

Being an Empowered Advocate: The Role of the Clinician in Changing Policy



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Public Service/Politics
Reps: 194
Senators: 44



Business
Reps: 179
Senators: 29

**Top professions of
legislators prior to
serving in Congress**
(many self-identified more than one)



Education
Reps: 79
Senators: 20



Law
Reps: 168
Senators: 50

**What about the health
professions?**

Source: Congressional Research Service. (2017). Membership of the 115th Congress: A Profile.
Retrieved from: <https://fas.org/sqp/crs/misc/R44762.pdf>

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Health Professions in Congress

Physicians: 14
Dentists: 4
Veterinarians: 3
Psychologists: 3
Optometrist: 1
Pharmacist: 1
Nurses: 2



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So We Want to Be A Part of the Discussion...



question
po'licey
membe
pol-icy
stateme

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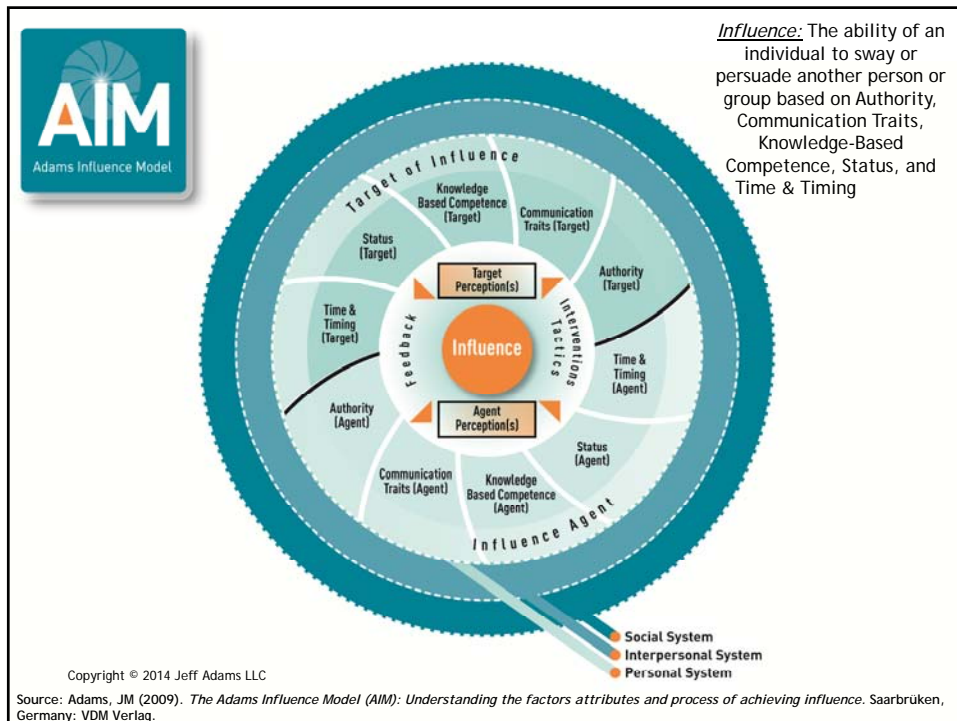


"Space on the Congressional agenda is a precious commodity"

Berry, J. (1999). The New Liberalism: The Rising Power of Citizen Groups. p. 85.

"Don't tell me what you value, show me your budget, and I'll tell you what you value."

-Vice President Biden



Influence Factors and Attributes

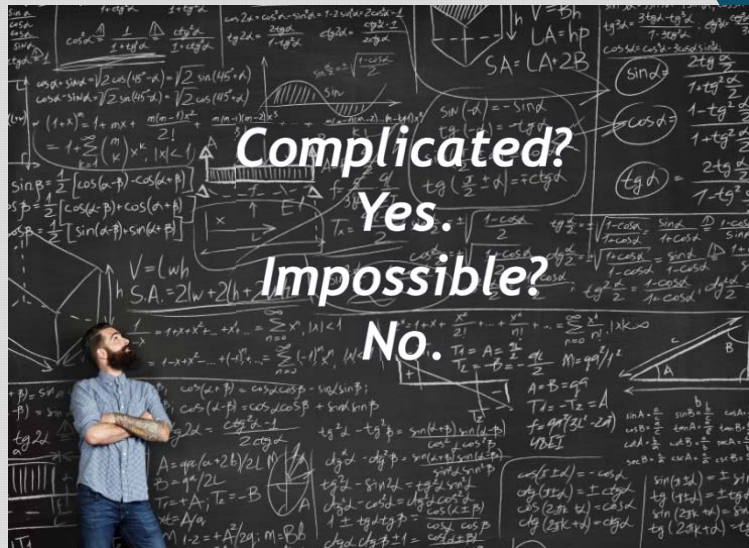
Authority	Communication Traits	Knowledge-Based Competence	Status	Time & Timing
Access to Resources	Confidence	Aesthetic Knowledge	Hierarchical Position	Amount of Time to Sell an Issue
Accountability	Emotional Involvement	Empirical Knowledge	Informal Position	Timing to Deliver the Issue
Responsibility	Message Articulation	Ethical Knowledge	Key Supportive Relationships	
	Persistence	Personal Knowledge	Reputation	
	Physical Appeal Self	Sociopolitical Knowledge		
	Physical Appeal Environment			
	Presence			

Effective Messaging Strategies

Joseph Romm: *Language Intelligence: Lesson on Persuasion from Jesus, Shakespeare, Lincoln, and Lady Gaga.*

- Short Words Win
- If You Don't Repeat, You Can't Compete
- Numbers Numb, Stories Sell

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JOIN US

Engage
Sign up for
your national
organization's
policy
newsletter

Read/Listen
Consider
multiple news
sources

**Who is
Representing
You**
Attend Town
Hall Meetings

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The infographic is a three-column layout. The top row features three images: a hand holding a red string with the text 'JOIN US' above it, the US Capitol building, and a woman speaking at a microphone with an American flag in the background. The bottom row consists of three blue boxes with white text. The first box is titled 'Engage' and describes signing up for a policy newsletter. The second box is titled 'Read/Listen' and describes considering multiple news sources. The third box is titled 'Who is Representing You' and describes attending town hall meetings. The bottom right corner contains the logo for the American Association of Colleges of Nursing.

Advocacy

Local, State and Federal Levels

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United Clinical Services, Learning & Performance Solutions
C&S Long Term Services & Support
UnitedHealthcare
Austin, TX



My Journey



Choosing to Volunteer



- Something that matters to you
- Start small
- You get back what you put in
- Life's Purpose



Three Levels of Advocacy



Local

- Causes within your community
- Schools
- Hospitals
- Organizations that fit your life's purpose
- Sitting on a board so there is a voice for the population that you support


State

- Advocate for member to state representative or senator by meeting with legislators, emailing, calling, and writing letters of support
- Local professional chapter (NASW)
- Look at state website for opportunities to volunteer
- Join state PAC

Federal

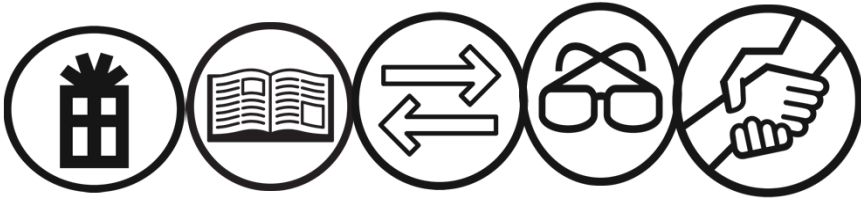
- Communicate with you state representative and senator
- Get involved with you national professional organization
- Advocate with you vote
- Join federal PAC





Benefits

- Stories bring policy to life
- Blending work-life and personal-life
- Knowledge is power
- Role model for others



If you have any questions about your participation in this activity, please E-mail OptumHealth Education at moreinfo@optumhealtheducation.com.