



## Advocacy for Pediatricians in the Era of Trump

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## TODAY:

- Shared Terms: advocacy
- A constant: why advocacy is hard
- What's changed? (x3)
- Strategies for Success (x3)
- A little role play (& the important slide)
- Conveying your message
- Online advocacy tools (overview)
- Your questions...



# Advocacy

*The process of **urging** a person or entity that has the **power to make or influence** a decision to do so **the way you wish..***

A constant: 2 reasons pediatricians are not generally active in advocacy



What's made engaging in advocacy more difficult?





# 1. Noise





### 3. Rancor



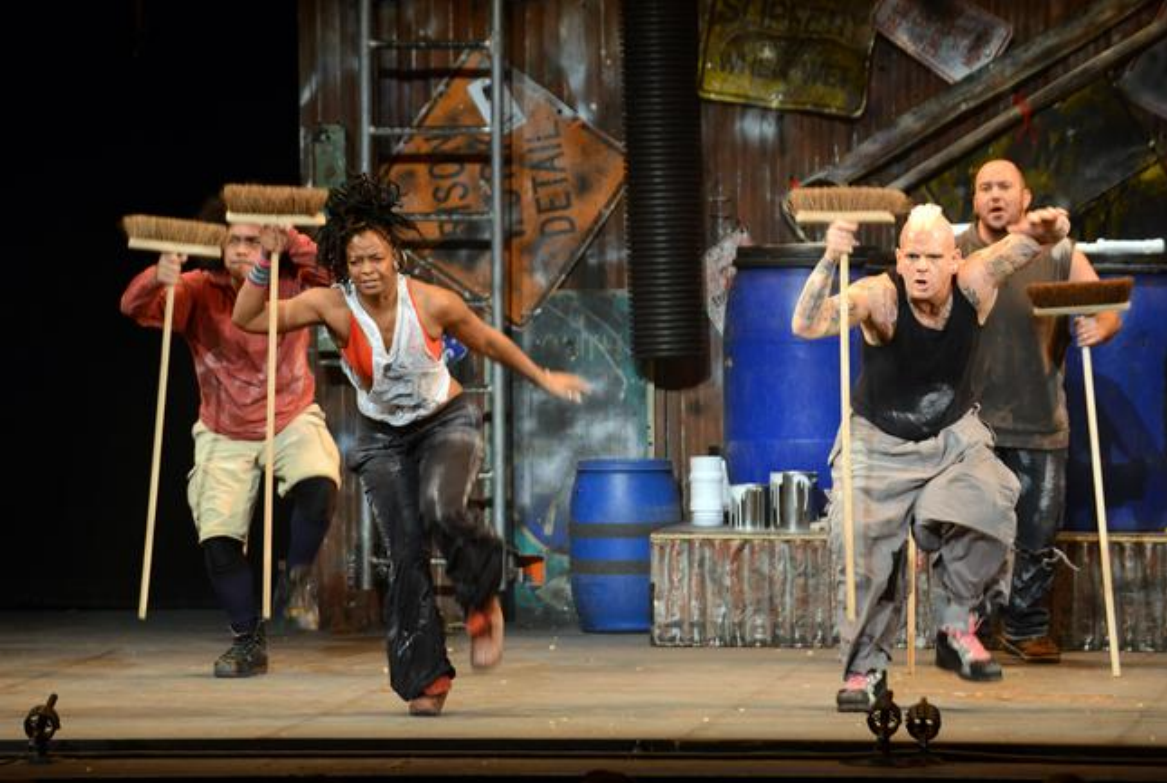
# Strategies for Success



# 1. Above the Noise

# Developing your advocacy plan: identify priorities





2. Beating back fake news



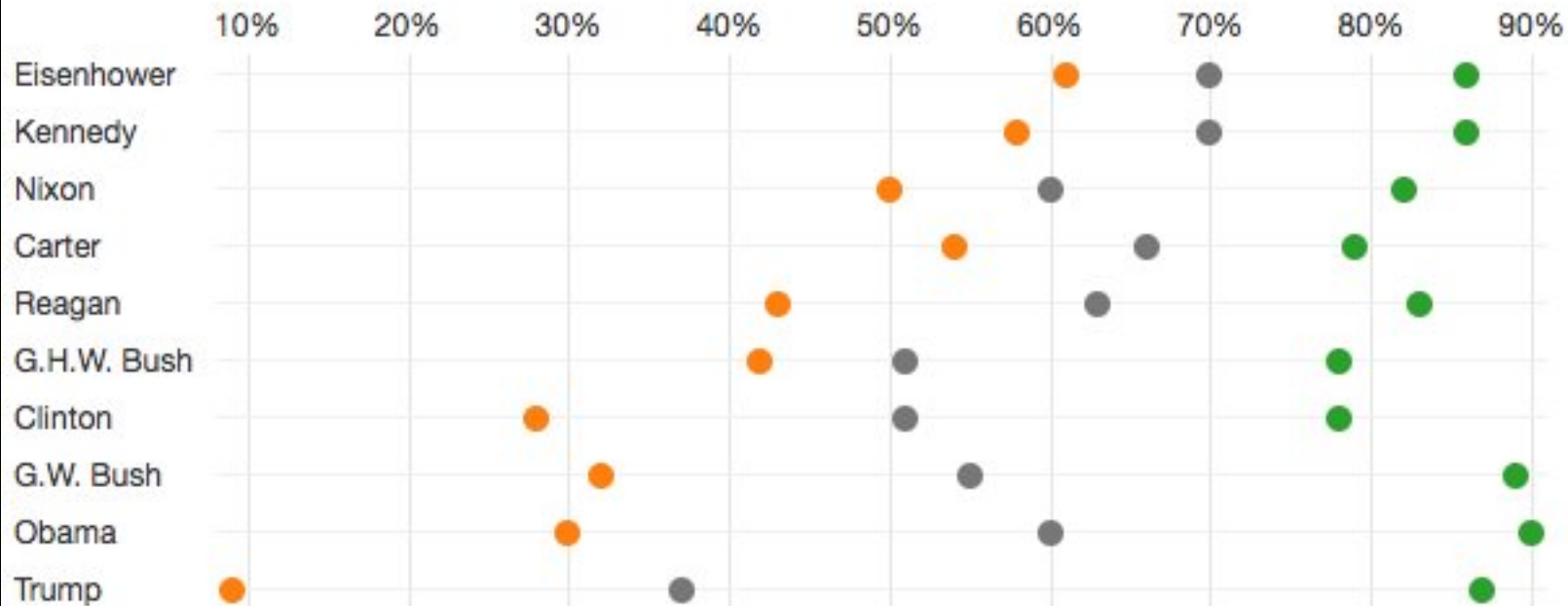
Evidence-based advocacy



### 3. The antidote to rancor

## Average First-Quarter Approval In Gallup's Tracking Poll

● President's party ● Opposition party ● Independents



Data: Gallup

# Good morning, Senators





Next slide is most important



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# Elements & Order of a Compelling Advocacy Argument

1. **Shared Problem:** 2-3 data points
2. Make it personal Why do you care? Why do pediatricians care? Emotional example
3. Credible group that cares about this problem
4. Your solution



**Conveying your message**

1. In Person (policymaker/**staff**)
2. Personal communication to decision-maker (e.g., letter/email/**phone call**)
3. Traditional Media (e.g., letter to editor)
4. **Social Media**

# A note about in-person



..

# Online Tools for CA Pediatric Advocacy



# AAPCA Advocacy Resources

**AAP-CA.Org**

**American Academy of Pediatrics, California**

**A Coalition of AAP CA Chapters 1, 2, 3 and 4 | Advocating for California Children and Pediatricians**

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# AAPCA Advocacy Priorities (2017)

Universal ACCESS to quality, comprehensive pediatric care in a medical home, including access to vaccines and behavioral and mental health treatment for every child in California, including vulnerable populations such as children with special health care needs, foster children, children of immigrant families, and LGBTQ youth. To make access a reality, ensure that state and commercial health care plan reimbursement fully supports quality primary and subspecialty pediatric care.

## **Reduce and prevent:**

- Childhood poverty
- Childhood toxic stress and its causes, including violence, neglect and abuse, bullying, human trafficking, and discrimination
- Childhood obesity and food insecurity
- Youth marijuana use





# AAPCA Bill Resources


## Search for Bills

Enter a search term below to search for

Search for:

Search

Found 1 Bills matching "586".

Name	Description	Priority	Author	Status	Position	Letter
SB-586	<a href="#">Children's Services</a>	High	Hernandez	Signed into Law (Chaptered)	Support	

# State website

[www.leginfo.legislature.Ca.Gov](http://www.leginfo.legislature.Ca.Gov)



Chrome File Edit View History Bookmarks People Window Help

Bill Analysis California Legislative Information

leginfo.legislature.ca.gov/faces/billTextClient.xhtml

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California LEGISLATIVE INFORMATION

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**TODAY'S SCHEDULE**  
Thu, Apr 13, 2017

**WELCOME**

Welcome to the website for California Legislative Information! This site has been updated to include legislative publications starting with the 2017 session and forward. A "Daily Updates" report feature has been added. The report displays, by house, measures for which there was activity the previous day such as new analyses, hearings, placement on the Daily File, amendments, History actions, or votes. Measures prior to 1999 can be still be found at <http://leginfo.ca.gov> which will remain as an archive for legislative information.

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🌐 [asmdc.org/members/a07/](http://asmdc.org/members/a07/)

📅 Joined July 2011

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Your questions?





# Thank you!

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