

How to Report on Meeting Outcomes



WHAT YOU LEARN IS IMPORTANT!

Both within NACDS RxIMPACT grassroots programs and in everyday life, constituents across the nation communicate with elected leaders. These powerful communications, regardless of location, represent the core of relationship building with lawmakers and their staff. These interactions allow you to get to know your policymakers on a more personal level and their positions on issues. The information garnered from these interactions is a powerful tool that will advance the NACDS RxIMPACT agenda, but only if you share your reconnaissance or “recon” with NACDS RxIMPACT!

HOW “RECON” CAN BE POWERFUL

Constituent “recon” is powerful because your policymakers and staff are likely to share a personal side more freely to constituents than registered lobbyists as there’s an unbreakable connection between policymakers and voters. This information can help NACDS RxIMPACT better connect with policymakers and understand what inspires their opinion on policy issues. Your exchange, when later referenced by Washington advocates to policymakers, links real constituent opinions to national policy issues. It also reminds them their voters have an opinion on the issue at hand. When you share your efforts with NACDS RxIMPACT, we can help you fulfill policymaker requests for additional information.

BE OPEN-MINDED

To find “recon,” it’s important to be open-minded about where to find it! While a face-to-face meeting is the most effective venue for learning more about a policymaker and their stance on issues, you can still find unique ways to capture important information. If you were to talk to registered lobbyists they’d likely tell you some of the best introductions to policymakers were informal and unplanned (i.e. sitting next to a policymaker on an airplane or bumping into them at a non-political event). This personal exchange is exactly the type of opportunity that could help you build your rapport, personal relationship, schedule a meeting, and ultimately lead to substantial issue discussions.

WHERE TO CONDUCT “RECON”

Naturally, face-to-face meetings at the nation’s Capitol and at home in the district are a great way to garner information. But when Members of Congress are home in the district participating in community events like constituent coffees, it is also a key opportunity to introduce yourself and your relation to pharmacy and healthcare issues. In that five minute introduction you might learn your policymaker is connected to pharmacy or their interest in a “pet” healthcare issue. District town hall meetings, regular public meetings held by your policymakers to hear about constituent concerns, are a great way to bring an issue to your policymaker’s attention. When you mention a concern in this public venue you not only put the policymaker on the spot to talk about his/her position, you educate your fellow constituents on an issue.

FOUR TYPES OF MEANINGFUL “RECON”

To help you refine your recon skills, there are four key types of information that NACDS RxIMPACT considers valuable. Your interaction may not touch upon all four but it is important to familiarize yourself with these recon categories that advance the NACDS RxIMPACT agenda: (1) Advocate Perspective: overall meeting experience; (2) Relationship Perspective: personal details, personal connections (like you went to same college) and connections to pharmacy (frequent a certain pharmacy in your neighborhood); (3) Issue Perspective: identified positions, the rationale they use to support it; and (4) Follow Up Perspective: requested information, unanswered questions.

SAMPLE MEETING EVALUATION FORM

Constituent(s): _____	Date and Location: _____
Policymaker Name: _____	Staff Participants: _____
Policymaker Connection to Pharmacy (if any): _____	Staff Connection to Pharmacy (if any): _____
Personal Connection to Policymaker (if any): _____	Personal Connection to Staff (if any): _____
Did the Policymaker attend the meeting? yes no	Did you have a picture taken at the meeting? yes no
How long did the meeting last? _____	Had they heard of NACDS RxIMPACT? yes no
Key issues discussed/results/follow up needed: _____	

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