Learning Objectives

• What does chronic disease and end of life have to do with public policy?
• What does empowering the patient using public policy look like?
• How can public policy be used to better care for patients?

Increasing/Improving Patient Centered Care Through Public Policy

• 70% of people want to die at home
• 25% of people actually die at home
• 20% of people die in the ICU
Increasing/Improving Patient Centered Care Through Public Policy

- Choices by individuals that affect their health care at the end of life are responsive to public policy.
  - Are supportive/educational resources available to the individual?
  - What individual behaviors are encouraged?
  - What barriers exist between people and information or care?

Examples Of How Public Policy Can Be Used To Better Treat Patients

Patient Centered Policy Goal: Increasing Access to Care
- Facilitating patient access to hospice and palliative care
- Hospice and palliative care benefit improvement for patient and provider

Examples of Patient Centered Care Using Public Policy

Patient Centered Policy Goal: Completing Advanced Medical Directive
- Better consumer/patient information regarding benefits and risks
- Better insurance coverage/billing codes that encourage medical professionals & individuals to discuss advanced directives
Access Is The Key

Question: How can we increase utilization rates?
• Answer: IMPROVE ACCESS through POLICY CHANGE

Question: How can we impact average length of service?
• Answer: IMPROVE ACCESS through POLICY CHANGE

Question: How can we impact quality of life?
• Answer: IMPROVE ACCESS through POLICY CHANGE (and fund appropriate research!)

One Model of Patient Care

(that needs fixing)

Question: What’s wrong with this picture?

Answer: It treats the patient as the “end user” and puts him/her at the end of a long line of treatment and care decisions that have already been made.

One Model of Patient Care

Question: How do we fix it?

Answer: Have health care professionals, patients, their caregivers, friends, and loved ones band together to demand policy changes that improve cancer patient outcomes and quality of life.
Patients and their caregivers are more than health care “end users”.

We live in a great country where truly patient-centered care should be provided without access hurdles or systemic barriers.
What influences a Legislator?

The following are some of the considerations legislators have when thinking about legislation.

- How large is the problem and does it have a practical solution?
- What impact does it have on his/her district?
- What is the cost?
- What organizations, individuals, businesses care about this issue? Do constituents care?
- What is the media saying?
- Does the issue affect me personally?
- What do my constituents say?
- Will this help me get re-elected? How does this affect my fundraising?
Your impact on lawmakers

- # of Contacts to State, Federal
- 1 email = represents 10 people
- 1 phone call = 100 people
- 1 in person meeting = 1,000 people
Getting to know your lawmakers ...

Do your homework online by reviewing their website
- http://www.senate.gov
- http://www.leg.state.mn.us/

Political Life
- Who is this person as a representative? Geographic and demographic area they represent? Term in office?
- Platform? Major issues and concerns? Voting record?
- Committee assignments? Staff members?
- Personal Life Who is this person? Spouse? Children?
- Relate this information to the issue to make a more personal presentation

Do your homework in person by meeting your representative to introduce yourself and build relationships

The Flow of Your Meeting

• Choose a group leader
• Decide who will speak on each topic.
• Practice with your group before the meeting!!
• Assign someone to take notes
• Deliver the Hook, Line, and Sinker
• Thank legislator
• Give them the folder or leave behind materials

Hook, Line, and Sinker

HOOK
- Introductions
- Where you live
- Why you are here today

LINE
- Share Your Story
- Talking points

SINKER
- Can we count on your support?
DO

Legislative Visit Do’s:
• Be on time, but prepared to wait.
• Turn off your cell phone.
• Introduce yourself and where you are from.
• Stay on message.
• Know the name of the bill and something about it.
• Be efficient and articulate, the meeting should be brief and concise.
• Ask for your legislators support on the issue.
• Stop discussing the issue if you get a “Yes.”
• Leave a one-pager about the issue.
• Thank the legislator and be sure to send a thank you note in addition.

DON’T

Legislative Visit Don’ts:
• Attempt to answer questions that you do not know the answer to.
• Get angry or hostile.
• Threaten (You’ll pay for this at the polls!)
• Lose track of time.
• Lobby on other issues—“Well since I’m here, what is your position on xyz”.
• Don’t get defensive; if an elected officials doesn’t support our legislation, thank them for their consideration and move on.

Sharing Your Story

Take a walk in my shoes.
A story can help someone “see” another perspective.
The Power of Your Story

A fact is like a sack – it won’t stand up if it’s empty. To make it stand up, first you have to put in it all the reasons and feelings that caused it in the first place.

- Luigi Pirandello

Role Play Practice

- Select a partner to work with.
- Decide which one of you will be the advocate and which one will be the elected official.
- Practice your meeting. Use your hook, line and sinker.
- Switch roles.

The Power of Media Advocacy

- Share your voice & expertise regarding policy issues
- Reach a wide audience through media with our message
- Collective voices create change
What is Media Advocacy?

“Media advocacy is the strategic use of media as a resource for advancing a social or public policy initiative.”

Examples of Media Advocacy

• Letters to the Editor (LTE)
• Op-eds/Editorials
• Radio and TV interviews, comments on online articles, blog posts
• Social media – Instagram, Facebook, Twitter

The Letter to the Editor

• The simplest, most basic form of media advocacy
• Newspapers prefer to receive LTEs by e-mail directly from the source – YOU
Why LTE’s Work

• A perspective on an issue and time to put it on paper are the only requirements
• Lawmakers read them
• Editorial opinions can be swayed by them

The Five B’s of LTE’s

• Be Yourself: Write as you are conveying your thoughts to a friend.
• Be Concise: The shorter the better. Watch out for word limits!
• Be Factual: Use statistics to uphold your argument.
• Be Available: The editor may contact you to confirm your identity.
• Be in Touch: Let us know if you plan to send an LTE – we are here to help!

Editorials and the Op-Ed

• Op-Eds are editorial pieces featured in newspapers and magazines
  • They provoke discussion. These pieces should inform the reader and provide constructive solutions for the problems or issues they address
  • They are longer than LTEs, ranging from 350-600 words
• Because they are pro-active and longer, it is harder to have an Op-Ed published
Tips for Writing an Op-Ed

• Follow the Five Bs of LTEs
• Bring your own unique perspective to the issue
• Make sure your story emphasizes why change is needed and how it can be made
• Timeliness is key (Committee hearings, rallies, news developments, etc.)

Communications and Talking to the Media

• Volunteers vs. Staff
• Ask for interview questions before the interview if possible. We will always prep you before an interview.
• Off and On the Record
• Saying “No Comment”

Communications Tips

• Appearance
• Make Sound Bites Sound Right
• Bridging – Staying on your message
• Dealing with difficult questions or when you don’t have the answer. Don’t say, “no comment.”
Bridging

“While that is important, it’s equally important to note that…”
“The issue is really…”
“I’m not an expert in that area, but I do know…”
“That’s very interesting, but what’s most meaningful is…”
“I want to make sure listeners/viewers understand . . .”

The Interview: Points to Remember

• Don’t just answer questions; communicate messages
• Modulate your voice and speak up
• Don’t Guess! If you don’t know the answer, it’s okay to say so
• Avoid the “no-comment” comment
• When you’re finished a thought, stop
• Relax and enjoy the interview!

Other Media Opportunities

• Write a Blog
• Connect with TCC on Facebook and Twitter
• Engage!
  ▪ Like, comment, retweet, share
  ▪ Use your personal accounts to share your views – make a video, go “live”, share your story, capture your advocacy efforts as they happen
  ▪ Follow legislators on social media