WELCOME TO WASHINGTON D.C.  
(Duck 'n' Cover)
The Real World

Washington DC
The Administration’s Mega Issues
(plus one...
GROSS NATIONAL PROBLEMS
REAL LIFE DISASTER – H1N1
aka
“SWINE FLU”
YOUR IDEA TO FAKE THE FLU... BRILLIANT.
111th Congress
2009-2010

Each Congress has two sessions, each lasting 1 year
111th Congress Make-up

Senate
58 Democrats, 2 Independents
40 Republicans
Vice President breaks a tie

House
255 Democrats, 178 Republicans, 2 Vacancies
111th Congress
Freshmen members

10 new Senators
33 new House members
111th Congress, 1st Session

Congressional leadership

Senate
Majority Leader: Harry Reid (D-NV)
Minority Leader: Mitch McConnell (R-KY)

House
Speaker of the House: Nancy Pelosi (D-CA)
Minority Leader: John Boehner (R-OH)
Democrats in the Majority

- Democrats, as the majority in the Senate and House, chair all congressional committees.
- They also set the congressional agenda and schedule.
WATCH CLOSELY FOR BIPARTISAN COOPERATION

WANNA SEE IT AGAIN?
## 111th Congress Make-up

<table>
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<tr>
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<th>House</th>
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111th Congress Make-up
Is there a Doctor in the House or Senate?

Rep Vic Snyder (D-AR) – FP
Rep Phil Gingrey (R-GA) – OB
Rep Tom Price (R-GA) – Surgeon
Rep Charles Boustany (R-LA) – Ortho
Rep Michael Burgess (R-TX) – OB
Rep Jim McDermott (D-WA) – Psychiatrist
Rep Steven Kagen (D-WI) – Allergy/Immunology
Rep Bill Cassidy (R-LA) - Internist
Rep Parker Griffith (D-AL)
Rep Phil Roe (R-TN)
Sen Tom Coburn (R-OK) – FP
Sen John Barrasso (R-WY) – Cardio Surgeon
111th Congress
Key Committees - Health Care Reform

Senate

**Health, Education, Labor & Pensions (HELP):**
Edward Kennedy (D-MA), Chair – Chris Dodd (D-CT) Acting Chair
Michael Enzi (R-WY), Ranking Member

**Finance:**
Max Baucus (D-MT), Chair
Chuck Grassley (R-IA), Ranking Member
111th Congress
Key Committees for the AAP and Health Care Reform

House

Energy & Commerce:
Henry Waxman (D-CA), Chair
Joe Barton (R-TX), Ranking Member

Ways & Means:
Charles Rangel (D-NY), Chair
David Camp (R-MI), Ranking Member
111th Congress
Achievements and Activities to date

• American Recovery and Reinvestment Act of 2009 (ARRA)
• Children’s Health Insurance Program Reauthorization Act of 2009 (CHIPRA)
• Family Smoking Prevention and Tobacco Control Act
• Health Care Reform- the debate begins…
American Recovery and Reinvestment Act of 2009 (ARRA)

- $19b in Health IT infrastructure
  - 20% Medicaid patient threshold
  - State planning or implementation grants
- $10.4 b – NIH
- $1b – Prevention and Wellness
HOW A BILL BECOMES LAW

CONGRESS

BILL INTRODUCED

GRANDSTANDING

PERNOCIOUS AMENDMENTS

BILL INTRODUCED

STALLING

FILIBUSTER

PAY RAISE

REferred to Subcommittee

OBSTUSE AMENDMENTS

CAMPAIGN CONTRIBUTIONS

DEEP-SIXED

FIXED

OBSTUSE AMENDMENTS

INTERMINABLE DRONING

PAY RAISE

VETO

STAFF

CONFUSION

PACs

ON HOLD

LEAK

POINTLESS AMENDMENTS

CHECKS BOUNCED

IRRELEVANCE

REferred to Committee

IDIOCY

TURF WAR

LEAK

REferred to Nowhere

POSTURING

OBLIGATION

REFERRERED TO NOWHERE

EMPTINESS

BUREAUCRACY

REFERRERED TO NOWHERE

BLUE-RIBBON COMMISSION

SOPHISTRY

BREAKDOWN

TABS WALKED

CHAOS

SOPHISTRY

BUREAUCRACY

BREAKDOWN

TABS WALKED

CHAOS
Advocacy is the pursuit of influencing outcomes - including public policy and resource allocation decisions - that directly affect people’s lives.
Simply put - advocacy means to speak up, to plead the case of another, or to champion a cause. It is something that we do routinely but don't think of it as advocacy - “lobbying.”

Examples are as different as getting local authorities to put a stop light on a street corner to lobbying national leaders for tougher gun laws to writing a letter to the editor of a newspaper.
TEN “KNOWS” OF ADVOCACY

1. Know subject
2. Know member
3. Know district
4. Know political situation
5. Know how to listen to what is said and not said
TEN “KNOWS” OF ADVOCACY

6. Know how to anticipate problems
7. Know how to compromise
8. Know how to build coalitions
9. Know how to use the media
10. Know how to maintain your sense of humor and enjoy the process
Why Policy-makers Want to Hear From You:

- You are an important stakeholder, community leader, constituent, taxpayer and **voter**
- You have **expertise** and personal experience to share
- You have the ability **and** capability to **impact** your community
- You are an **expert** on genetic issues
What Policymakers Want to Hear From You:

- The **facts** and reliable information (Develop a carefully crafted, short, concise fact sheet!)
- The **stories** of your experiences
- Your ideas for the best **solutions**
- Your **position** on an issue
- A **personalized** message
- Your goal is to inform and **persuade**
Advocacy Tools

Building Relationships
- Face-to-Face Meetings
- Phone Calls
- Letters
- Emails
- Testimony
- Visits
- Advisory Groups

Raising Awareness
- Op-Editorial Boards
- Letters to the Editor
- Opinion Letters
- Press Conferences
Many Ways to Communicate with Policymakers

• Letters
• Emails
• Faxes
• Phone Calls
• Face to Face Meeting
• Media (Letters-to-the-Editors)
Communicating the Message

When to Raise Awareness on the Issue:

- Consider the timing of your communication as part of your strategy.

How to Raise Awareness on the Issue:

- In-Person meetings with decision-makers
- Public meetings
- Other media and communication outlets
- Be prepared if your issue becomes prominent in the popular media
Meeting with Policymakers

Build a Relationship:
- Set up an introductory first meeting
- Establish your credibility on the issue
- Offer yourself as a resource
- Get to know the decision-maker and his/her agenda and priorities – what’s important to the decision-maker?
Maintain Ongoing Contact:

- Use timing to your advantage
- Meet with decision-makers as a group (plan your presentation in advance)
- Be organized and stay on the topic
- Bring the issue and the solution to life
Meeting with Policymakers

Responding to Different Meeting Scenarios:

- “Don’t call us, we’ll call you.”
- “I’m new” or “I don’t know anything about health.”
- “I agree entirely.”
- “I agree, but…”
- “That is not my position” or “I disagree” (polite).
- “I disagree with everything you say, and…” (vehement or hostile).
Meeting with Policymakers

Cardinal Rules for Meeting with Policy-Makers:

- Educate, but do not condescend
- Be supportive without interfering
- Establish trust without misleading
- Take enough time, but be strategic
- Listen
KEY QUESTION:

How’s the Mail Running on This?

• Congressional staff are hired to respond to letters from constituents

• The mail is used to gauge support and opposition, and it determines the members’ “burning issues”

• The personal stories you tell them are used in floor speeches

• The constituents’ response impacts how they vote
HEALTH CARE REFORM

"WE'RE NOT IN KANSAS ANYMORE!"
President Obama’s Principles for Health Reform

- Protecting the financial health of all Americans, health care spending should not erode their income
- Affordable premiums and cost sharing
- Universality
President Obama’s Principles for Health Reform

- Portability of coverage
- Choice of plans and physicians
- Prevention and wellness [Public Health]
- Improved safety and quality of care
- Fiscally sustainable and responsible health care spending
Genetic Alliance’s Activities in Health Reform

- Genetic Discrimination
- Genetic Testing
- Health Information Technology
- Open access to NIH-funded research
- Newborn Screening
- Privacy of Health Information
Politics is the art of the possible

The only certainties are:

- if you don’t try, you won’t succeed;
- if you don’t advocate your own cause, no one else will; and
- if you don’t become advocates for the programs and issues you care about, others will take precedence.
Questions/Comments?