Move Our Mission: Meet With Members of Congress Back Home

Recess Period for 2015: August 8 – September 7

Sign up at: www.diabetes.org/congressathome

Welcome & Introductions

- Deirdre Murphy – Advocacy Chair, San Antonio, Call to Congress Participant
- Carla Engel & Ginger Netten – AZ Advocates, Call to Congress Participants
- Meghan Riley – Managing Director, Federal Government Affairs
- Joe Franco – Managing Director, Grassroots & Internal Advocacy
- Maren McGowan – Associate Director, Grassroots & Internal Advocacy

Agenda

- Welcome & Introductions
- Appropriations Process
- Our Asks
- Effective Constituent Meetings – Tips from Deirdre – Tips from Carla & Ginger
- Advocacy App
- Reporting Back

Congressional Budget Process

- President’s Budget is NOT the final law
- Congress ultimately decides funding levels
- YOU can help them to make good decisions
- YOUR STORIES help them understand the impact of funding on programs and people in their district

Our Key Asks

- $2.066B for NIDDK at NIH
- $140.129M for DDT at CDC
- $20M for National DPP

National Institutes of Health

$2.066 billion for the National Institutes of Health’s (NIH) National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

- Primary government agency conducting research to cure, prevent and treat diabetes
- NIDDK-supported research produced many tools essential in diabetes management (i.e. CGMs and insulin pumps).
- More NIDDK funding in FY2016 is needed to help:
  - predict the risk of developing type 1 diabetes
  - prevent type 2 diabetes
  - combat diabetes complications
CDC’s Division of Diabetes Translation

$140.129 million for the Centers for Disease Control and Prevention’s (CDC) Division of Diabetes Translation (DDT)

- DDT brings together:
  - federal, state, and local governments
  - health care providers
  - patient organizations

- DDT eliminates the preventable burden of diabetes through:
  - developing and implementing prevention strategies
  - best practice guidelines and educational activities
  - outcomes-based research activities

- FY2016 funding for DDT would help build up innovative prevention, research, and education programs

National Diabetes Prevention Program

Support $20 million in FY 2014 funding for the National Diabetes Prevention Program.

- Research driven, community-based intervention to people with prediabetes that has been proven to halt or delay the progression of type 2 diabetes

- Currently 1095 sites operate the National DPP in communities across the country

- Increased FY2016 funding for the National DPP to expand the number of sites and reach more people at high risk for developing type 2 diabetes

Keep in Mind

- August ‘recess’ is really:
  - A state work period for the Senate
  - A district work period for the House

- Members want to “hear from home” – both on Capitol Hill & at home!
  - Constituents have an impact. We are VOTERS!

- Congress legislates by personal stories
  - Compelling stories prompt action.

- Congress: run by 20- and 30-year-olds.
  - Young staffers have power and influence, but need your issue expertise.

Keep in Mind

Relationships with staff are important – both DC & home district staff.

Staff are the ones who:

- Do the groundwork for the legislator
- Are gatekeepers and eyes and ears for their bosses.
- Are the issue experts and are the ones recommending policies and actions to their bosses

- Will assure your issue actually gets before the legislator (or alternatively, can shut you out or turn a blind eye to your issue)
- May be tomorrow’s legislator

Sign up

www.diabetes.org/congressathome

Arrange for the Meeting

- Online link to contact info for Congressional district offices, then phone the district office and ask to speak to the Member’s scheduler for in-district meetings
  (OR)
- Find the online page for your legislator at house.gov or senate.gov
- Most offices preferred method of contact:
  - Email the scheduler and follow up with a phone call to that scheduler within a week.

KEY TIPS:

- Call early
- Call back - be persistent
- Let them know how many will be attending & issues
Before Meeting

Access messaging tools at:
www.diabetes.org/congressathome

- What Do I Talk About document
- State Burden of Diabetes Fact sheet
- Staggering Costs Infographic
- NIH & CDC Fact Sheets

Before Meeting

- "Tell Your Story" cards as handwritten leave behinds
- County specific diabetes information

Ideas from San Antonio

- "Tell Your Story" cards as handwritten leave behinds
- County specific diabetes information

During the Meeting

- Keep It Simple
  - Clearly and concisely state the issue.
  - Example: “I’m here to discuss the need for increased federal funding for diabetes research at NIH.”
- Put a human face, or local angle on the issue
  - Make it personal, but brief.
  - Tie your story into your status as a constituent. (i.e. talk about your doctors, local clinics & hospitals you or your child have received care at, etc.)
  - Use statistics from your state fact sheet

During the Meeting

- Ask for their support.
  - If they support you, thank them, and thank them again.
  - If they oppose you, stay cordial and friendly.
  - If they are undecided, ask if you can provide any additional information.
  - Make sure you know exactly how they feel before leaving the office. Report in online feedback form after your meeting.

Before Meeting

- Invite other advocates from your congressional district or state
  - Community Leadership Board Members
  - Key Advocacy Leaders List (sent by email)
  - Other Local Diabetes Advocates

Before Meeting

- Planning phone call in advance, or meet 30-40 minutes prior to scheduled in-district meeting
- Designate a lead advocate to facilitate planning
- Tell your story and listen to others; determine who will say what during meeting
- For large meetings, not everyone will be able to share their story; choose the most compelling story or 2
During the Meeting

You don’t need to know all the answers:

“I don’t know” can be a smart political move.
- Opportunity for further contact/follow-up

Leave Behind at End of Meeting

- State Burden of Diabetes Fact Sheet
- NIH Fact Sheet
- CDC Fact Sheet
- Staggering Cost Infographic

Soon after the meeting

Let us know how the meeting went
- Easy to remember, easy to use online form

Deirdre’s top 5 tips

1. Engage members of Congress through Social Media
2. Invite members to local opportunities to learn more about diabetes
3. Participate as often as you can in events that the member is hosting
4. Ensure that the local legislative staff is registered for the e-blasts that your local office sends out
5. Keep yourself up to date with all political happenings year round – the relationship cannot be built only in August of each year

Including youth in meetings

TIPS in the meeting:
- Feature youth story
- Give youth difficult ask

TIPS for recruiting:
- Youth invite youth
- Make it easy (for parents too) & non threatening - go in group
- Include transportation

Ginger’s Impact Statements

2 things to keep in mind:
1) Make it passionate and real
   At 5 years old I thought I was going to die because it is call “Die-abetes”.
2) Make them think!
   Talk about cause vs result
   - Cause: diabetes.
   - Result: heart disease, stroke, kidney failure, amputations, blindness.
Organizing – Arizona Style

2014 Arizona Goals for Recess Meetings:
- HOUSE: 3-5 diabetes advocates attend each meeting
- SENATE: Board leadership and Advocacy Chairs attend the meetings with the 2 senators
  - AZ Advocacy Committee members lead & bring together other advocates
  - Identified which Congressional Districts represented among AZ committee members
  - Designed project timeline
  - Identified CLB members and other volunteers who have participated in an event or program who are:
    1) passionate about the mission, and
    2) can rely on to set up and hold meetings

Organizing – Arizona Style

- Sent out letters to make the ask for the meetings, and letting them know that 2-5 constituent advocates would be participating.

Keys to Success:
- Identify leader in each congressional district
- Personal outreach/ask to advocates from the lead person in the district to get others to respond.
- Premeeting conference calls - each districts
  - Make sure each is comfortable with role in the meeting
  - Work on messaging
- Materials on /congressathome very solid foundation – great resources.

Value of meeting both on the hill and at home

- Build relationships with both DC & home district staff
- Reinforce message throughout the year – with multiple staff members
- Can engage more advocates
  - New stories to tell
  - Opportunity to bring advocates up the engagement ladder, engage CLB members

Amplifying the Message: Media Outreach

Ginger Netten: Call to Congress 2015

Tips for Success:
- Pitch story with interesting angle
  - Sales 101: need a “hook”.
  - Our email subject line had feel-good, “can’t say no” attention-getter
- Pitch to multiple media outlets
- Advance Prep
  - Talking points
  - Photos with members of Congress
  - Use your resources.
    - We used the school PR team and media team. Offer to help the school get positive attention while also advocating for ADA.
American Diabetes Association Advocacy App

Advocacy App: National Issues - Talking Points for August meetings

Advocacy App: Report Form
Let Us Know How It Goes – Steps 1, 2, 3
1: Select report form
2: Enter your name, address
3: Select your member

Advocacy App: Report Form
Let Us Know How It Goes – Steps 4 & 5
Step 4: Enter Meeting Information
tells you here if & what information is missing when you submit.
Step 5: Thank you
Confirms that your information was submitted successfully.

Advocacy App: What Else Can You Do With It?

Key Issues in Legal & State Advocacy

Questions?
Now’s the time to answer your questions.
• Thanks to those who submitted questions when you registered or during the webinar.
• If we can’t get to all of the questions, we’ll post answers through the listserv.
You can also email questions to MakingNoise@diabetes.org