

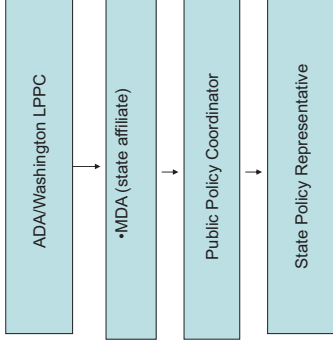
“Many with One Voice” Public Policy and Advocacy

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Professional Development Portfolio

- Professional Skills
 - 1070 Leadership, critical and strategic thinking
 - 1080 Legislation, public policy
 - 1130 Verbal communication skills
 - 1140 Written communication skills

ADA Grassroots Program



Why Public Policy ?

Public Policy – “It is the core of our existence”

Drives our profession

Increases our visibility

Increase access to our service → “More access more healthy people”

Increase our influence in decision making in communities and organizations

And makes the work worthwhile and enjoyable



Why Public Policy and why me?

Why Public Policy?:

- We exist not only for our membership but for the people we serve.
- “As Dietetic Professionals, our work is critical to the health of millions of American”
- ADA’s Mission Statement

Goal:

To build a motivated membership with a clear vision of ourselves and for the people we serve

Our actions and visibility have a profound effect on the public’s view of our profession

So.....

Public Policy is a vital and necessary responsibility of all of us as ADA members to achieve our mission.

Why me?

WHY NOT US?

- Who knows our profession better than us?
- Laws and rules will be developed without our input

Many with one Voice! Public Policy

- Our Public Policy message must be the same and consistent with our ADA mission
- If a State Association is not visible then the public won't know who you are and neither will the powerbrokers
- State Associations and Registered Dietitians need to brand themselves in accordance with our ADA's brand and message

Public Policy

- When developing Public Policy for your state review ADA's Public Policy
- Legislative and Public Policy Committee develops priority areas: Developing Policies that are contrary to ADA will confuse the public
- Remember "We are ADA"

Resources include:

- ADA Advocacy Guide
- ADA Government Relations Team
- State Licensing Laws
- Legislative and Public Policy Committee

Public Policy

Legislative and Public Policy Committee Priority Areas 2010:

- Aging
- Child nutrition
- Food and food safety
- Health Literacy and nutrition Advancement
- Medical Nutrition Therapy and Medicare/Medicaid
- Nutrition Monitoring and Research
- Nutrition Monitoring and Research
- Obesity/Overweight/Healthy Weight Management

ADAPAC

- PAC important advocacy tool
- ADAPAC directly linked to the record of ADA's legislative success.
- PACs raise money from it's members – YOU!!
- PACs donate \$ to candidates to Congress who have a history of supporting our issues, mission, and priorities

Political Action Committee

- "Stacking the decks"
- Supporting pro-nutrition candidates for Congress gets more pro-nutrition candidates into Congress and then helps ADA because of these well developed relationships.

ADA PAC

What is ADAPAC?

- ADAPAC is the only political action committee broadly focused on food, nutrition and health. It ranks among the top 35 health professional political action committees in the country. Our goal is to support pro-nutrition candidates for federal office. www.eatright.org/ADAPAC offers ADA members the opportunity to explore many of the issues and activities involving political action and dietetics, as well as a directory of relevant links.

Emerging Issues

- ADAPAC supports ADA's Policy and Advocacy team in Washington, DC. The DC office is always working on current and upcoming legislation that would help the profession and the state of dietetics.
- **Current Issues**
- Health Care Reform
- School Nutrition
- Food Safety

Political Contributions

- The ADAPAC Board of Directors take several criteria into account when determining which federal candidates should receive contributions. Criteria include:
- The candidate's past or present support for ADA's public policy agenda;
- The perceived need for the candidate's support in the future;
- The candidate's leadership position or committee assignment;
- The nature of the event associated with the contribution, if applicable.

ADA PAC

- How can you support ADA PAC?
- Donate money
- Host a fundraiser
- Attend a fundraiser

Attend a Local Fundraiser

- Make politics YOUR business in your home town!
- ADAPAC encourages ADA members to attend local fundraisers for members of Congress. Congressmen prefer to hear from their own constituents about issues
- If you would like to get involved and attend local fundraisers in your area in the future, or already know of an upcoming local fundraiser you'd like to attend, contact ADAPAC today!

Host a fundraiser

Tips for hosting a fundraiser:

- Invite as many people as possible
- Simple food (healthy too!)
- Know the issues before hand
- Work around the legislators schedule
- Find a convenient location –can be a home
- Work with the legislators office or campaign manager
- Have fun!
- Remember no gift rules

How you can support ADA's Public Policy?

- Getting involved in Public policy
- Know the issues
- Write or visit Legislators
- Participate in PPW every year!

Get Involved!

- **Public Policy Workshop**
- Get ready! ADA's 2010 Public Policy Workshop Opening Session online March 22. Following the opening session, seven live Webinars are scheduled over the next four weeks.
- The Public Policy Workshop is a great opportunity to join your fellow members across the nation and to hone your advocacy skills at an affordable price.

PPW

Educates us on the issues and trains us on The importance of legislative visits and how to conduct a legislative visit

Legislative Visits

- Who is your legislator? What are the districts they serve?
- Do your homework-what committees do they serve on? Is their position on a topic evident? Most often you can get this information off their websites
- Call and make an appointment

“The Appointment”

- Prepare for the appointment
- Information on RD's our educational background and what we do
- Emphasis: educational background, science based practice, and LICENSURE
- Be a resource on health and nutrition issues

“The Appointment”

- Will last only a few minutes (seems like a lifetime)
- Make your points concise
- Limit chit chat unless you know them personally
- Answer their questions fully and to the best of your knowledge –If you don't know something do not make it up. Get back to them

“The Appointment”

- Talk about what you do and the nutrition issues that are important
- Follow-up with a note email first then a written letter.

Legislative appointments

- Why are they important
- Secures our future. “Gives us a place at the table”

Public Policy

What have we accomplished?

Research

- \$1 billion for food, nutrition, agricultural and environmental research and extension.
- Track changes in food supply and dietary habits
- Determine optimal levels of nutrient intake
- Determine relationships between diet genetics and lifestyle

Medical Nutrition Therapy and Medicare

- 2000 – RDs became eligible to be Medicare providers – for diabetes and renal disease
- Expand coverage
HR 2805/S 1161 Give Medicare the authority
- HR 2922 Include pre-diabetes Health Reform in the Senate would remove barriers to expanding MNT

State Children’s Health Insurance (SCHIP)

- designation of MNT as a preventive service
- give Medicare the authority to expand the benefit to cover illnesses or disabilities
- where MNT would be reasonable and necessary

Medicaid Reform

- S 755 (Schumer, NY) covering the screening and treatment of pre diabetes
- ADA's position: every state Medicaid program should be required to screen for and treat all beneficiaries with diabetes and those at high risk for diabetes
- Health care bill included expansion of preventive services in Medicaid

Additional MNT issues

- SCHIP: screen all children for diabetes and risk factors and provide treatment, including MNT
- Ryan White Care Act : ensure MNT to remain a core service
- Health Care Reform ensure RD's are providers of nutrition services

Political Action Committee

- Enhances ADA, visibility with policy makers and increases ADA's/MDA's influence in political venues
- Boosts the power of dietetic professional's view on key legislative issues
- Support the PAC's
- Make a contribution today

Many with one voice!

- What's the benefit?
- Educating members of congress on the importance of nutrition services to the public results in a place at the table an In my case....
- Appointment to health care committee to structure health care in South Florida by Congresswoman

Many with one voice!

- What's the risk of no action:
- Other groups attempting to take over our scope of practice
 - We can only stop these groups by loudly proclaiming who we are and what we do

“Call it a clan
call it a network
call it a tribe
call it a family
Whatever you call it,
whoever you are,
you need one.”

Jane Howard 1935-1996

And our Association needs all of
us to get involved to secure our
future!

Get involved in the political process
it is fun, easy and an investment in
our future.

Thank You