

California Medical Association

POLICY 101:

TOOLS TO BE AN EFFECTIVE ADVOCATE

Champion Provider Fellowship: Central Valley Mini College
September 27, 2017



AGENDA

I. Introduction to CMA

II. Advocacy Strategy

A. Presenter: Alecia Sanchez, Associate Director of Government Relations, *California Medical Association*

III. The physician as an advocate

A. Presenter: Shannon Udovic-Constant, MD

IV. Moderated Panel

V. Question & Answer



CALIFORNIA MEDICAL ASSOCIATION

- Over 43,000 physician members.
- Advocacy from all angles: legislative, legal, regulatory, economic, and social.

“...to promote the art and science of medicine, the care and well-being of patients, **the protection of the public health**, and the betterment of the medical profession ...”



CMA & Public Health Advocacy

VACCINES



TOBACCO (Prop 56)



DIABETES & PREDIABETES



AMA Public Health Strategy

- Prioritize strategies to prevent and treat chronic disease and support healthy and safe communities.
 - Reduce adult and childhood obesity.



PHYSICIANS
IMPROVING HEALTH
CHANGING LIVES



CMA Advocacy Resources

- State and local advocacy templates for engaging with decision-makers
- Policy Overview: Sugar-Sweetened Beverage Tax
- CMA and UCSF Webinar: November 8



California Medical Association

Aledia Sanchez

Associate Director of Government Relations,
California Medical Association



What is advocacy?



Shaping public policy through the legislative process

- Influencing the introduction of legislation
- Shaping the language and impact of legislation
- Educating legislators, staff and other stakeholders
- Influencing how legislators vote on legislation
- Building positive relationships/trust with legislators
- Activating grassroots networks



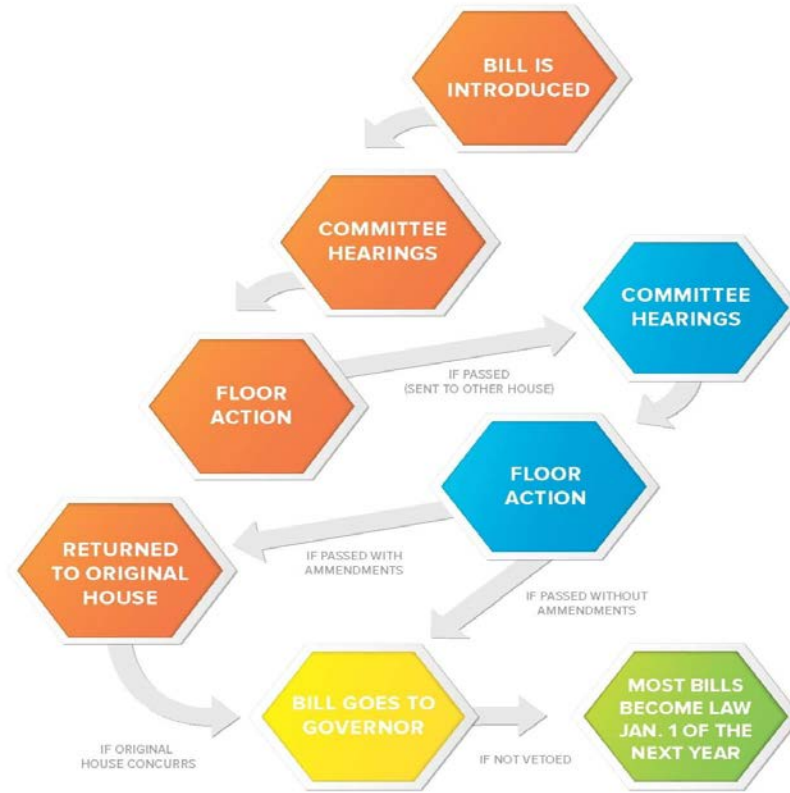
How Elected Officials Think

A lawmaker is often guided by these questions:

- Is this good public policy?
- How does this affect my district?
- Will it help or hurt me politically?
- Does anyone back home know or care about this issue?
- Who supports and who opposes?



How a Bill Becomes a Law



Meeting with your Legislator

- Plan your meeting. You may have only 10 minutes.
- Do a little research on him/her.
- Be flexible. Your appointment will likely change.
- Select 1 to 3 issues to discuss and have 2 or 3 arguments.



Meeting with your Legislator

- State your case. Keep it concise, focused, and personal.
- Don't worry if you don't have the answer to a question.
- Ask for a commitment.
- Have a leave-behind.
- Let them know you'll keep in touch.



Advocacy happens on all levels...

STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s)
contributes to obesity, diabetes, and tooth decay.

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State

City and/or County

Other local elected bodies



California Medical Association

Shannon Ubovic-Constant, MD



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Q&A



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Thank you!

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