SBHC Advocacy 101: Telling Your Story to Federal Policymakers

May 15, 2019
Reminders

• All attendees are in listen-only mode.
• We want to hear your questions! To ask a question during the session, use the Q&A box that appears on the bottom right side of your control panel.
• Please complete evaluation poll questions at the end of the presentation.
Webinar Archives

- Mapping Tool Introduction
- Findings from the 2013-14 Census
- Policy & Advocacy
- Confidentiality in School-Based Health Care
- Vision Screening 101
- School-Based Health Alliance Tools

http://www.sbh4all.org/webinars
Today’s Presenters

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SBHC Advocacy 101: Telling Your Story to Federal Policymakers

Brooke Lehmann, MSW, JD
Megan Zuckerman, JD
Advocacy: Why It Matters

- Policymakers can’t support what they don’t know about
- Strong relationships are the foundation for future support
- Advocacy vs. Lobbying
Advocacy Day: June 25

**Overview**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Breakfast and registration</td>
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<td>8:00 a.m.</td>
<td>Welcome and announcements</td>
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<td>8:15 a.m.</td>
<td>Rally begins</td>
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<td></td>
<td>• Youth advocates</td>
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<td>• SBHA Staff, Board, Leadership Fellows</td>
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<td>• Members of Congress</td>
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<td>8:45 a.m.</td>
<td>State groups convene &amp; travel to Capitol Hill</td>
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<td>10:00 a.m.</td>
<td>Recommended time to start first Hill meetings</td>
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<td>2:00 p.m.</td>
<td>Return to hotel</td>
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<td>Convention resumes at 2:30</td>
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Getting from the Metro to Your Meetings

Union Station

Capital South
Preparing for Your Meetings
Do Your Research

• Who is Your Representative or Senator?
  • Take a quick look at MOC’s website – get a sense of who they are and what is important to them
  • Have they visited an SBHC?
Scheduling Your Meetings

• Prioritize MOC offices that are on relevant committees
• Consult excel sheet with MOC Health LA list to locate email of the staff
• Send email asking for meeting – we will provide a script, follow-up with email/phone call
• Keep in mind time and distance
Preparing for Your Meetings

- Determine who will be attending each meeting
- Assign roles
- Bring “leave behinds” – SBHA will provide, add in state materials if possible
The Meeting - What to Expect

• Congressional staff – assume limited knowledge
• Okay if the staff is quiet, keep talking – tell YOUR story!
• Tight Spaces, consider your group size
• 15-30 minutes
The SBHC Reauthorization Bill

• Make sure to mention our bill!
• Talk about why this bill is so important to your SBHCs
• Use the talking points SBHA will provide in the folder and will train you on at the convention
• Offer either Brooke or Megan as a follow-up
• Make the ask!!
Meeting Follow-Up

- Send thank you email within a few days with the Alliance 2016-17 Census report, address follow-up questions.
- Initiate SBHC site visit: Seeing is believing! The visual of the SBHC visit is priceless.
- Stay in touch and stay on their radar!
Wrapping Up

Prepare
• You are the “State Captains” – coordinate with fellow attendees that you will schedule meetings the week of MAY 20TH – SBHC OUTREACH WEEK
• Plan with your colleagues order of the meeting

Hill Meetings
• Relax! You’re the expert
• Tell your story
• Social media, photos - @sbh4all, hashtag for convention is #SBHC19

Follow-Up
• Meeting recap
• Maintain communication
• Site visit
Questions?

Please enter your questions into the “Q&A” box of the Zoom control window.
Registration is OPEN

Location:
Crystal Gateway Marriott
1700 Jefferson Davis Hwy
Arlington, VA 22202

For more information:
https://www.sbh4all.org/training/convention/
Questions?

Please enter your questions into the “Q&A” box of the Zoom control window.
Thank You!

Additional Questions?
Contact us at brooke@capitolworksllc.com and megan@capitolworksllc.com.