

ADVOCACY FROM THE BOTTOM UP: GRASS ROOTS

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LOBBYING AND ADVOCACY--MONICA

- **WHAT IS LOBBYING?**
- **HOW DOES IT WORK?**
- **WHAT DO YOU NEED TO KNOW BEFORE YOU GO?**

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GRASS ROOTS LOBBYING— CHUCK DEVELOPS A RELATIONSHIP

- OBJECTIVE: DEVELOP A FRIENDLY RELATIONSHIP WITH THE LEGISLATOR'S OFFICE
- FIRST STEP: IDENTIFY YOUR STATE LEGISLATIVE DISTRICTS; USUALLY THERE ARE TWO OF VARIOUS NAMES---"SENATE"; "ASSEMBLY"; "HOUSE"--- DETERMINED BY YOUR ADDRESS
- GOOGLE: FIND MY STATE LEGISLATORS.
- WEBSITE WILL HAVE TWO ADDRESSES/CONTACT INFORMATION---ONE FOR THE CAPITOL, AND ONE FOR THE DISTRICT (LOCAL)

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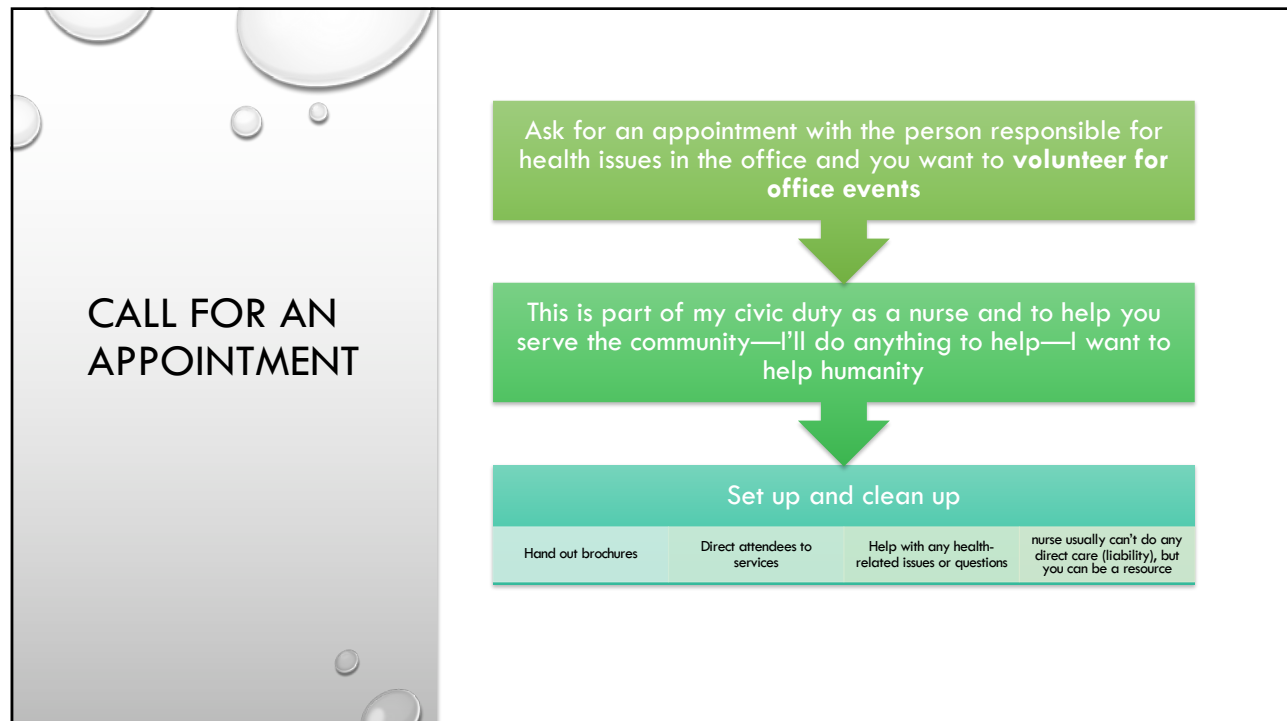
CONTACTING THE LEGISLATOR'S DISTRICT OFFICE

Homework---before meeting with them

look up their party, interests, focus, and recent bills, bring notes to the office. What committees are they on? Do they have leadership roles?

Are they on a key committee for your legislation or "ask"? Do they have a connection to your issue?

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KNOW YOUR LEGISLATION

- **WHAT ARE YOU LOBBYING FOR? IS IT A BILL? AN ACTION—LIKE HELPING WITH A VOTE?**
- **KNOW YOUR BILLS: THE EXACT NAME OF THE BILL, THE NUMBER, THE LEGISLATIVE HOUSE CONSIDERING IT, THE AUTHOR OR SPONSOR AND THEIR PARTY**
- **ONE PAGERS— MEMORIZE ALL THE IMPORTANT ISSUES AND HOW TO DESCRIBE THEM INTO A 5- MINUTE “ELEVATOR SPEECH”**
- **THIS LEGISLATION WILL HELP THE PATIENTS IN YOUR DISTRICT AND STATE-THIS IS ALWAYS OUR **PRIMARY** FOCUS: NOT ON **CRNAS----** ON THE **PATIENTS**.**
- **ACCESS TO HIGH QUALITY, COST-EFFECTIVE HEALTH CARE FOR ALL**

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OFFICE APPOINTMENT

- DRESS PROFESSIONALLY
- ARRIVE ON TIME, KNOW THE LEGISLATOR AND YOUR LEGISLATION/"ASK"
- BRING HANDOUTS FOR OFFICE STAFF AND HAVE NOTES TO HELP YOU DISCUSS THE ISSUE. GIVE THEM YOUR CARD; TAKE THEIRS
- REHEARSE---ANTICIPATE QUESTIONS AND HOW TO RESPOND. TALK TO LOBBY TEAM-HINTS.
- USUALLY SEE STAFF---THAT IS FINE, STAFF PAYS ATTENTION, TAKES NOTES AND NOTIFIES THEIR BOSS OF THE ISSUES.

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IN THE OFFICE: HOW CHUCK BUILDS A RELATIONSHIP

- MY NAME IS CHUCK GRIFFIS, AND I'M A CONSTITUENT AND A **NURSE ANESTHETIST***. PLEASURE TO MEET YOU. LETS FIGURE OUT HOW WE CAN MAKE HEALTHCARE BETTER FOR ALL STATE CITIZENS.
- I AM PREPARED TO BRIEFLY EXPLAIN THE ROLE OF A NURSE ANESTHETIST AND CANA
- BEFORE I BRING UP A PARTICULAR LEGISLATION/ASK, I LET THEM KNOW HOW I WANT TO HELP IMPROVE HEALTH FOR **ALL** CITIZENS BECAUSE **I AM A NURSE FOR ALL PEOPLE.**
- I CONVEY THIS: MY GENERAL CONCERN FOR **PATIENTS** SUPERCEDES MY SPECIFIC **CRNA** AGENDA---I STRIVE TO SET A TONE OF "UNIVERSAL CARE FOR ALL"

*I do not begin with the whole "C R N A" thing, keep it simple, explain terms later.

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EFFECT OF VOLUNTEERING

- DEMONSTRATES MY COMMITMENT TO PUBLIC SERVICE AS A NURSE---PUTS MY CONCERN FOR ALL STATE CITIZENS' ACCESS TO CARE---ABOVE---OUR OWN GROUP'S "ASK"
- I WANT THEM TO THINK OF ME AS—THE “HELPFUL, HARDWORKING PLEASANT RESPECTFUL PROFESSIONAL REGISTERED NURSE”
- ONCE YOU SET THE TONE: BUILD A PICTURE OF HOW **CRNAS** HELP CARE FOR ALL PEOPLE
- OFFICE STAFF IS GRATEFUL FOR ANY OFFER OF VOLUNTEER HELP
- NEXT TIME I NEED HELP WITH LEGISLATION---THIS RELATIONSHIP WILL BE VERY HELPFUL!!!

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NOW--- YOUR “ASK”



By the way, I am a member of the “C A N A”, and we do have a piece of legislation we would like your boss to be aware of ____



Note that my Legislator X is on Y Committee, where the bill(s) will be heard; or I could note that the bill addresses issues the leg is known for or are common in the district--- any kind of personal connection...



Knowing the legislation and the legislator ahead of time makes me very knowledgeable! Helps me ask for help in a very persuasive way.

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IN THE OFFICE

- BE NICE. BE POSITIVE. COMPLIMENT THE LEGISLATOR. I AM **ASKING** FOR HELP, NOT DEMANDING.
- I DO NOT INSULT OR DENIGRATE ANY OTHER GROUP: DISCUSS OUR PHYSICIAN COLLEAGUES USING PROFESSIONAL, RESPECTFUL LANGUAGE; THEY HAVE THEIR REASONS FOR OPPOSITION
- MY FOCUS IS ALWAYS ON ACCESS TO QUALITY CARE FOR **ALL**
- I WRAP UP PROMPTLY AS DIRECTED
- I SEND A “THANK YOU” EMAIL FOR THE MEETING
- I OFFER TO BE A RESOURCE FOR THE OFFICE
- I REMIND THE STAFF I WISH TO VOLUNTEER AT NEXT EVENT --- E-MAILING LIST!

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PRINCIPLES OF SUCCESSFUL LOBBYING

- MY FIRST CONCERN IS ALWAYS ACCESS TO QUALITY CARE FOR **ALL CITIZENS**, REGARDLESS OF MY PROFESSION'S **PERSONAL "ASKS"**
- MY "ASK" IS PRESENTED AS A SECOND IMPORTANT CONCERN: CLEARLY, CONCISELY AND RESPECTFULLY, AS A WAY TO PROVIDE QUALITY CARE TO PATIENTS. REMEMBER: **ASK**, DO NOT DEMAND.
- I WANT TO VOLUNTEER TO HELP THE OFFICE PRODUCE EVENTS AND HELP ALL CITIZENS ANY WAY I CAN--- AS A NURSE AND CONSTITUENT

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LEGISLATOR OFFICE EVENTS IN THE NEIGHBORHOOD

- HISPANIC HERITAGE DAY
- CONSTITUENT SERVICE DAY
- CHRISTMAS IN THE PARK
- HEALTH FAIR

Wear your nursing ID and identify yourself as a nurse---
Show up early and stay late. Help set everything up,
help clean everything up, not hesitant to pick up trash

Clothing Give away
Food Give away
Xmas-Presents for kids
Medicaid Info

Health services: BP, blood sugar, advice, CPR instruction,
Narcan and ODs

Brochures about services
Insurance experts
Non-profit organizations
Singing, dancing, entertainment

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DURING EVENTS

- I SHOW UP **EARLY**. I HELP IN ANY WAY POSSIBLE. I STAY **LATE**, HELP CLEAN UP...
- I WEAR MY NAME TAG--- IDENTIFIES ME AS A NURSE ANESTHETIST
- I MEET AND GREET THE LEGISLATOR, AND **GET A PICTURE WITH THEM**
- I MEET SO MANY PEOPLE FROM MULTIPLE COMMUNITY NONPROFITS, AND MAKE MANY CONNECTIONS USEFUL TO CANA AND NURSE ANESTHESIA
- IT IS A WAY TO PROVIDE SERVICES TO NEEDY PEOPLE WHO ARE SO THANKFUL
- THIS MAKES POINTS WITH MULTIPLE GROUPS AS THEY OBSERVE YOUR SERVICE TO HUMANITY

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CHRISTMAS IN THE PARK 2024

ASM ISAAC
BRYAN
CA AD 55

LEIMERT PARK
LOS ANGELES
DEC 22, 2024



MADE SURE PARK WAS
CLEAN AND READY
BEFORE EVENT, SAFELY
PICKING UP TRASH AND
WATCHING OUT FOR
DRUG PARAPHENALIA

HELPED WITH FOOD GIVE-
AWAY---GRATEFUL PEOPLE

GAVE OUT AMAZING TOYS
FOR ALL THE CHILDREN—
SUCH HAPPINESS!!!!

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Hispanic Heritage Event

Senator Smallwood Cuevas
SD 28
October 12, 2024
Southpark Recreation Center
Los Angeles



MARIACHI MUSICA...I DANCED (NOT PRETTY)

SANG (ALSO...NOT PRETTY.....)

MET AMAZING PEOPLE!!!!

GOT TO PRACTICE MY PIDGIN SPANISH HOLA! SOY ENFERMERO

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Sen Smallwood Cuevas District 28

Constituent Service Day

March 28, 2025

Holmes Ave Elementary School
Los Angeles



---AT EVENT, LEG AIDE ASKED ME....

AND

---I ARRANGED TO HAVE NP STUDENTS FROM UCLA SCHOOL OF NURSING VISIT RESIDENTIAL FACILITIES IN DISTRICT TO TEACH FOLKS ABOUT HEALTH ISSUES

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RELATIONSHIP DEVELOPED

- AFTER YOU SERVE IN THE EVENT(S), YOU WILL BE ON FIRST NAME BASIS WITH OFFICE STAFF—AND MAYBE THE LEGISLATOR!
- THEY ARE GRATEFUL FOR YOUR SERVICE---SEN SMALLWOOD **VOTED IN FAVOR OF AB 876**, CRITICAL CA CRNA LEGISLATION CLARIFYING SCOPE OF PRACTICE!!
- OFFICE VISITS CAN BE LIKE MEETING GOOD FRIENDS AGAIN
- ADDS **ATTENTION TO THE ISSUES** YOU LOBBY FOR LATER ON.....
- AND ITS FUN!!!

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NOT QUID PRO QUO THIS FOR THAT....

- DEVELOPING A RELATIONSHIP WITH THE LEGISLATIVE OFFICE THROUGH SERVICE IS NOT QUID PRO QUO
- QUID PRO QUO—"THIS FOR THAT" MEANS YOU GIVE THE LEGISLATOR SOMETHING, LIKE MONEY OR SOME FAVOR, FOR EXAMPLE, IN RETURN FOR THEIR VOTE
- PERFORMING SERVICE FOR THE LEGISLATOR'S OFFICE BY VOLUNTEERING FOR EVENTS MEANS YOU DEVELOP A RELATIONSHIP WITH THE LEGISLATOR, WHO WILL BE MORE LIKELY TO CONSIDER YOUR INPUT CAREFULLY WHEN MAKING THEIR DECISIONS

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THANK YOU!

- THANKS FOR THE ATTENTION, WE HOPE THIS HAS BEEN HELPFUL AS A METHOD OF DEVELOPING A **RYELATIONSHIP** WITH YOUR DISTRICT LEGISLATIVE OFFICES
- KEEP ADVOCATING—
- FOR **HUMANITY** FIRST—WE ARE HERE TO
IMPROVE THE HUMAN CONDITION
- AND WORK TO ADVANCE **NURSE ANESTHESIA,**
PROVIDING ACCESS TO SAFE HIGH QUALITY CARE
FOR EVERYBODY!!!!