

Everyone is an Advocate

Advocacy vs Lobbying

May 9, 2024

Project Firstline is a national collaborative led by the U.S. Centers for Disease Control and Prevention (CDC) to provide infection control training and education to frontline healthcare workers and public health personnel. National Association of County and City Health Officials (NACCHO) is proud to partner with Project Firstline to host the NACCHO Healthcare Infection Prevention and Control Summit (Summit), as supported through CDC Grant # 6NU380T000306-03-05. CDC is an agency within the Department of Health and Human Services (HHS). This presentation is being hosted as part of the Summit; the contents of this presentation and Summit do not necessarily represent the policies of CDC or HHS and should not be considered an endorsement by the Federal Government.

NACCHO is the voice of Local Health Departments

Advocacy

Strategic Messaging

Media and Social Media

Website

Publications

National Advisory Committees

Coalitions

Policy Statements



Public Health
Prevent. Promote. Protect.

NACCHO Government Affairs: The Voice of Local Health Departments at the Federal Level

Goals:

- Educate policymakers on the role of local health departments
- Obtain federal funding to support local programs
- Influence the design and implementation of federal public health programs to best support LHDs
- Include LHD voices in decision-making process

Tools:

- Meetings and communications
- Testimony
- Public comment letters
- Work in coalitions
- Sign-on letters
- Nominating local health officials to advisory committees
- Grassroots advocacy

NACCHO Government Affairs: Develop Policy Skills of Local Health Departments

NACCHO's advocacy is strengthened by involving our members:

- Facilitate connections between local health departments and elected officials, including during annual Local Public Health on the Hill
- Train members on how to engage with elected officials
- Educate members through weekly News from Washington e-newsletter, videos, and podcasts
- Mobilize membership through our Congressional Action Network
- Receive feedback from LHDs on federal programs to continually inform advocacy efforts and communications with federal officials



NACCHO members and Senator Mark Kelly during 2023 Local Public Health on the Hill

Why Engage?

Advocacy is Essential to Public Health

- Relationship building is a long-term investment
- Turn-over in staff and regular election cycles
- Complexities of the governmental public health system & relationship to health care



Public Health Advocacy Successes: Seat Belts

Seat Belt Use Started with State-Level Advocacy

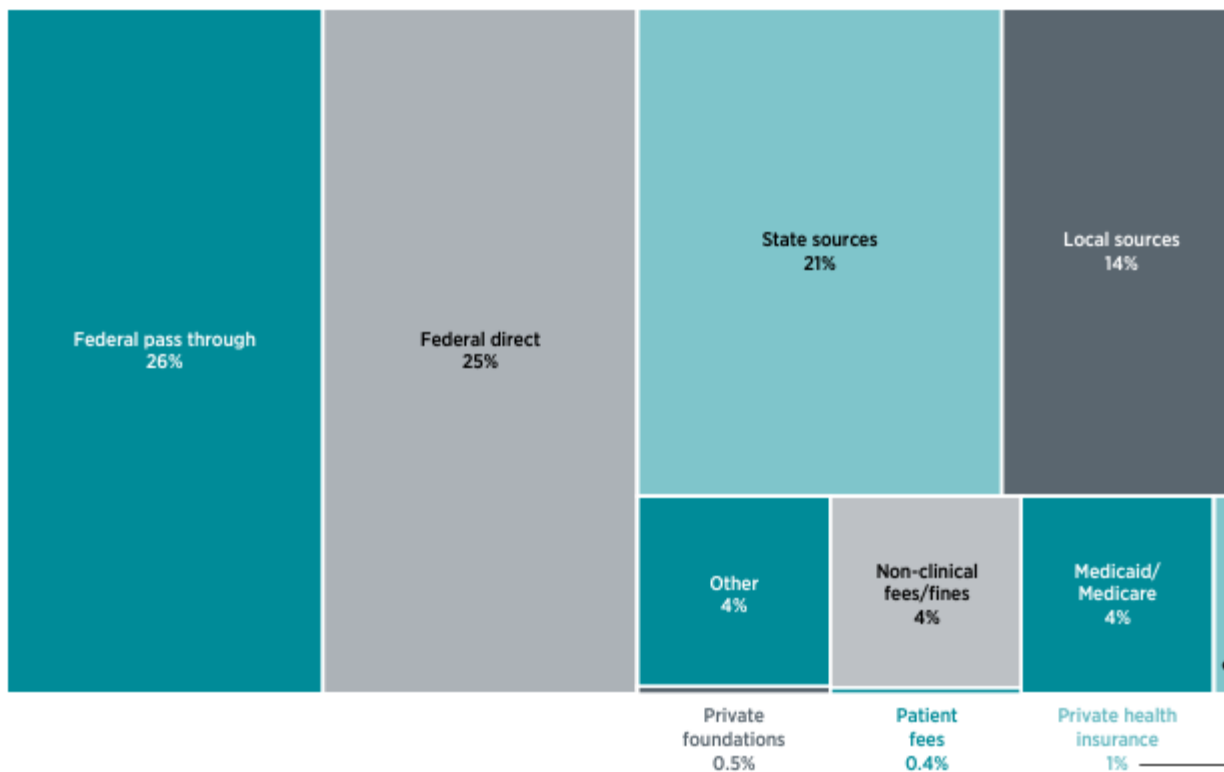
- Before 1980, usage of seat belts in the United States lingered around 11%
- State-level mandates led to a demonstrable increase in lives saved due to seat belts
- By 2003, ten years after the National Highway Traffic Safety Administration started its initial nationwide "Click It or Ticket" Campaign, seat belt usage had increased to 79%
- By 2021, seat belt usage had risen to 90%



Local Public Health Relies on Federal Funding Streams

FIGURE 6.7

Revenue sources

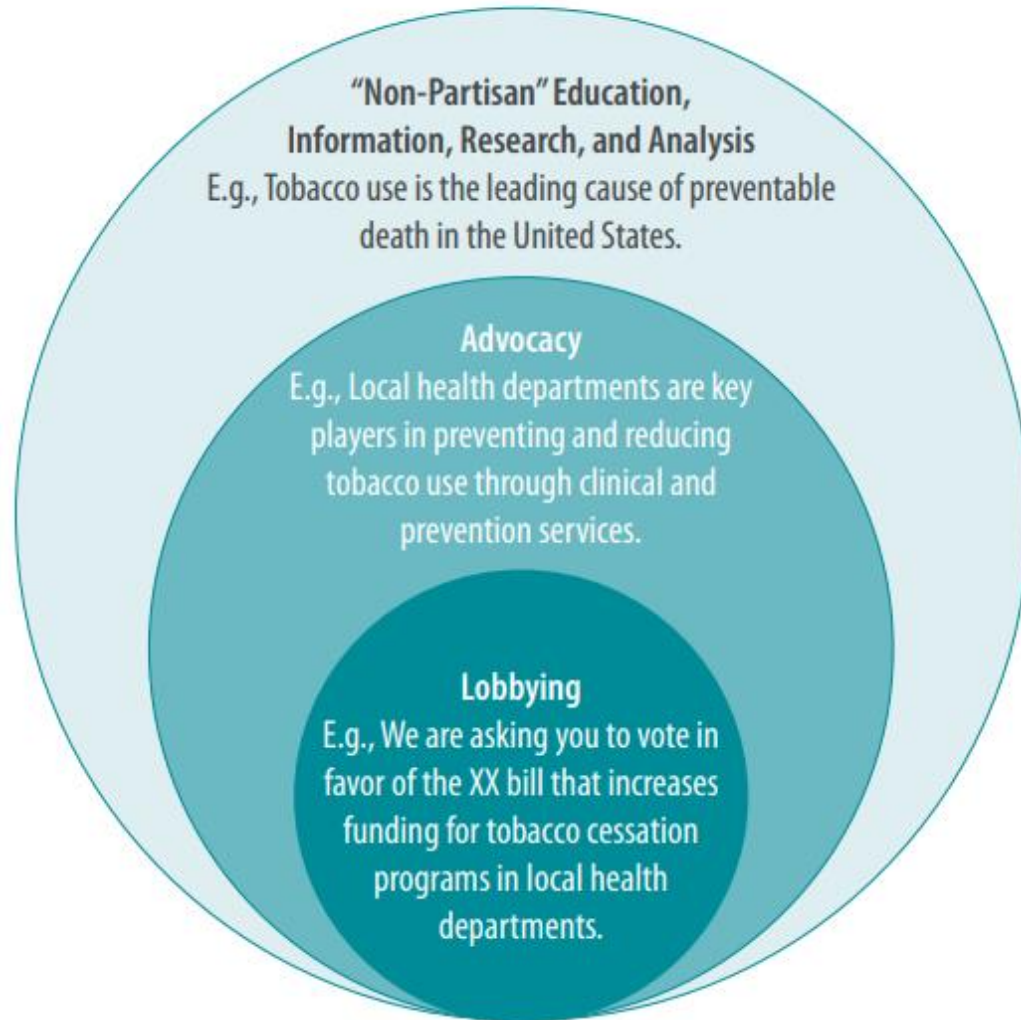


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Everyone has a role!

Education & Advocacy vs. Lobbying

ARE YOU ADVOCATING OR LOBBYING?



Education

Explaining the state of play on the ground; explaining impact

Advocacy

Arguing in favor of a cause or idea

Lobbying

Attempt to influence new or existing legislation

Lobbying: Attempts to Influence Legislation

IRS Definition of Lobbying

An organization will be regarded as attempting to influence legislation if it contacts, or urges the public to contact, members or employees of a legislative body for the purpose of proposing, supporting, or opposing legislation, or if the organization advocates the adoption or rejection of legislation.

Organizations may, however, involve themselves in issues of public policy without the activity being considered as lobbying. For example, organizations may conduct educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner without jeopardizing their tax-exempt status.





Lobbying Must Have All 4 Elements

1. Communication with a

2. Government official or employee (who participates in forming legislation that)

3. Reflects a point of view [i.e., attempt to influence]

4. Specific Legislation

Non-Lobbying Activities

Things that are not lobbying*:

- Broadly sharing evidence-based policy approaches
- Sharing success stories with the public of government officials
- Sharing best practices with government officials
- Nonpartisan study, research, and analysis
- Invitations to testify



**Consult legal counsel regarding the specific laws or contract provisions that apply to your specific funding and in your state.*

Lobbying or Advocacy?

Example 1

The health officer sends a letter to the local Congressperson in support of \$100 million for the Public Health Workforce Loan Repayment Program & \$50 million for the Bio-preparedness Workforce Pilot Program.

Example 2

The local Congressperson visits the local health department, and the local health official provides an update on ongoing public health activities and public health trends in the community.



Lobbying or Advocacy?

Example 3

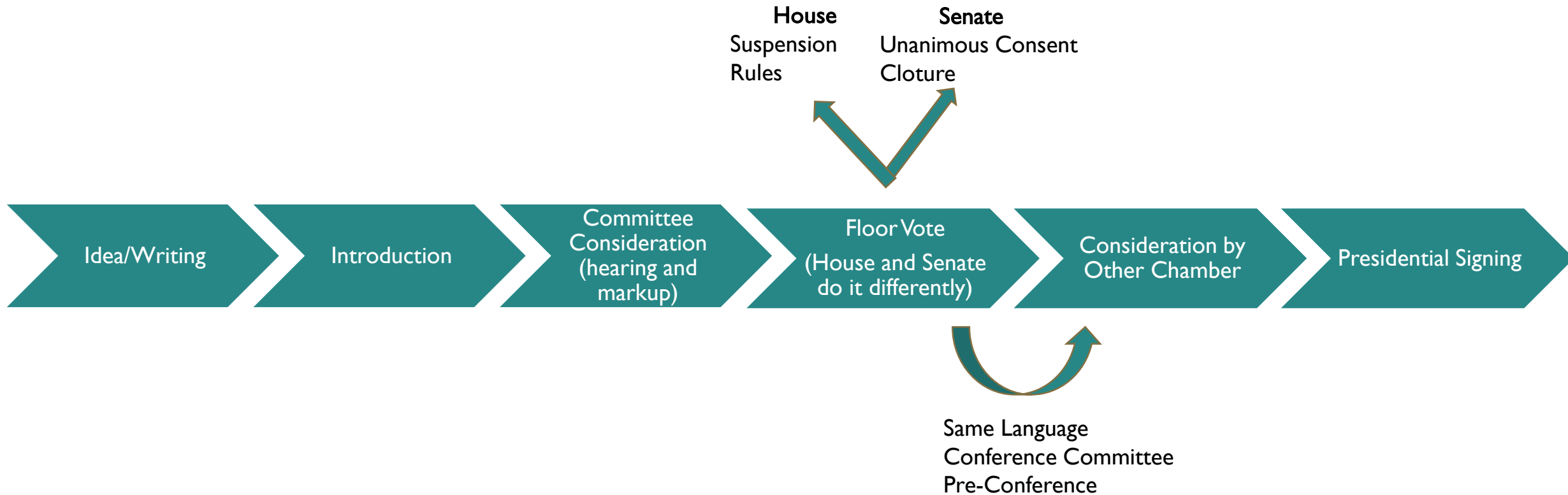
The health officer responds to a written inquiry from their Member of Congress on the federal funding streams received by the LHD.

Example 4

The local health officer travels to Washington, DC and meets with the Senate HELP Committee to request the Committee have a hearing on prevention of Long COVID.

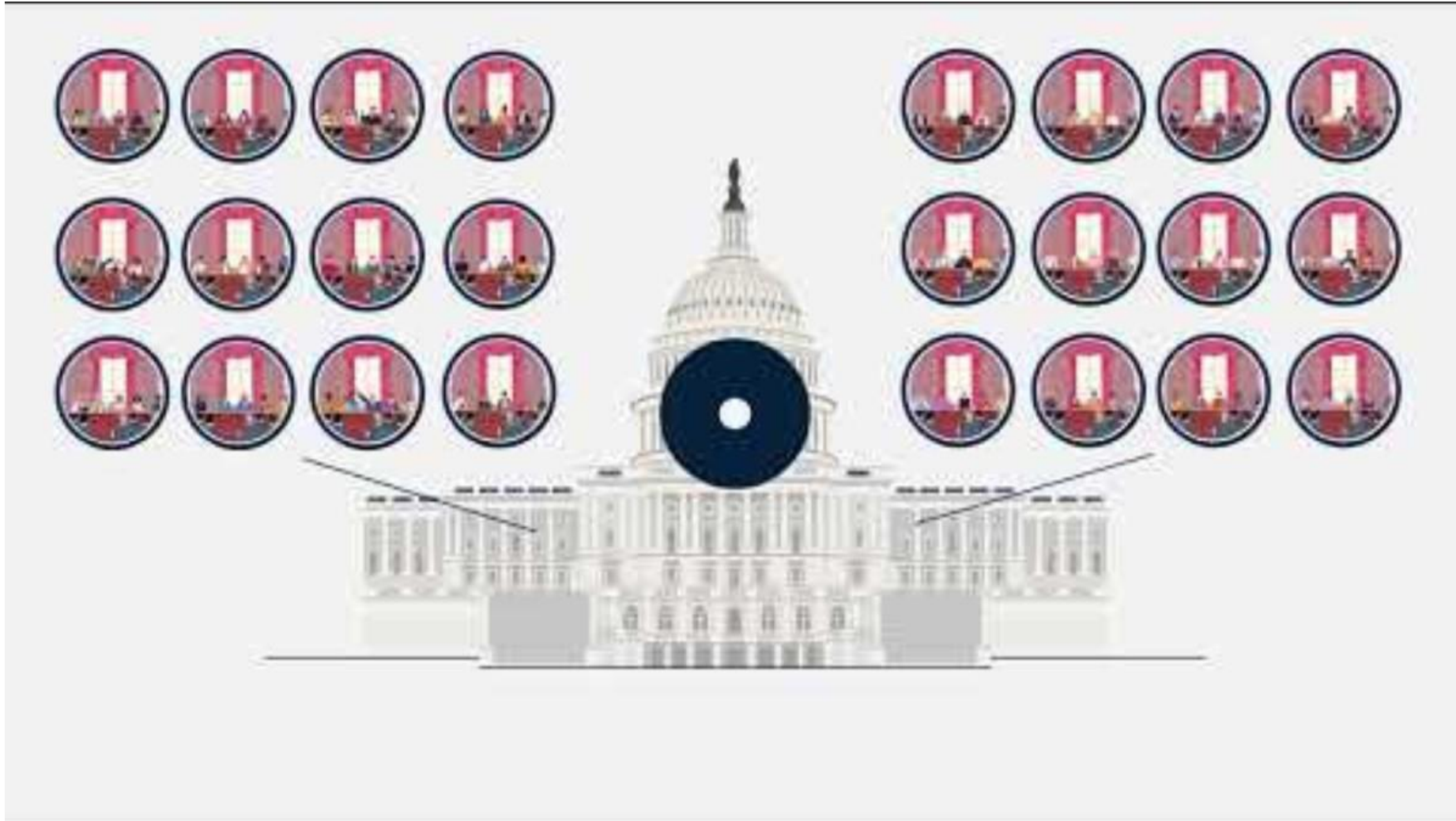


Lawmaking Process

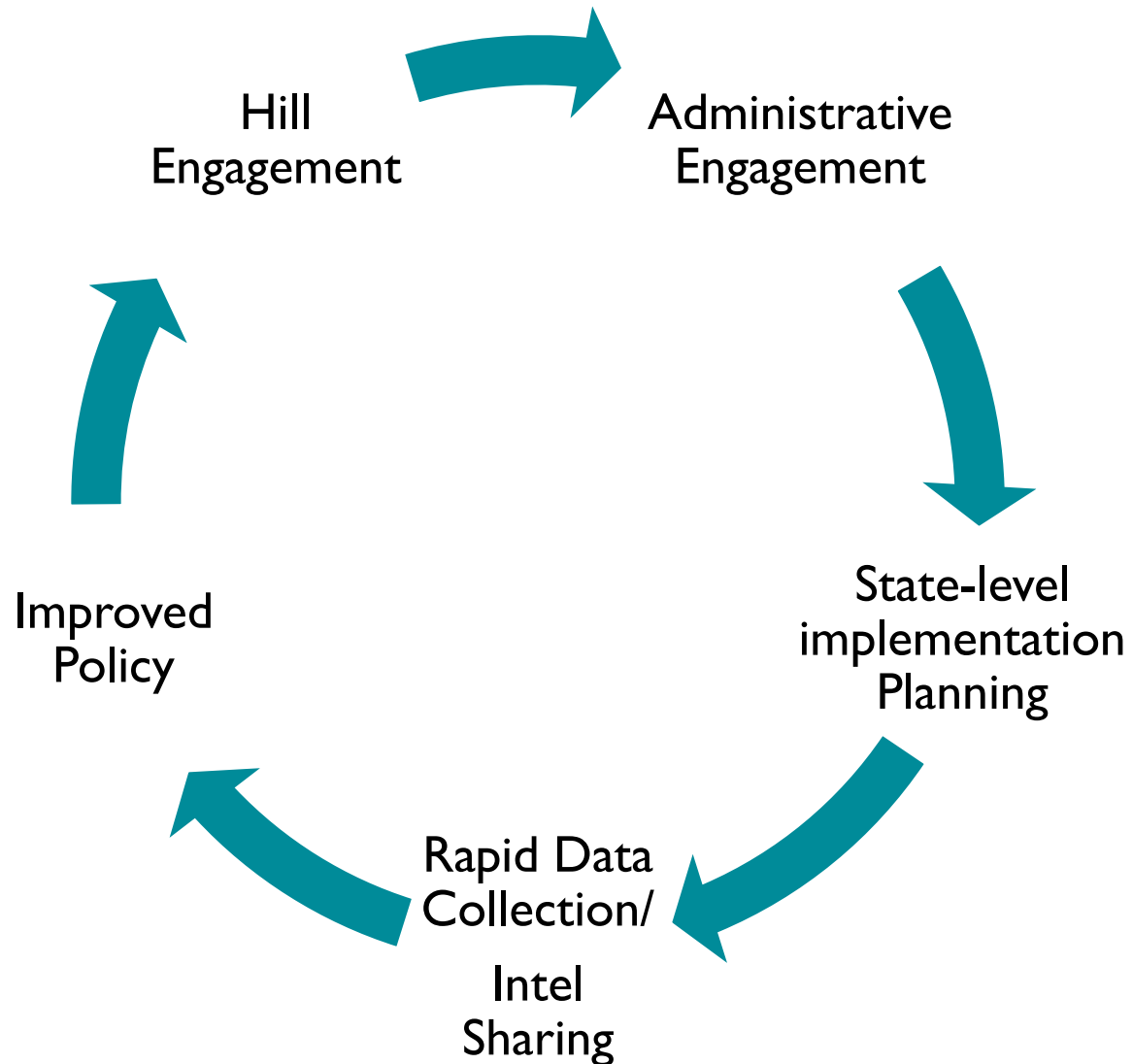


IMPLEMENTATION

Federal Appropriations Overview



Implementation Cycle



Hill Engagement

- Attend NACCHO's annual Hill Day
- Meetings with Congressional District office
- Invite your Elected Officials to visit your LHD
- Emails to advocate, or lobby about a legislative or policy issue
- Congressional Action Network Alerts

Administration Engagement

Share implementation challenges/opportunities

State Engagement

Implementation input and reporting

NACCHO Engagement

Rapid Data Collection/Intel Sharing

Communicating Effectively with Policymakers

Who, What, When, Where, and Why

- ❖ **Who:** Who are you or who do you represent?
- ❖ **What:** What issue, piece of legislation, or program brings you in for the meeting?
- ❖ **When:** When does action need to be taken?
- ❖ **Where:** Where is the bill or program in the legislative process? Does it need to be passed? Does it need a hearing? Has it previously been passed but needs to be reauthorized?
- ❖ **Why:** Why is this important to your community?

Who, What, When, Where, and Why: An Example

- ❖ **Who:** Who is an **infection preventionist or serving as one in your community?**
- ❖ **What:** What issue, piece of legislation, or program brings you in for the meeting? **An investment of \$80 million in the National Healthcare Safety Network (NHSN),** which is CDC's domestic tracking & response system.
- ❖ **When:** When does action need to be taken? **FY2025**
- ❖ **Where:** Where is the bill or program in the legislative process? **NHSN received \$24M in FY2024.**
- ❖ **Why:** Greater NHSN participation would allow CDC to leverage the data needed to establish national benchmarks which would give healthcare facilities the ability to measure the progress of their HAI and antimicrobial-resistant infection prevention efforts and ultimately optimize antibiotic prescribing practices.

In summary

Education

Explaining the state of play on the ground; explaining impact

Lobbying

Attempt to influence new or existing legislation



Questions?



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