LOBBYING AT EVERY LEVEL: NP GRASSROOTS, STAKEHOLDERS, REASONED PARTNERS AND LEGISLATORS

Angela Golden, DNP, FNP-C, FAANP
Disclosure

- Co-President of the American Association of Nurse Practitioners
Outcomes

- Identify people or organizations that are allies and protagonists to lobbying efforts
- List ways to approach legislators, regulators, and stakeholders
- Create a roadmap to be successful in lobbying efforts
Definitions

- **Lobbying:** form of advocacy with the intention of influencing decisions made by the government
  - attempts to influence legislators and officials

- **Lobbyist:** person who tries to influence legislation
  - Professional lobbyists: people whose business is trying to influence legislation on behalf of a group or individual who hires them

- **Deep pockets speak; the money trumps it all.**
  - Anonymous lobbyist, 2002
Definitions

- **Grassroots**: movement driven by the politics of a community

- **Stakeholders**: group, organization, member or system who affects or can be affected by an organization's actions

- **Reasoned Partners**: similar beliefs and attitudes

- **Legislators**: person who writes and passes laws
Definition

- **Protagonists**: a leader, proponent, or supporter of a cause
- **Allies**: groups that have joined for mutual benefit, to achieve some common purpose
- **Antagonists**: someone who opposes another; an adversary

**PROTAGONIST OR ANTAGONIST? You decide.**
Creating Your Roadmap
State rules for lobbying

California's Political Reform Act (Gov. Code Sections 8191000-91015) requires registration and reporting by individuals or entities that make or receive payments for the purpose of influencing decisions of the State Legislature and state administrative agencies (i.e., lobbying legislative bills and agency regulations). (The Act's lobbying provisions are contained in sections 86100-86300 and section 85702.)

A lobbyist is an individual who is compensated and who communicates directly with legislative or state agency officials to influence legislative or administrative action on behalf of his or her employer or a client.
Laws and Ethics of Lobbying

- Scandals = skeptical role in politics BUT protected under the First Amendment to the U.S. Constitution:
  - Congress shall make no law abridging the right of the people "to petition the government for a redress of grievances."

- Ethics of lobbying
  - Fairness
  - Transparency
  - Common Good
+/− Hire a Lobbyist

- Advantages
  - professionals in their field
  - providing expertise
  - quickly respond to issues
  - assist chapters in providing appropriate communication to key legislators and regulators.
  - identify where leverage needs to be applied and can point out pitfalls
  - monitor the legislative process in an efficient and accurate manner.
  - Allow your group to provide technical advice and direction in policy.
Disadvantages

- Expense
- Needs to negotiate fees
- Nearly impossible to measure the benefit side of hiring a lobbyist
- Considerable effort to choose a lobbyist
Ten Tips for Lobbying (Advocating) State Legislatures
(adapted from Patrick Haggerty)

10. Invest in the future.
- At least six times a year take time to contact a lawmaker by phone, e-mail, office visit, etc.
- Remember, lobbying your state legislators is a year-round effort.

9. Be a good winner and a good loser.
- Don't burn bridges. Your adversary on one issue may be your ally on the next. Write a thank-you note to the lawmaker no matter what the outcome.

8. Educate.
- Invite lawmakers to your office or other appropriate locations to put a face on your issue.
- They value the opportunity to learn more about an issue from an "expert" in the field.
Member Advocacy steps

Ten Tips for Lobbying State Legislatures

- 7. Be flexible.
  - Sometimes will have to compromise.
  - Assess what you can realistically achieve now, and work on the rest later.
  - Be patient.

- 6. Be a glutton for punishment.

- 5. Remember power in numbers.
  - financial support
  - how many people (i.e., votes) in your organization

- 4. Reach out.
  - Include lawmakers on your mailing list for chapter newsletters, and make sure you are on their mailing lists, as well.
Ten Tips for Lobbying State Legislatures

3. Be nosy.
- Ask your lawmakers to state their position.
  - If their position agrees with yours, ask what you can do to strengthen that support and how you can get others to help support them.
  - If their position is different from yours, ask what information or show of public support is necessary to change that position.

2. Use examples to communicate position.
- Explain the logic of your position
- Use evidence
- Leave behind information

1. Be an unashamed clock-watcher.
- Get to the point fast, and focus on your issue.
- Keep your visit to no longer than 15 minutes.
Building Grassroots

1. Plan for Success
   - well thought out plan

2. Have a Hierarchy
   - need a leadership structure

3. Build a Brand
   - needs a consistent look/message

4. Use Every Tool
   - press releases, press conferences, website, volunteer activity,

5. Ask for Members
   - primary functions should be to grow
Finding Stakeholders

- **Primary stakeholders**: groups that can be directly affected
- **Secondary stakeholders**: groups that are indirectly affected
- **Key stakeholders**: neither of the first two groups but important within or to an organization
Finding Stakeholders

- **Reasons to find stakeholders**
  - more ideas on the table
  - varied perspectives
  - gains buy-in and support
  - Fairness
Finding Stakeholders

- **Reasons to find stakeholders**
  - Prevents being blindsided by concerns you didn’t know about
  - Strengthens your position
  - Creates bridging social capital
  - Increases the credibility of your organization
  - Increases the chances for the success
Finding Stakeholders

Possible interests:
- Economics
- Social change
- Work
- Time

Possible interests:
- Environment
- Physical health
- Safety and security
- Mental health
- Physician instead of Doctor
- Full Practice Authority - not Independent
- Know what TEAM BASED CARE is and how to explain it
- PLAN first with core group
- Lobbyist decision
- Grassroots building
  - NP lobby day
    - Planning is needed
    - Specific topics
      - Teach people how to interact
  - Mentors!
  - Understand your allies and protagonists
  - Listing of stakeholders
    - Engaging possible stakeholders
  - Understanding your antagonists
Lessons learned

- Arizona and abortion bill
- North Dakota and FPA
- Virginia
  - Be careful behind the closed doors
References

- **Lobbying tips:**

- **Lobby Day:**

- **Grassroots toolkit:** http://www.gomasa.org/grassroots-toolkit-0

- **Grassroots and social media:** http://www.howcast.com/videos/88596-How-to-Create-a-Grassroots-Movement-using-SocialNetworking-Sites

- **Community Tool Box; Identifying and Analyzing Stakeholders and Their Interests:** http://ctb.ku.edu/en/tablecontents/chapter7_section8_main.aspx

- **Roadmap example: The 2006 Maryland Polysomnography Act:**
  http://www.aasmnet.org/jcsm/Articles/020316.pdf

- **Great resource article for NPs in Primary Care:**
SUCCESS is the SUM of SMALL efforts, Repeated DAY IN AND DAY OUT

(R Collier)