

ASHA / 2017 NESSLP Conference

AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION

Advocating for the Professions and Yourself

October 19, 2017

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ASHA / Disclosure

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- Financial: I am a paid employee of ASHA.
- Non-Financial: none

ASHA / Learning Outcomes


1. Identify key aspects of advocating for the professions through their state legislative process.
2. Identify advocacy resources at the state and national levels.
3. Examine negotiation styles and identify key negotiation skills that can be applied to issues facing members in their day-to-day practice and statewide advocacy efforts.

ASHA / Advocacy

Advocacy


ASHA / What is Advocacy?

Advocacy: The act of arguing on behalf of a particular issue, idea, person, or animal.



ASHA / What is Advocacy?

"One does what one can."
What can you do?



ASHA / Why be an Advocate?

Advocates are in a unique position to:

- educate decision makers about issues of concern
- provide knowledge of an issue's impact on the local area and
- help legislators and regulators and other decision makers understand how SLP and Audiology services improve the quality of life for their constituents

If you don't advocate for yourself and your profession, who will?


ASHA / Why is it Important?

- Your right
- Part of the ASHA Code of Ethics
- Empowers
- Accomplishes goals
- Opportunity to participate in government/local decision making
- Helps with understanding of political process and policy making

ASHA / How does a Bill Become a Law?


The diagram illustrates the legislative process:

- Introduction:** Representative or Senator introduces a bill in their respective house.
- Committee Referral:** The bill is referred to a committee.
- Hearings:** The committee holds hearings and may invite the bill's author.
- Committee Report:** The committee reports the bill to the floor, possibly with amendments.
- Floor Debate:** The bill is debated on the floor.
- Vote:** The bill is voted on in the house.
- Conference Committee:** If the bill passes in one house but not the other, a conference committee is formed to reconcile differences.
- Final Passage:** The bill passes in both houses.
- Final Step:** The bill goes to the Governor for signing, or the legislature can override a veto.


 **ASHA** / What are the Types of Advocacy?

The two types of advocacy are:


- Direct Lobbying
- Grassroots Advocacy

 **ASHA** / What is Grassroots Advocacy?

- Grassroots advocacy is an organized way to achieve change that benefit professionals and/or consumers
- An effective advocate is a person who works effectively to bring about positive change
- Grassroots advocacy involves:
 - Organizing coalitions or groups with common interests
 - Providing information to decision makers to help them make informed decisions on legislative and regulatory issues

 **ASHA** / What are the Benefits of Grassroots Advocacy?

- Increased commitment to shared goals by speech-language pathologists, audiologists and legislators
- Greater success in implementing planned advocacy strategies, including legislative, regulatory, and media initiatives


 **ASHA** / What are the Benefits of Grassroots Advocacy?

- Shared knowledge and expertise between professionals and legislators
- Increased cohesiveness and willingness of professionals to work together on future grassroots advocacy efforts that impact the professions
- Generation of grassroots advocacy initiatives as a group that may not be generated on an individual basis

 **ASHA** / What are the Types of Grassroots Advocacy?

The two types of advocacy are:

- Legislative Advocacy
- Regulatory Advocacy

 **ASHA** / What is Legislative Advocacy?

Legislative advocacy is aimed at:

- Introducing a bill in the U.S. Congress or state legislature
- Changing a bill that has been introduced
- Opposing a bill that has been introduced
- Ensuring that a bill is enacted into law


ASHA / What is Regulatory Advocacy?

Regulatory advocacy is aimed at:

- Influencing governmental agencies that are responsible for developing, implementing, monitoring and enforcing regulations at the federal or state levels

ASHA / How to Advocate?

- Survey members
- Determine priorities
- Establish Working Group
- Set Goals



ASHA / Establish a Grassroots Advocacy Network

- Recruit advocates- like minded members, contacts in key districts
- Establish a data base
- Develop a communication system to maintain contacts with grassroots advocates and committee members

ASHA / Establish an Action Plan


- Identify the change you want to make
- Identify important factors necessary for change
- Identify key decision makers
- Determine level of support or opposition
- Evaluate the political climate
- Determine Areas of Action Needed

ASHA / Focus on Critical Time Frames

1. From present to election day- support candidates who are likely to support your initiative and be visible with support
2. From election day until the start of legislative session – build relationships w/ newly elected; identify key staff
3. From start of session to end- communication strategy; key contacts
4. Long Term – nothing happens over night

ASHA / Identify Strategies

- Identify commonalities
 - Link with like issues
- Raise public awareness
 - Involve the public
 - Highlight issues with human interest stories in the paper, radio and news
- Share information
 - Briefs/ guides/ talking points



ASHA / Identify Key Decision Makers

It is important to determine who the decision makers are and when decisions need to be made:

- Legislators on committees of jurisdiction
- Department of education officials
- State superintendents of education and special education directors
- School unions and Boards of Education
- Regulators and insurers

ASHA / Understand your Audience

It is important to understand the decision maker's:

- Political views and policy interests
- Constituency base
- Legislative committee assignments
- Biographical and personal interests
- Political agenda

ASHA / What Impacts Decision Makers?

<u>The Issue</u>	<u>Personal</u>
<ul style="list-style-type: none">• Merits of the issue• Impact on his/her district	<ul style="list-style-type: none">• Personal experiences• Organizational affiliations

ASHA / What Impacts Decision Makers?

<p>Legislative</p> <ul style="list-style-type: none">• Staff advice• Committee/Leadership position• Trade off with other legislators	<p>Political</p> <ul style="list-style-type: none">• Scorecards• Re-election/Lame duck• Campaign commitments• Party position
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ASHA / What Impacts a Decision Maker?

<p>Media</p> <ul style="list-style-type: none">• Letters to the Editor• News articles• Editorials• TV news/talk shows	<p>Outside Influences</p> <ul style="list-style-type: none">• Constituent contacts/grassroots pressure• Public sentiment• Celebrity/public figures
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ASHA / How Do I Make My Voice Heard?

- **Call** - It's the quickest and most effective way to communicate your concerns to the decision maker
- **Write** - Snail mail, fax, email
- **Letter to the Editor** - Create a public dialogue
- **Meet** - Attend public meetings or schedule private meetings with your decision maker
- **Respond** - Take action when you receive and alert from NYSSLHA or ASHA!

"What works best is personal, thoughtful communication"

Blackwell, 2001

ASHA / Preparing for a Legislative Visit

- Prepare a few key talking points/fact sheet to share during the visit
- Plan to bring a consumer or prepare to share a personnel story
- Create a handout, video or other "leave behind" with contact information to share during the visit

ASHA / Developing your Message

Develop uniform messages for grassroots advocates to share during visits. Messages need to:

- Be accurate
- Be short/concise
- Have new important content and information
- Include a personal story


- What is your 30 second elevator speech?

ASHA / Delivering your Message

- Make an appointment and be on time
- Present the message in a clear and concise manner and stick to it
- Use fact and data to support your position
- Eliminate jargon
- Share a personal story
- If you are asked a question that you cannot answer, promise to get back to the person

ASHA / Writing to Legislators

- State the bill number and title
- Address the legislator appropriately
- Add a personal component to talking points
- Keep it simple, short, and focused
- Don't use technical language
- Present convincing statistics
- Don't make statements you may later regret
- Legislator may be more or less familiar with your issue
- Thank them for considering your concerns




ASHA / Testifying at Hearings

- Be Punctual
- Be Brief, Avoid Duplication
- Have any amendment language available
- Know What Other States are Doing
- Listen to Other's Testimony
- You Don't Have to Know Everything!



ASHA / Coalition Building

- Ohio Speech and Hearing Governmental Affairs Coalition-
Established in 1982 http://ohioslha.org/adv_oshgac.htm
- Issues
 - Shortages of SLPs
 - Licensure Changes




 ASHA / Using the Media

- Write an OpEd
- Develop a calendar of events and a list of potential sources and contacts
- Develop a newsworthy story

Key factors

- The "angle"
- Timing
- Uniqueness
- Broad audience interest

 ASHA / Using the Media

- Locate a reporter that covers your issues (Education or Health reporter)
- Determine what reporters want
- Become a valuable source
- Develop a tip sheet
- Facilitate a long term relationship

 ASHA / Other Ways to be an Advocate

- Invite legislators to your work place
- Host a fundraiser for you preferred candidate
- Volunteer with a campaign
- Run for office

ASHA / Sustain the Effort

- Keep members of the committees informed
- Set realistic timelines for goal achievement
- Celebrate accomplishments
- Recognize efforts
 - State convention
 - Website
 - Newsletter
 - Social media
 - ASHA Leader

ASHA / Working through the Legislative & Regulatory Process

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Step 1 Step 2 Step 3

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ASHA / Working through the Legislative & Regulatory Process


I HATE THIS PART!!

THE DOUBLE DIPPERS

ASHA / Working through the Legislative & Regulatory Process



ASHA / Working through the Legislative & Regulatory Process



ASHA / Remember... All Politics is Personal!

- Personal contacts work best
 - Individually composed letters get attention
 - Direct phone call suggesting specific action is powerful
- Generate a support group
 - Decision makers tend to pay more attention to larger groups, especially if the group represents a variety of constituencies







ASHA / Negotiation

Grabbing your audience's attention

- Make it
Vivid

ASHA / Negotiation

- Use demonstrations and symbolic actions



ASHA / Negotiation

- Put your heart into it.



ASHA / Negotiation

- Tell A Story
- Personalize it



ASHA / Grab your Audience's Attention



ASHA / Grab your Audience's Attention

The Timba Family's Heifer is Helping Them Escape Poverty

Like so many parents around the world, Ivan and Petrasa Timba from Zambia often skipped meals so that their children could eat instead.

Then reality, "Often, we would only eat once a day because there was little food. My children were malnourished and they got sick a lot."

Things were very important for the family. But all that changed when Petrasa and Ivan received the gift of a heifer and the training needed to care for it.

Their cow now produces more than three gallons of milk each day. What they don't drink, they sell for income.

A heifer did not just fit in with them, and increased income has made another two heifers available for the family's needs.

Petrasa and Ivan have already passed on their heifer's first offspring to another family in need ...

... connecting the eyes of empowerment that you will begin to carry the gift of a heifer.

"She has really made a positive difference. The milk helps our family. They improve their way of living," says Ivan Timba.



ASHA / Negotiation

Other Ways to Grab Your Audiences Attention

- Make it a Puzzle



ASHA / Negotiation


- Build Bridges with Analogies and Metaphors



ASHA / Negotiation

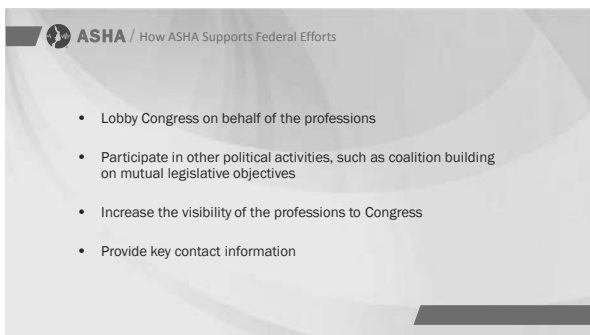
Force your Audience to Think

- Questioning the Obvious
- Reversals
- Let's Pretend
- Re-conceptualize









ASHA / How ASHA Supports State Efforts

- State Legislative and Regulatory tracking system which allows staff to monitor legislative and regulatory activity in all 50 states and the District of Columbia.
- Monitor trends in licensure, health care and education
- Provide SSLHAs with technical assistance and related resources relative to specific legislative and regulatory measures.

ASHA / How ASHA Supports State Efforts

- State liaisons meet with State Association leaders and attend state meetings to provide information to members and help associations develop plans and implementation strategies to assist with member issues
- Support the use of ASHA Web site for grassroots letter and e-mail campaigns to state legislators and regulators
- Develop testimony, talking points, legislative language and letters of support or opposition

ASHA / ASHA Resources



ASHA / ASHA Resources

State Liaisons

Northeastern Region
Susan Adams, Director, State Legislative & Regulatory Advocacy
sadams@asha.org
301-296-5665



Central Region
Janet Deppe, Director, State Advocacy
jdeppe@asha.org
301-296-5668



Western Region
Eileen Crowe, Director, State Association Relations
ecrowe@asha.org
301-296-5667



Southern Region
Cheris Frailey, Director, State Education and Legislative Advocacy
cfrailey@asha.org
301-296-5666



ASHA / ASHA Resources

ASHA State-by-State

ASHA's state offices are team advocates on issues related to the professions in the state and local level and provide teachers and state-wide language hearing professionals with consultation and resources. Find the ASHA State Team (STAR) for your state.

<http://www.asha.org/advocacy/state/>

State Requirements and Contact Information

About state contacts and business information:

Alabama	Indiana	Nebraska
Alaska	Iowa	New Hampshire
Arizona	Kansas	New Jersey
Arkansas	Kentucky	New Mexico
California	Louisiana	New York
Colorado	Maine	North Carolina
Connecticut	Maryland	North Dakota
Delaware	Massachusetts	Ohio
District of Columbia	Michigan	Oregon
Florida	Minnesota	Pennsylvania
Georgia	Mississippi	Rhode Island
Hawaii	Missouri	South Carolina
Idaho	Montana	South Dakota
Illinois	Nebraska	

See the latest trends section of *ASHA*.

Massachusetts State Information

Summary of State Requirements

- Current requirements for audiologists and general language pathologists
- Current requirements for hearing aid dispensing
- Current licensure requirements
- Entry information on licensure
- Training requirements

Contact Information

- State agency for language hearing association, hearing loss, education agency and hearing technology agency
- ASHA state website representative
- ASHA State Advocacy Liaison (STAR)
- State Director for Enforcement of Quality
- Star Liaison for Professional Practice (STAR)

State Officials & Legislative Information

- Find national officials & representatives
- Find state representatives legislative with the State of Massachusetts website
- View ASHA State Policy Section

ASHA / Advocacy Resources

STARs – State Advocates for Reimbursement



ASHA Staff Liaison
Laurie Alban-Havens, Director, Private Health Plans & Medicaid Advocacy
lalbanhavens@asha.org



- Find your STAR at:
http://www.asha.org/practice/reimbursement/private-plans/reimbursement_network/

 **ASHA** / Advocacy Resources

StAMP - State Advocates for Medicare Policy



ASHA Staff Liaison
Sarah Warren, Director, Health Care Regulatory
Advocacy
swarren@asha.org



- Find your StAMP at:
<http://www.asha.org/Practice/reimbursement/medicare/StAMP/>

 **ASHA** / Advocacy Resources


SEALs-State Education Advocacy Leaders



ASHA Staff Liaison
Eileen Crowe, Director, State Association Relations
ecrowe@asha.org



- Find your SEAL at:
<http://www.asha.org/advocacy/state/seals.htm>

 **ASHA** / ASHA Resources

State Association Grants (<http://www.asha.org/Advocacy/stateleaders/StateAssocGrants/>)

- ASHA is offering grants to state associations for the 2018 calendar year. Applications open in January 2018.
- \$75,000 distributed to 15 states in 2017

Student Advocacy Grants (<http://www.asha.org/Advocacy/stateleaders/Student-Advocacy-Grants/>)

- A grant of \$1,000 is available to state associations interested in developing/increasing student participation in state advocacy day activities in September 2018. Grant applications just ended for 2017/2018 year.
- \$11,000 distributed to 11 states in 2016/2017

ASHA / ASHA Take Action

Voice Your Support!

Hearing Aid Assistance Tax Credit
Ask your members of Congress to reauthorize the Hearing Aid Assistance Tax Credit (S. 463).

Other: Oppose Licensing Board Constitution
Legislation has been introduced in Ohio (HB 493) to merge licensing boards and give oversight of the professions to a "superboard" that would oversee all career and hearing professions, including audiologists and speech-language pathologists. Take action today to ask your state legislators to remove this language and let our professions be autonomous.

New Mexico: Oppose changes to our scope of practice review
The New Mexico Legislature has introduced SB 345, a bill that would alter the review process for making changes to the scope of practice for audiologists and speech-language pathologists by creating a Scope of Practice Committee made up of state legislators. Take action today to ensure we maintain oversight of our profession.

Oklahoma: Oppose Internet Hearing Aid Sales
Oklahoma has introduced a bill that would allow for mail or internet sales of hearing aids. This would allow customers to self-prescribe hearing aids, which may result in the future to receive appropriate care and sufficient benefits from the device. Please take action today to oppose this bill.

Find your elected officials
 Lookup your elected officials and candidates. Just enter your ZIP code to get started.

Subscribe to our mailing list
 Provide us with your email address and we'll let you know about upcoming engagements, etc.

ASHA / Questions



ASHA / Contact

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