deliver the message?
• How to arrange
• What will happen in the meeting?
• How to follow-up
MESSAGE DELIVERY: PHONE CALLS

• Prepping the advocates
• Pros and cons of scripts
• Always ask for a response!
MESSAGE DELIVERY: WRITTEN COMMUNICATIONS

- Call to action
- Personal story
- Relevancy
- Keep it brief
THE FIVE MINUTE ACTION PLAN

What will you DO with this information?
AAFP RESOURCES

• http://www.aafp.org/advocacy.html
STFM RESOURCES

• [https://www.stfm.org/advocacy/index.cfm](https://www.stfm.org/advocacy/index.cfm)
AMA RESOURCES

VIDEO: http://www.youtube.com/v/g-sUTMqmxFE?hl=en&fs=1


http://www.ama-assn.org/ama/pub/advocacy/current-topics-advocacy.page
ADVOCATE!
PRINCIPLE OF SOCIAL JUSTICE.

The medical profession must promote justice in the health care system, including the fair distribution of health care resources.

Physicians should work actively to eliminate discrimination in health care, whether based on race, gender, socioeconomic status, ethnicity, religion, or any other social category.

Charter on Medical Professionalism.
Lancet & Annals 2/02
PASSION
What would you like to advocate for?
OTHER RESOURCES FOR THIS TALK
(NOT LISTED IN THE SLIDES)

• American Alliance of Museums
• Museums advocacy website
  http://www.speakupformuseums.org/home.htm