



## Wisconsin Association of Local Health Departments and Boards

### Local Health Officer Orientation

Madison, WI • Tuesday, October 23, 2018

## Legislative Landscape

### Senate Leadership

**Majority Leader**  
**Scott Fitzgerald**





**Minority Leader**  
**Jennifer Shilling**



## Legislative Landscape

### 2017-2018 Wisconsin State Legislature

<p><b>State Senate</b></p>  <p><b>Republicans</b> 18 <b>Democrats</b> 15</p>	<p><b>State Assembly</b></p>  <p><b>Republicans</b> 64 <b>Democrats</b> 35</p>
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## Why Does Advocacy Matter?

- Government relations are critical to advancing legislative goals within your profession.
- Understand the importance to reaching out to elected officials at all levels.
- Learn how to educate your state lawmakers on issues important to you.

## Legislative Landscape

### Assembly Leadership

**Speaker**  
**Robin Vos**



**Majority Leader**  
**Jim Steineke**



**Minority Leader**  
**Gordon Hintz**



## Effective Advocacy

### Advocacy is a Team Effort



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    WALHDAB[WALHDAB] --- PL[Professional Lobbyist]
    WALHDAB --- GA[Grassroots Advocacy]
    
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## Effective Advocacy

### What Makes an Effective Lobbyist?

- Knows the legislative process
- Builds and maintains relationships with policy makers
- Develops effective political strategies
- Analyzes key policy issues
- Utilizes grassroots contacts




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## Become an Advocate

### The Legislative Process

- Introduction
- Committee
- Floor Session
- Governor's Desk



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## Effective Advocacy

### What is Grassroots Advocacy?

The act of many working as a group to communicate the SAME message to policymakers.



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## Become an Advocate

### Become an Expert on Your Issues:

- WPHA-WALHDAB Legislative Priorities
- Legislative Grid
- Latest News
- Webinars



2017-18 Legislative Grid - Updated 10/16/2017


Bill Number	Bill Description	Priority	Bill Status
Assembly Bill 1077 (Effective 10/1/17)	Relating to emergency preparedness disaster response	High	• Passed Assembly 10/11/17 • Passed Senate 10/11/17
Assembly 2017 Special Session Assembly Bill 1087	Relating to grant-in-aid and related public housing for an additional priority and making an appropriation	High	• Passed Assembly 10/11/17 • Passed Senate 10/11/17
Assembly 2017 Special Session Assembly Bill 1088	Relating to creating additional capital investment programs and making an appropriation	High	• Passed Assembly 10/11/17 • Passed Senate 10/11/17
Assembly 2017 Special Session Assembly Bill 1089	Relating to mental health financing program and making an appropriation	High	• Passed Assembly 10/11/17 • Passed Senate 10/11/17

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## Become an Advocate

### Become a Successful Advocate

- Understand the legislative process
- Become an expert on your issues
- Know your legislators
- Build relationships with legislators



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## Become an Advocate

### Who Is My Legislator?



www.legis.wisconsin.gov

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## Become an Advocate

### Building a Relationship

- Attend town hall meetings
- Interact at community events
- Attend political fundraisers
- Respond to ACTION ALERTS



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## Grassroots Advocacy

### Action Alert

**Legislative Action Alert – Support Funding for Communicable Disease Prevention in the State Budget**

- Call to Take Action
- Time Sensitive
- Effective Advocacy Method

The Joint Committee on Finance is scheduled to meet Thursday, May 27 to vote on sections of the Department of Health Services budget, including those that pertain to public health. Please contact your state legislators by Tuesday, May 22 and ask them to urge the Finance Committee to pass a budget amendment that provides \$1.1 million in additional funding for local health departments for communicable disease prevention.

Wisconsin currently does not have a dedicated, multi-funding source for communicable disease control and prevention. In 2015, Communicable Disease was the lowest state priority when it comes to state public health funding. The local health departments, the Wisconsin community health workforce and the 117 local health departments struggle with sufficient resources, making it a challenge to carry out their infectious disease functions required by the state agency requests.

WALHDAB is requesting \$1.1 million each year over the biennium for the prevention and control of communicable diseases for Local Health Departments.

Wisconsin does not have a dedicated, multi-funding source for Communicable Disease (CD) control and prevention despite over 27 state-mandated conditions regarding disease surveillance, investigation, prevention and control. Wisconsin Department of Health Services.

Since October 2014, more than 50 local public health agencies in Wisconsin have passed resolutions supporting additional and active funding across the communicable disease funding and control.

Wisconsin ranks 47<sup>th</sup> for State Public Health Funding for local health departments and agencies \$11.16 per capita. The national average is \$13.12 per capita. \*Public Health in Action, February 2017

Just \$1.1 per person each year in public, community-based public health efforts could save the system more than \$1.9 billion within five years. That is a \$1.91 return for every \$1 allocated Wisconsin Public Health investments.

Between 2011-2013, the Department of Health Services reported a 43% increase in acute respiratory C cases, the majority due to the rise in influenza. Wisconsin Department of Health Services.

Please contact your legislators and ask them to urge the Finance Committee to pass a budget amendment to provide \$1.1 million in additional funding for local health departments to control communicable disease. To find out who your legislators are, please click [here](#) and type in your address in the upper right-hand corner.


Thank you for your commitment to the public health field and support for this important initiative!

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## Grassroots Advocacy

### Why Does Grassroots Advocacy Work?

- Legislators care about your issues
- Legislators want to help because:
  - ✓ You're from the district
  - ✓ You're active in your community
  - ✓ You vote and can help re-elect them



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## Grassroots Advocacy

### Contacting Your Legislator – DO

- DO identify yourself as a constituent
- DO use personal stories
- DO stay on message
- DO ask for their position and assistance

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## Grassroots Advocacy

### How to Communicate with your Legislator

- Action Alert
- Letter
- E-mail
- Phone Call
- Personal Visit




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## Grassroots Advocacy


### Contacting Your Legislator – DON'T

- DON'T discount staff
- DON'T discuss unrelated issues
- DON'T overreact or be rude
- DON'T be intimidated

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## Do Not Be Intimidated


Remember, legislators are regular people. **Don't be intimidated!**  
 "We're maximizing the quality of our mistakes."  
 "We have a permanent plan for the time being."  
 "I don't necessarily believe what I think."  
 "There comes a time to put principle aside and do what's right."  
 "Tomorrow morning we will have an all-day meeting."


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## Grassroots Advocacy

### Explain the Issue

- State the issue
- Discuss key points
- Give examples





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## Grassroots Advocacy

### The Greeting

- Find a Connection
- Keep it Brief!




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## Grassroots Advocacy

### The Ask

"Can I count on your vote?"




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## Grassroots Advocacy


### Establish Credibility

- Connection to the district
- Influence among constituency
- Knowledge of health care



### Advocacy: To Be a Resource

- ▶ YOU CAN provide legislators with information on any issue as it relates to public health.
- ▶ Be sure to clearly state the information being provided is for "informational purposes" and you are happy to be a "resource."
- ▶ DO NOT ask them to support or oppose if you are on public time.
- ▶ If you want to ask for their support or opposition in an official capacity, be sure to so do on your OWN TIME and with your OWN RESOURCES.

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