**Campaign for Action:**
Winning Strategies for Full Practice Authority for APRNs

The Legislative Process:
How Legislation Works
Fall 2017

Quarter Century of Experience

- Congressional Leadership, Fortune 500 Companies, Business Coalitions, Trade Associations, and National Non-Profit Organizations
- Message Development, Issues Framing, Coalition Building, Grassroots Advocacy & Lobbying, and Paid, Earned & Social Media

2013-2017 Outreach & Engagement

- Developed Strategies & Help Manage AARP’s Outreach & Engagement Platforms in 23 States
Conservative Outreach & Engagement

Know Your Audience

- Conservative, Center-Right Coalition:
  - Fiscal Conservatives
  - Tea Party/Constitutionalists
  - Second Amendment Voters
  - Libertarians/Less Gov't
  - Social Conservatives
  - Right-to-Life Voters
  - Homeschoolers
  - Business Community & Small Business

United Against:
- ACA (Obamacare)
- Big Gov't, Higher Taxes, Excessive Regulations & Unfunded Mandates

Voter Attitudes

ABC News Exit Poll 2016

Economy: Most Important Issue

Foreign Policy
Immigration
Economy
Terrorism

Rural vs. Urban Attitudes

ABC News Exit Poll 2016

- Life Worse for Next Gen
- Rate Economy Negatively
- Worse Off Financially

Rural: <10,000
Micropolitan: 10K-30K
Urban: >50,000
Federal Changes Under Obama

Conservative Gains: U.S. House & U.S. Senate

U.S. House of Representatives:
• 2009: 178 Republicans; 256 Democrats
• 2016: 241 Republicans; 194 Democrats
• +63 Republican Seats Gained

U.S. Senate:
• 2009: 40 Republicans; 58 Democrats
• 2016: 52 Republicans; 46 Democrats
• +12 Republican Seats Gained

State Level Changes

Conservative Gains: Governors & Legislatures

2017 Governors:
• 33 Republican
• 16 Democratic
• 1 Independent
• GOP Net Gain of 2 Governor Mansions – Largest Margin since 1922

2017 State Legislatures:
• 69 Republican
• 29 Democratic
• 1 No Party (Nebraska)
• Total State Legis Seats: GOP 4,470
• Dem 3,128
Textbook Lawmaking
How a Bill becomes a Law
"I'm Just a Bill on Capitol Hill"

- Legislation Introduced by Lawmaker
- Passes BOTH the House & Senate
- Executive Branch Signs into Law

Reality Check on Lawmaking
Lessons Learned State-by-State

1) Messenger Matters as much as Message
2) Conservative Outreach Opportunities Exist
   • Strategically Targeted
   • State-by-State/Community-by-Community Basis
3) Relationship Building & Continued Development

Case Study: Arkansas

2014: Relationship Rounds with Legislative Leadership & Ark. Hospital Assn PRIOR to Private Option Intro & DURING Debate
2015: Expanded Relationship Building with Gov Candidate(s) & Leveraged Post-Election to Fund Private Option in 2015 Legislature
2016: Expanded Private Option Collaboration with AHA/3rd Parties to Pass Caregiver Act - Now Leveraging on Work/Save

Eighty percent of success is showing up. - Woody Allen

www.gate-treadex.com
Case Study: Michigan

2014: Relationship Rounds with Political Leaders prior to Midterm Elections for Voter Guide

2015: Expanded Relationship Building with new Governor/Administration, newly Electeds & 3rd Party Stakeholders

2016: Full Court Press throughout Legislative Session on CARE Act until final passage & became law

Case Study: Texas
Coalition for Health Care Access

Advanced Practice Registered Nurses (APRNs) are Masters of Doctorate level health care providers who are subject to specific occupational licensing barriers which limit access to care for patients and drive up the cost of health care in Texas...The Coalition urges all Texas legislators to join us...to remove these antiquated barriers to occupational freedom and provide greater access to care for patients throughout Texas.

Outreach & Engagement Overview
Who Should Be YOUR Relationship Manager???

- Conduct Inventory of Current Advocates
- Understand Political Landscape & Lawmaker Motives
- Honest Assessment of Organizational Stock & Equity
  - Do YOU Need to Recruit New or Different Messengers?
  - How does YOUR Stock & Equity Compare to Competitors?
Overarching Strategy
Outreach & Engagement
Basics of Meet & Greet Sessions
1. Listen & Learn
   • What motivates lawmaker on Patient Care Issues?
2. Engage & Educate
   • Use Local/District information, statistics, anecdotes
   • Tell a short story to personalize in area that motivates elected
3. Identify Intersections & Find Follow-up Action Item
   • What level of support can you lock in now?
   • What action item can you ask for later?

Messaging Overview
“It’s not what you say; it’s what they hear.” Luntz Global Research

- OVERARCHING MESSAGE:
  • “We are fighting to improve access to affordable health care, community by community, by cutting through the red tape that prevents nurse practitioners – and all advanced practice registered nurses - from doing their jobs.”

Messaging Overview
Other Lessons Learned from Legislative Meetings
- Access to Care is Critical, especially in small towns, rural communities & underserved areas
  • Message Point: “Miles are minutes, and minutes can be the difference between life and death!”
- Access to Care also is vital to Main Street Economies
  • Need local/district statistics or stories on health care economy, especially in small towns, rural communities & underserved areas
- NOT a Doctors versus Nurses Debate
- Always bring discussion back to what’s best for patients, your community, and access to high quality health care
Messaging Overview
Political Play: Majority Opinion

- Nursing Scope = Overwhelming Support
  - 1,100 TX Registered Voters 45+, Dec. 2016

- Overwhelming Support is Bipartisan
  - 1,100 TX Registered Voters 45+, Dec. 2016

Final Thoughts from Legislative Meetings

- "Nurse Practitioners should have the FREEDOM & INDEPENDENCE to fully utilize their skills, education, and training to put patients first, break down barriers, and fill this urgent need to deliver high quality care."

- "Fact is: Our physician shortage is hitting the state hard, and this free market solution can improve access to America's health care system, especially in rural and underserved areas."

- "The bottom line is: This primary care choice will save lives & money!"

Breaking it down:
- Positive & Aspirational: Putting Patients First
- Supporting Family Caregivers: Access to Health Care
- Overcoming Negatives: Breaking Down Barriers & Cutting Red Tape
- Fiscal Sense: Free Market Solution & Primary Care Saves Lives & Money

Closing Thoughts

- Messenger Matters as much as Message
- Listen & Learn
- Engage & Educate with Message Discipline
- Always about Patients – not Nurses or Doctors
- Don’t Get Discouraged – Regroup & Move Forward