



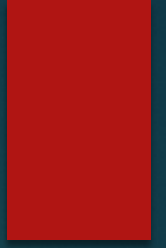
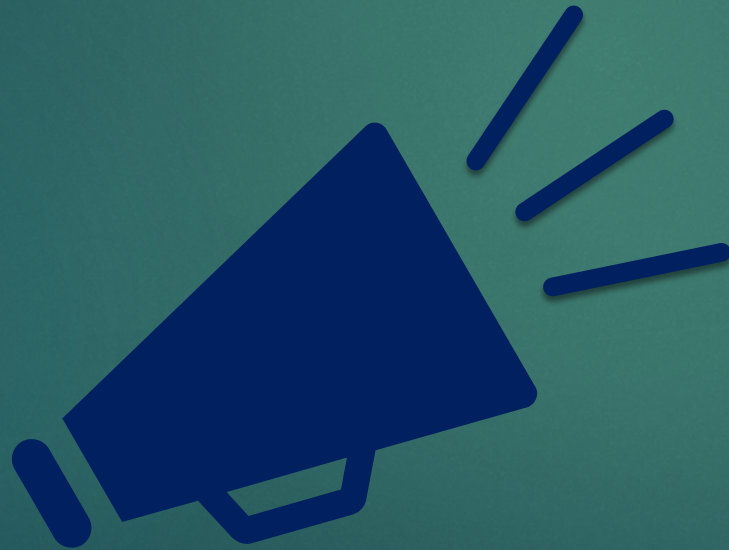
Advocacy 101

ASHLEY WENDT, MPH | 2019 BIRTH OUTCOMES INITIATIVE SYMPOSIUM | COLUMBIA, SC

After this session, participants should be able to...

- ▶ Demonstrate their understanding of the legislative process
- ▶ Compare and contrast the similarities and differences between advocacy and lobbying
- ▶ Discuss advocacy opportunities at the local, state, and national level

How are you
already
involved in as
an advocate?



Let's Define Advocacy

- ▶ Advocacy: refers to taking action.
- ▶ Advocacy simply involves speaking and acting on behalf of yourself or others.

Advocacy Basics

- ▶ There are several types of action that a person can take:
 - ▶ Self-advocacy: taking action to represent and advance your own interests;
 - ▶ Peer advocacy: taking action to represent the rights and interests of someone other than yourself;
 - ▶ Systems advocacy: taking action to influence social, political, and economic systems to bring about change for groups of people; and
 - ▶ Legal advocacy: taking action to use attorneys and the legal or administrative systems to establish or protect legal rights.

Health Advocacy

- ▶ The goal of **Health Advocacy** is to shape public policy to address today's ongoing public health concerns. Those include ensuring access to care, protecting funding for core public health programs and services and eliminating health disparities (APHA, 2019).

Advocacy vs. Lobbying

- ▶ **Advocacy** simply involves speaking and acting on behalf of yourself or others.
- ▶ **Lobbying** can generally be defined as any attempt to influence a politician or public official on an issue.
- ▶ Lobbying can be further broken down into:
 - ▶ **Direct lobbying:** Any attempt to influence new or existing legislation via communication with a member of the legislative body or other government representative who has a say in the legislation.
 - ▶ **Grassroots lobbying:** Asking the *general public* to contact their legislator and/or mobilizing the public around a legislative issue.
 - ▶ Organizations, such as nonprofits, cannot ask their *members* to contact their legislators or government agencies regarding the legislation, though, as this is considered direct lobbying. Examples of grassroots lobbying include creating an online petition to generate public support for a cause, distributing flyers, and organizing a public demonstration or rally.

Restrictions on Lobbying

- ▶ An individual, acting as a private citizen, may engage in health advocacy, including lobbying, grassroots lobbying
- ▶ Government employees are prohibited from engaging in advocacy activities during work time and in using government equipment and materials including all government-owned communication channels for advocacy purposes.
- ▶ Federal law places restrictions on lobbying initiatives and bans electioneering activities by nonprofit organizations



Advocacy or Lobbying?

Using Social Media to get the word out about a cause or issue.

Lobbying

Advocacy

Asking your member of Congress to vote for or against, or to amend or introduce, particular legislation.

Lobbying

Advocacy

Generating an online petition asking members of your organization or members of the public to contact their legislator(s) to support or oppose particular legislation

Lobbying

Advocacy

Meeting with a government official to explain how a particular problem/issue is affecting a particular group or organization.

Lobbying

Advocacy

Telling a member of Congress how a policy affects constituents.

Lobbying

Advocacy

POLICY: “BIG P” VERSUS “little p”

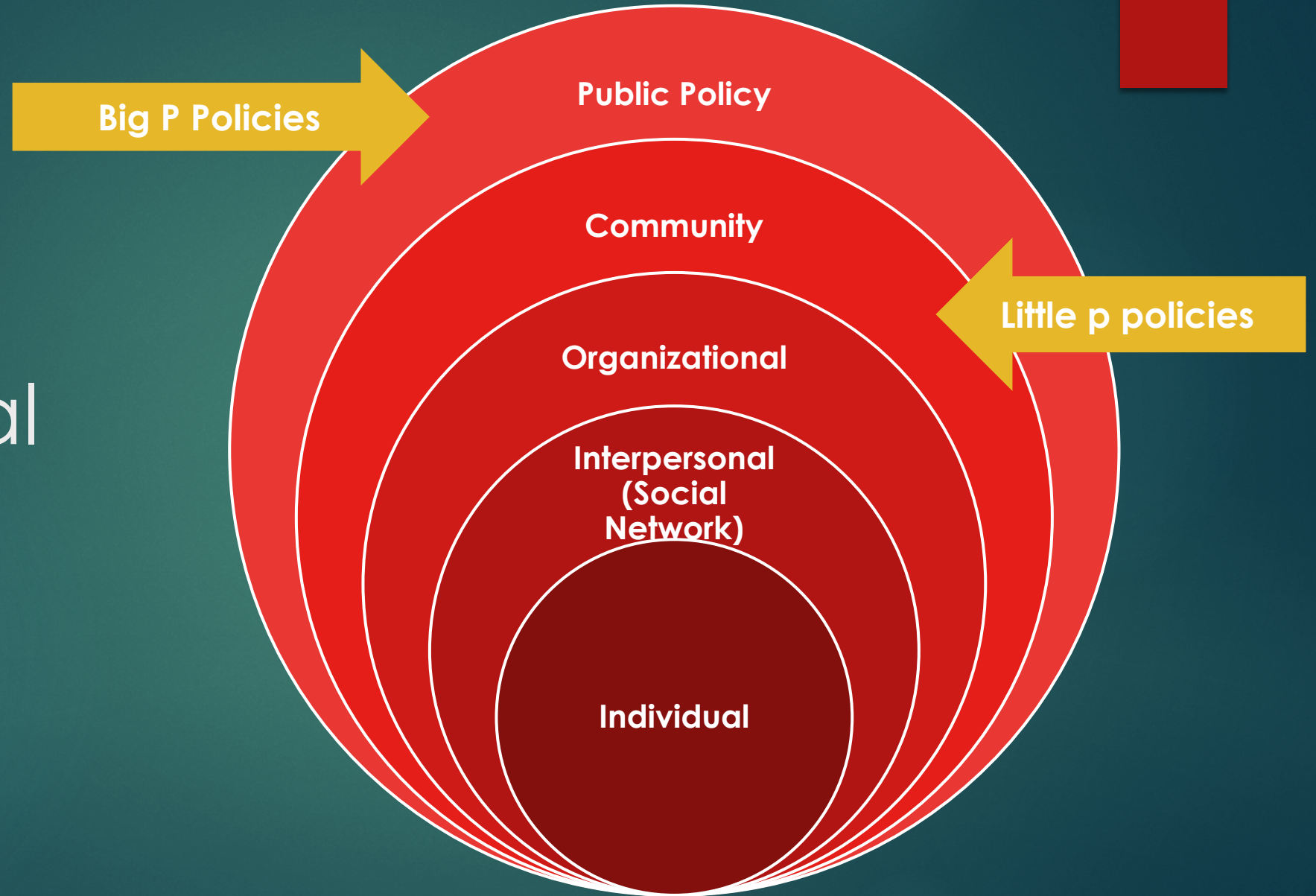
BIG B POLICY

- ▶ Formal laws, rules, regulations enacted by elected officials

LITTLE P POLICY

- ▶ Organizational guidelines, internal agency decisions or memoranda, social norms guiding behavior

Social- Ecological Model



State Advocacy



South Carolina Lactation Support Act (H.3200 & S.406)

- ▶ Builds on the South Carolina Pregnancy Accommodations Act
- ▶ Provides more people with the right to break time and private space to express milk in their workplaces
- ▶ Introduced in the Senate on January 22, 2019
- ▶ Currently residing in the Senate Committee on Labor, Commerce and Industry

12-Month Supply of Birth Control Act (H.3279 & S.187)

- ▶ This bill would allow access to a 12-month supply of birth control at one time.
- ▶ Introduced to SC House on January 8, 2019 and referred to the Committee on Labor, Commerce, and Industry
- ▶ Introduced to SC Senate on January 8, 2019 and referred to the Committee on Banking and Insurance

Anti-Shackling of a Pregnant Person (H.3967)

- ▶ Would ban the use of restraints for an incarcerated person who is pregnant, in labor, during the initial bonding with a newborn, or in postpartum recovery
- ▶ South Carolina is one of 6 states that has no policies in effect banning or restricting the shackling of female inmates in labor
- ▶ Introduced in the House on February 13, 2019
- ▶ Introduced in the Senate on April 10, 2019
- ▶ Currently residing in the Senate Committee on Corrections and Penology

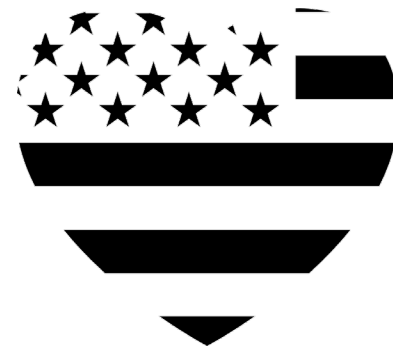
Maternal Morbidity and Mortality Review Committee (H. 4331)

- ▶ Introduced in the House on March 27, 2019
- ▶ Currently residing in the House Committee on Medical, Military, Public and Municipal Affairs
- ▶ Amendment to change the operation of the committee so that certain responsibilities can be assigned to SC DHEC; would also provide funding contingencies

Neonatal Testing (H3036)

- ▶ Legislation would require the Department of Health and Environmental Control to test for Hurler syndrome, Krabbe disease and Pompe disease in addition to the 53 conditions the agency already screens.
- ▶ Introduced in the House on January 8, 2019
- ▶ Introduced in the Senate on April 17, 2019
- ▶ Last Amended on May 9, 2019
- ▶ Passed by the General Assembly on May 9, 2019
- ▶ Governor's Action: May 16, 2019, Signed

National Advocacy



Newborn Screening Saves Lives Reauthorization Act of 2019 (H.R.2507 & S. 2158)

- ▶ Introduced to the House on May 2, 2019 and was referred to the House Committee on Energy and Commerce.
- ▶ Approved by Subcommittee the House on July 17, 2019
- ▶ July 18, S.2158 was introduced to the Senate and referred to the Committee on Health, Education, Labor, and Pensions
- ▶ July 24, H.R.2507 was passed by the House

Rural Maternal and Obstetric Modernization of Services Act (S.2373 & H.R. 4243)

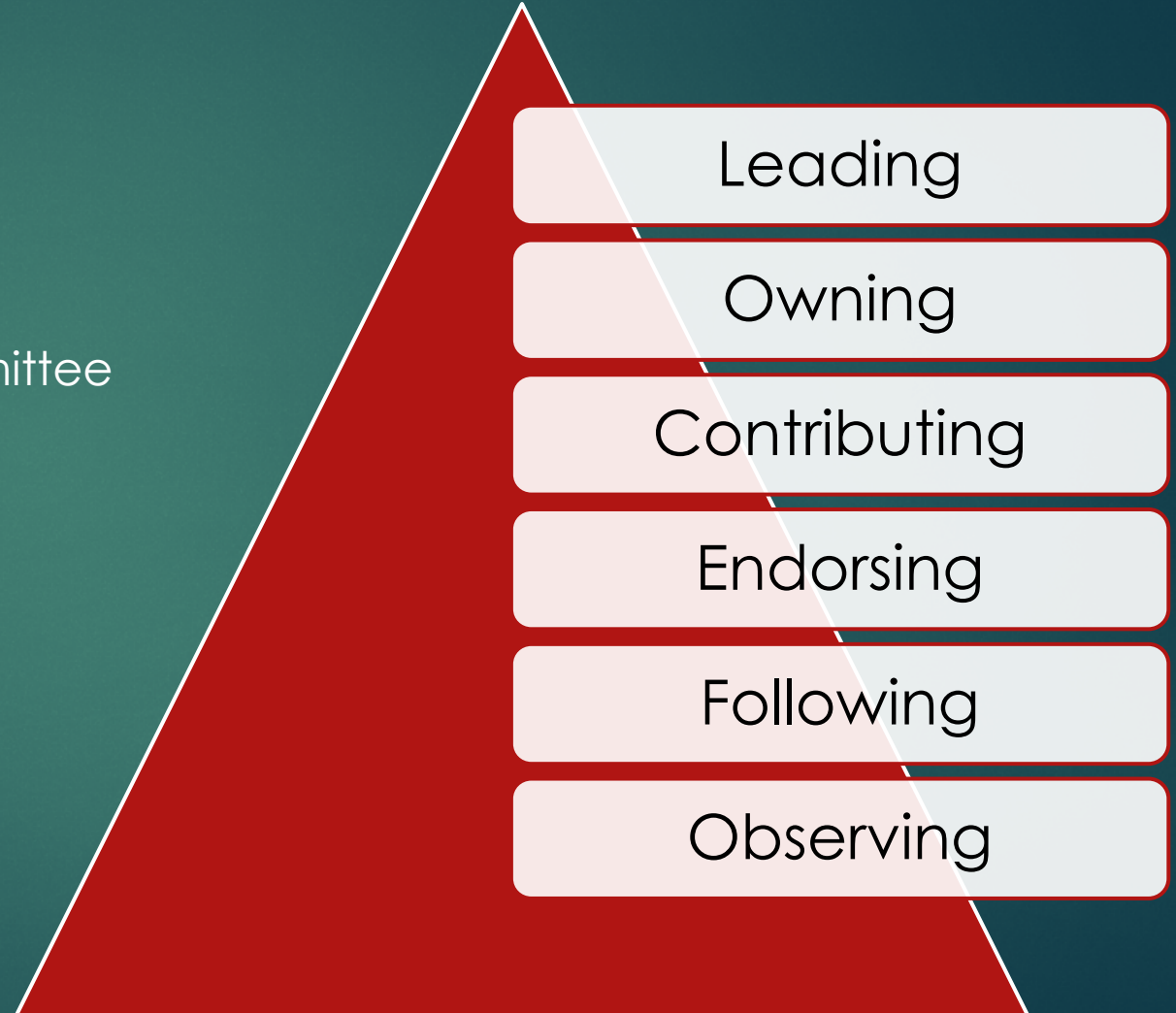
- ▶ July 31, 2019 Read twice in the Senate and referred to the Committee on Health, Education, Labor, and Pensions.
- ▶ September 9, 2019 Introduced in the House and referred to the House Committee on Energy and Commerce.
- ▶ Create award grants to train physicians, medical residents (including family medicine and OB/Gyn residents) and fellows to practice maternal and obstetric medicine in rural community-based settings
- ▶ Invest in improved data collection and the use of telehealth to improve health care quality and access.



Moving Forward

Engagement Opportunities

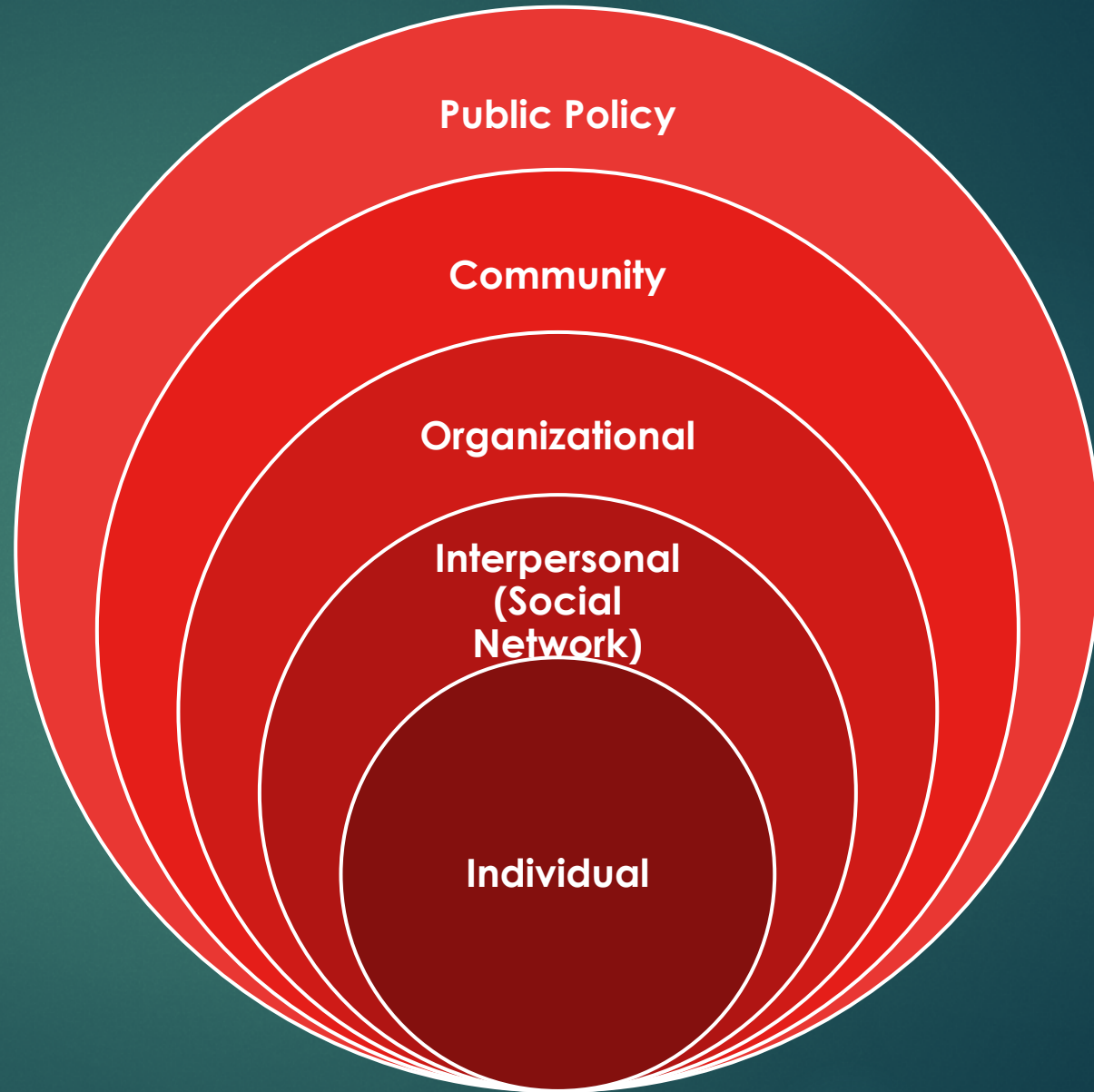
- ▶ High Engagement
 - ▶ Meet with elected officials
 - ▶ Testify before a legislative committee
- ▶ Medium Engagement
 - ▶ Write a letter to the editor
- ▶ Low Engagement
 - ▶ Social media
 - ▶ Sign a petition
 - ▶ Share a fact sheet



How do I get started?

- ▶ Register to vote
- ▶ Join professional associations
- ▶ Know your representatives (local, State, and National)
- ▶ Find issues you are passionate about
- ▶ Educate yourself
- ▶ Develop your own advocacy plan
 - ▶ Break down the problem
 - ▶ Educate yourself
 - ▶ Identify your rights
 - ▶ Develop a solution (goal) and strategy to address your problem

Social- Ecological Model



Resources - Local

- ▶ Alliance for a Healthier South Carolina <https://healthiersc.org/the-alliance/leadership/>
- ▶ Children's' Trust of South Carolina <https://scchildren.org/>
- ▶ Smoke Free SC <https://www.smokefreesc.org/>
- ▶ SC Department of Health and Human Services <https://www.scdhhs.gov/>
- ▶ SC Nurses Association <https://www.scnurses.org/>
- ▶ SC Perinatal Association <https://scperinatal.org/>
- ▶ SC Institute of Medicine and Public Health <http://imph.org/>
- ▶ Women's Rights Empowerment Network <https://www.scwren.org/>
- ▶ South Carolina State House <https://www.scstatehouse.gov/index.php>
- ▶ Healthy Tri-County (Charleston, Berkeley, & Dorchester) <https://www.healthytricounty.com/>
- ▶ LiveWell Greenville <https://livewellgreenville.org/coalition-partners/>

Even More Resources

- ▶ March of Dimes: <https://www.marchofdimes.org/advocacy/advocacy.aspx>
- ▶ American Public Health Association <https://www.apha.org/policies-and-advocacy/advocacy-for-public-health>
- ▶ The American College of Obstetricians and Gynecologists (ACOG) <https://www.acog.org/>
- ▶ Association of Maternal and Child Health Programs <http://www.amchp.org>
- ▶ Track US Legislation <https://www.govtrack.us/>



Questions?

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