

Grassroots Advocacy: A Necessary Skill in Nursing



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MAY 2018

Disclosures

I have no disclosures.

Objectives

Define nurse advocacy

Define the legislative process from concept to law

- State
- Federal

Describe factors that influence legislation and support effective advocacy

Review Legislation affecting pediatric patients and nursing

Role Playing...

What is advocacy?

The act or process of advocating or supporting a cause or proposal

<http://www.merriam-webster.com/dictionary/advocacy>

What is nurse advocacy?

Code of Ethics for Nurses

- Provision 7.3: Contributions through Nursing and Health Policy Development.
 - Nurses must lead, serve, and mentor on institutional or agency policy committees within the practice setting.
- Provision 9.4: Professional nursing organizations must actively engage in the political process, particularly in addressing legislative and regulatory concerns....

(American Nurses Association, Code of Ethics for Nurses with Interpretive statements, 2015)

Where does nurse advocacy start?

With the patient!

- Nurses advocate at the bedside
- Nurses advocate for patients at the institution level
- Nurse advocate for patients through insurance
- Nurses advocate for patients at the governmental level

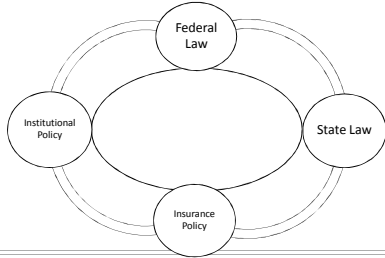
Nurse truly are professional advocates

Why Advocate?

"Unless someone like you cares a whole awful lot, Nothing is going to get better. It's not."
- Dr. Seuss, The Lorax



Why should I get involved?



Nursing Impact

GALLUP

Nurses Keep Healthy Lead as Most Honest, Ethical Profession

Story highlights

- Nurses ranked #1 of other professions on honesty and ethics rating
- Large lead over medical profession on public opinion of ethics
- Large lead over police officers, newspaper reporters

WASHINGTON, D.C. — For the 10th consecutive year, Americans' ratings of the honesty and ethical standards of 23 occupations have nurses at the top of the list. More than eight in 10 (82%) of the respondents describe nurses' ethics as "very high" or "high." In contrast, about six in 10 respondents who describe police officers and newspaper reporters as "very high" or "high" when it comes to honesty and ethical standards.

American Ratings of Honesty and Ethical Standards in Professions

Profession	Very high/High %	Average %	Very low/Low %
Nurses	82	76	2
Police officers	71	74	3
Medical researchers	68	77	3
Medical doctors	68	71	4
Engineers	62	62	6
Police officers	58	52	12
Journalists	48	48	7

Nursing Impact

American Nurses Association

- "...advocacy is a pillar of nursing. Nurses instinctively advocate for their patients, in their workplaces, and in their communities; but legislative and political advocacy is no less important to advancing the profession and patient care.

Institute of Medicine Future of Nursing Report: Leading Change Advancing Health (2010)

- "Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States"

How do I get involved?

Learn about the policymaking process

Learn about our government

Bills by Final Status

This table breaks down the bills and resolutions introduced in each two-year Congress by their final status. Note that the current Congress is not yet finished.

Congress	Enacted Laws	Passed Resolutions	Counts & Percentages (Counts Only Percentages Only)				TOTAL
			Got A Vote	Failed Legislation	Vetoed Bills (w/o Overrides)	Other Legislation	
115th							
Jan 3, 2017	359	553	599	9	0	8,749	12,064
2018-19	2%	5%	6%	0%	0%	17%	
114th							
Jan 3, 2015	322	728	951	22	9	13,314	15,063
Jan 3, 2013	3%	6%	5%	0%	0%	96%	
113th							
Jan 3, 2013	295	682	474	20	0	9,581	11,432
Jan 3, 2011	3%	6%	4%	0%	0%	96%	

The Legislative Process: Other things to consider...

Leadership

- Who are the current leaders?
- What are their interests?

Resources and support

Relationships

Timing

- Is the climate right to ask for a policy change?
- Is the time right to introduce new legislation?

The Legislative Process: Problem Identified- Now what?

Formulating Policy Proposals

- Proposals can come from
 - policy-planning organizations
 - interest groups
 - government bureaucracies
 - state legislatures
 - President
 - Congress

The Legislative Process: Legitimizing Public Policy

Public statements

Actions of government officials

- Budget
- Law and appropriations
- Rules and Regulations
- Etc.



The Legislative Process: Implementing Policy

After the law is passed

Rule making process

- Who should "own" the rule making process

Continuation of opposition can also exist

The Legislative Process: Where does it start?

Identification of a problem

Agenda Setting influenced by

- Public demands for policy changes
- Political ideology
- Special Interest Groups (SIG)
- Media
- Must be important enough to make the "agenda"

Building a Relationship

- Know the legislators staff
- Chief of Staff
 - Legislative Director
 - Legislative Assistant
 - Legislative Correspondent

Building a Relationship

- Know your legislators bills
- What has he/she sponsored/ co-sponsored
- Know your legislators committees
- Learn some commonalities
- Break the ice!!
 - Does he/she have any links to healthcare?

Writing The Letter

- Form letters
- Personalize them
 - First paragraph
 - Conclusion
 - Share a story
- Email
- Mail
- Verify the address
- Fax

Getting the Meeting

WHO YOU THINK YOU WILL MEET WITH...



WHO YOU ACTUALLY MEET WITH...



Getting the Meeting

Call the office

Request on-line

Prepare

- Be punctual
 - Confirm date/ time a day or 2 before
- Dress professionally
- Carry business cards
- Bring resources for the legislator/ staff
 - 1 page handout, etc.

Preparing for the Meeting

Work on your "elevator speech"

- Who you are
- What your objective is
- What is your call to action
- Create a hook

Practice. Practice. Practice.

During the Meeting

Introduce yourself

- Name, position, title, city/neighborhood
- Who are you representing
- Break the ice!
 - Try not to get off on a tangent

Cover your "asks"

- The Head
- The Heart
- The Health

During the Meeting

Do

- Be respectful
- Use active listening
- Clarify, rephrase and repeat

Don't

- Be late
- Interrupt
- Be overly assertive

Ending the Meeting

Ask if he/she has questions you can answer

Offer to be a resource

Leave your business card and resources

Ask when you can follow-up

- Especially if no commitment

Thank him/her for his/her time

After the Meeting

Send a letter to the LEGISLATOR

- Thank him/her for time/consideration
- Highlight the staffer by name
- Send letter via email/snail mail or fax
 - Follow-up when you said you would!

Send a "debriefing" to your organization

After the Meeting

Debrief with your organization

- Who did you meet with?
- What is the legislators tie to healthcare?
- What is the legislators position/commitment/comments on the issue?
- Unanswered questions?

Current Federal Legislation

H.R. 253- Family First Prevention Services Act of 2017

H.R. 2485/ S. 1167- Airplane Kids in Transit Safety Act of 2017

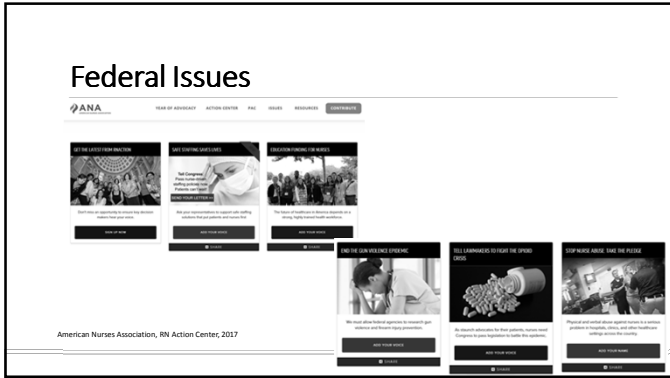
S. 1268- Child Protection and Family Support Act of 2017

S. 1827- KIDS Act of 2017

H.R. 767/ S. 256 - SOAR to Health and Wellness Act of 2017

H.R. 1825/S.445- Home Healthcare Planning Improvement Act

S. 1693 Stop Enabling Sex Traffickers Act of 2017- passed



Questions?

Questions?

"When Florence Nightingale defined the role of the nurse, she saw patient advocacy in its broadest sense and considered influencing and educating policymakers as foundational to the role. As we follow her example, it is imperative to advocate on behalf of our patients with one strong voice"

-Eileen O'Grady and Loretta Ford
2012

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