



NACDS RxIMPACT Kit For Action

**Session Supplemental Materials
“Making the NACDS RxIMPACT”**

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TABLE OF CONTENTS

The Big-Picture Series

The Introduction: Why Grassroots Involvement Matters	1
The Players: Policymakers and Congress.....	2
The Process: How a Bill Becomes Law	3
The Lingo: Legislative Terms Guide	4
The Advocate: Making the NACDS RxIMPACT.....	5
The Resource: What NACDS RxIMPACT Can Do for You	6
The Tools: Pros and Cons of Grassroots Tools	7
The Recon: Effective Reporting Helps NACDS RxIMPACT	8

The How-To Series

How to Get Started and Involved.....	9
How to Effectively Communicate with Policymakers	10
How to Schedule and Conduct a Policymaker Meeting.....	11
How to Handle Policymaker Meeting Scenarios	12
How to Conduct a Pharmacy Tour.....	13
How to Continue the Relationship After a Meeting	14
Ways to Engage in the 2018 Elections.....	15
Key Components of a Winning Campaign.....	16
How to Volunteer for a Campaign	17

The Introduction: Why Grassroots Involvement Matters



WHY CARE ABOUT POLICYMAKING?

Every day, policymakers across the nation on the city, state and federal levels of government debate, approve and reject policies that determine the laws by which you live. Their decisions impact not only how businesses are regulated, but your personal future as you've likely seen in recent debates on economic relief, jobs, healthcare access, housing and tax legislation. To help construct policies best suited for you, it's important you communicate your opinions and experiences to elected leaders. When your leaders took office, they vowed to represent the interests of their constituents. Therefore, when they hear your thoughts about proposed policies, it helps shape their opinion on the issue at hand.

GRASSROOTS EFFORTS CHANGE POLICY

If you are a citizen of the United States you have a say in what policies are created on your behalf! Don't incorrectly assume you have to be an expert to be an active constituent who communicates thoughts on policy issues. Millions across the nation from all types of backgrounds tell policymakers their opinions through email, fax, phone call, and face-to-face grassroots communications. These communications are not only easy to perfect, they are an effective way to influence a policymaker's consideration of a bill. It may be hard to believe but it is true: voting constituents have a great deal of influence in how policies are developed because, as a voter, you give your policymakers their job.

ORGANIZED PROGRAMS AMPLIFY YOUR VOICE

The most powerful way to channel your voice on important issues is through something called an organized grassroots program. These valuable programs build a community of like-minded individuals who are passionate about being involved in policymaking by communicating with program participants on a regular basis through mail, email and fax. Grassroots programs provide more than just education about how policy is made, how to effectively communicate with policymakers, and the latest news and debates surrounding your issues of interest. They also join your voice to thousands of others articulating one common message. When policymakers hear the same policy message from voters who are patients, pharmacists, student pharmacists, business owners, among other voter perspectives, your policy issue and cause will be granted a higher credence and level of importance.

PROGRAMS MAKE BEING INVOLVED EASY

The ultimate goal of a grassroots program is to give advocates easy-to-use tools to establish a long term relationship with policymakers. As you communicate with your policymakers you will increasingly experience heightened access to them, which is critical to building a relationship and ultimately advancing policies in your favor. Your grassroots efforts should always target policymakers representing your home mailing address because policymakers then know you are positioned to determine the fate of their next election. Executives and employees of a company providing community services and resources should also communicate with the policymakers representing the company location as they'll want to know how policies impact the services and resources your business provides to voting constituents.

WHAT IT'S LIKE TO JOIN A GRASSROOTS PROGRAM

Typically, individuals register to be part of the grassroots program as an advocate. Advocates have a wide range of grassroots experience (ranging from no experience to much experience) and levels of involvement in the program (ranging from "monitoring" happenings by reading updates to participating in all grassroots actions requested by the program). If you are new to grassroots, enrolling in a grassroots program is the best way to learn how to influence the policymaking process. Programs are designed to let advocates move at their own speed. For example, new advocates can start off reading updates, reviewing fact sheets, and following program reports about community action results on policies of interest. When advocates are ready, programs walk participants through effective ways to communicate with policymakers via mail, email, and fax. They'll also show how to call policymakers and effectively talk about issues in face-to-face meetings. These programs will make you comfortable with being involved in the policymaking process and give you the satisfaction of contributing to the creation of laws supporting your convictions.

The Players: Policymakers & Congress



YOUR LEADERS AND CONGRESS

Your elected leaders are part of an amazing policymaking machine called the US Congress. Majority leadership in Congress, the party with the most representation, plays a critical role in determining the legislative agenda. Members of Congress work through committees to advance these priorities by identifying legislative issues to support that agenda. It is important to identify the Members of Congress representing your place of residence as well as those representing your place of employment. Policymakers representing a company location will want to know how policies impact businesses, employees and the overall local economy of the areas they represent.

AN ELECTED OFFICIAL'S DAILY LIFE

If you think Members of Congress live the easy life, think again! Their average work day starts well before 8:00 am and ends after 10:00 pm, if he or she is not involved in an ongoing session. Days are filled discussing numerous policy issues at committee meetings, hurrying from meetings to floor votes, and championing “pet” issues by speaking on the House or Senate Floor. Policymakers also build consensus among colleagues, receive legislative staff updates, and meet with voters and business leaders. Furthermore, they're preparing for the next election by hosting fundraisers and personally calling Washington advocates to ask for political action committee contributions. By week's end, our nation's elected leaders are headed home to spend the weekend meeting with district staff and connecting with local constituents.

WHAT POLICYMAKERS CARE ABOUT

Given their hectic schedule, Members are organized in how they review issues. First of all, their focus is on policy impact on constituents. Policymakers and their staff welcome constituent opinions on policy issues because they represent votes, but also because opinions personify policy impact. Members of Congress and their staff receive massive amounts of information, so they look for clear policy messages, to-the-point rationale, supportive data, and personal stories. In today's economy, financial considerations are always on the minds of policymakers so when you can, reference cost savings and how the policy helps patients. It is critical to care about what your leaders care about as you are competing to be memorable amidst thousands of other advocates communicating opinions.

MEMBERS WORKING HEALTHCARE ISSUES

When a Member of Congress is elected to office he or she is assigned to a Senate or House Committee, which is panel of elected leaders who review policies under that committee's jurisdiction. If an introduced bill has Member interest, it will likely be reviewed by a subcommittee of the committee of jurisdiction. Although any Member can introduce a bill, only committee members have the power to advance the issue through a public hearing. For this reason, it's important you identify whether your policymakers serve on any one of four key healthcare panels overseeing such healthcare programs like Medicare/Medicaid and healthcare agencies like the Food and Drug Administration. Leaders serving on these committees are both better-educated on health issues and better able to guide a bill through the legislative process.

Senate Health, Education, Labor and Pensions Committee Jurisdiction:

The committee's website is available at <http://help.senate.gov>.

Senate Finance Committee Jurisdiction:

The website is <http://finance.senate.gov>.

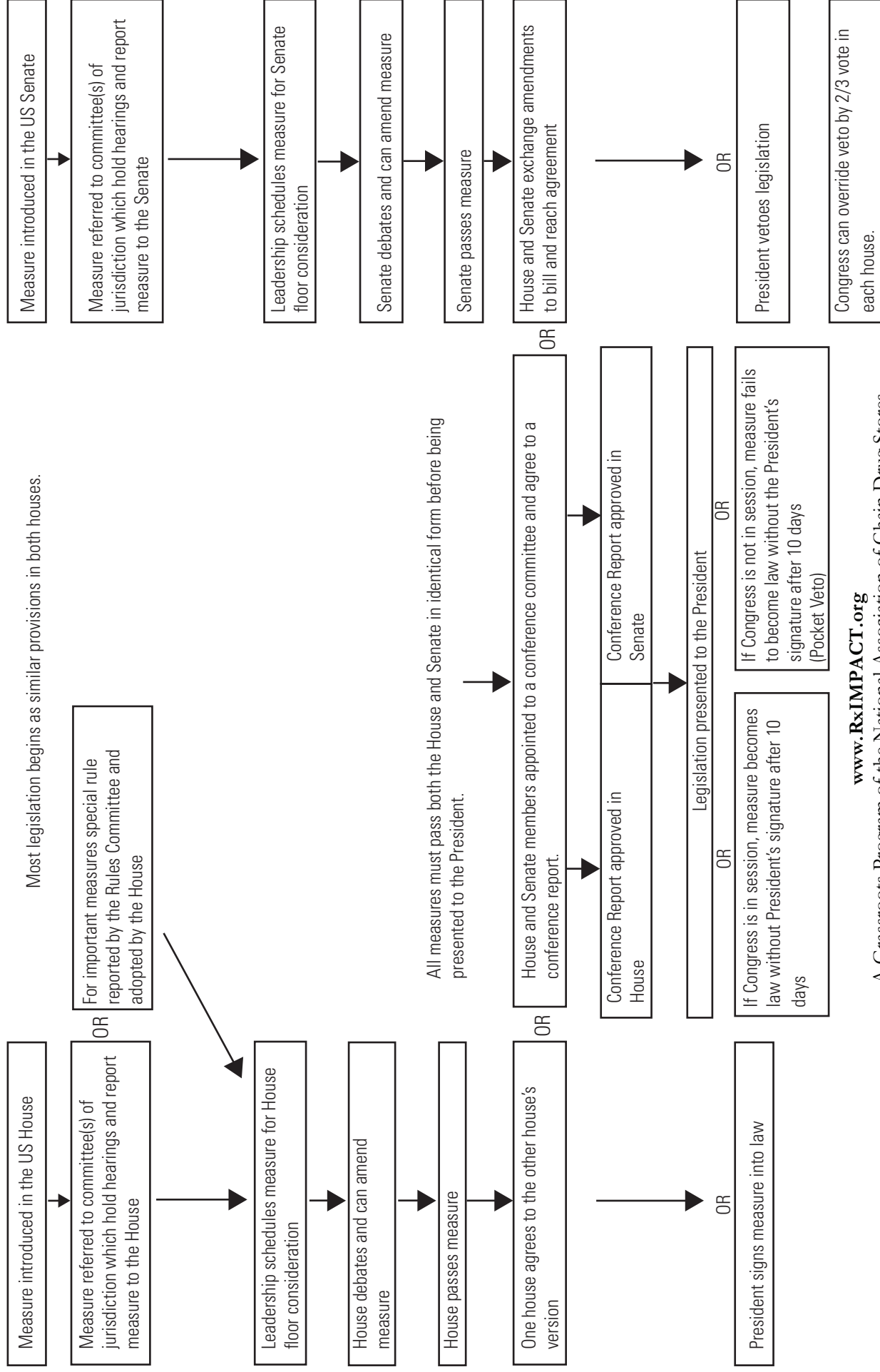
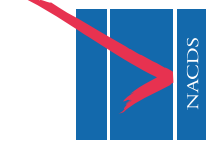
House Committee on Energy & Commerce Jurisdiction:

The committee's website is available at <http://energycommerce.house.gov>.

House Committee on Ways and Means Jurisdiction:

The panel's website is available at <http://waysandmeans.house.gov>.

The Process: How a Bill Becomes Law



www.RxIMPACT.org

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The Lingo: Legislative Terms Guide



Act: Legislation that is approved by both the House and Senate and becomes a law.

Adjournment: The closing of a legislative day.

Amendment: A change in a bill or document by adding, substituting or omitting portions of it.

Appropriations Bill: Legislation that provides funds for authorized programs.

Authorization Bill: Legislation establishing a program and setting funding limits.

Bill: Legislation introduced in either House or Senate.

Calendar: Bill schedule to be considered by committee.

Caucus: Meeting of Republican or Democratic Members of Congress to determine policy and/or choose leaders.

Chair: Presiding officer.

Chamber: Place where the entire House or Senate meets to conduct business; also House or Senate.

Co-sponsor: Member who sponsors legislation but is not the principle sponsor or the one who introduced the bill.

Committee: A group of members assigned to panels that give consideration to certain bills based on jurisdiction.

Companion Bills: Identical bills introduced separately in both the Senate and House.

Congressional Record: Official transcript of the proceedings in Congress.

Hearing: A Committee meeting where Members hear witness testimony to review legislation of jurisdiction.

Hopper: Box on the desk of the Clerk of the House where sponsors submit their bills.

Fiscal Year: Accounting year for Federal Government, Fiscal Year runs Oct. 1 to Sept. 30 of the following year.

Jefferson's Manual: Basic rules of parliamentary procedure adopted by both Chambers.

Joint Committee: Committee composed of both the House and Senate Members of Congress.

Joint Resolution: Legislation similar to a bill that has force of law if passed by both houses, signed by President.

Lame Duck: Member of Congress or President who has not been reelected but whose term has not yet expired.

Marking Up a Bill: Process, usually in Committee, of analyzing legislation and making changes.

Majority Leader: Chief spokesman and strategist for the majority party, elected by members of the majority party.

Member: A U.S. Senator or U.S. Representative.

Minority Leader: Chief Spokesman and strategist for the minority party, elected by members of the minority party.

Motion: Proposal before a Chamber for consideration. "Motion to table" postpones Senate consideration.

Omnibus Bill: Bill regarding a single subject that combines many different aspects of a subject.

Override a Veto: When both the House/Senate vote by a two-thirds majority to set aside a Presidential veto of a bill.

Pocket Veto: When President doesn't sign or veto bill passed by Congress in 10 days of adjournment (bill dies).

President of the Senate: The U.S. Vice President is designated by Constitution in this role which votes in a tie.

President Pro Tempore: Senator presides over Senate in absence of the US Vice President who then votes in tie.

Public Law: Designation used for legislation that has been passed by both Chambers and signed by the President.

Quorum: The number of Senators or Representatives who must be present in a Chamber to conduct business.

Ranking Members: Members of majority and minority party on a committee next in seniority after the chairman.

Recess: Temporarily halt to proceedings with a time set for proceedings to resume.

Record Vote: Vote in which Member of Congress indicate vote orally for listing in the Congressional Record.

The Advocate: Making the NACDS RxIMPACT



MAKING THE NACDS RxIMPACT

Today, our neighborhood pharmacies promote important patient services and resources to help patients across the nation maintain quality healthcare. To protect these neighborhood institutions of patient care and community jobs, a network of advocates are joining NACDS RxIMPACT, the community's effort to stand for better healthcare! Pharmacists, student pharmacists, patients, pharmacy operators and executives representing front and back end interests are joining this important effort to ensure policymakers understand the important role pharmacy services and resources play in maintaining quality patient healthcare. Get involved in NACDS RxIMPACT Grassroots programs by visiting www.RxIMPACT.org.

OUR EFFORTS PROMOTE VICTORY

Our community's efforts have proven constituent communications to policymakers, otherwise known as grassroots communications, can play a major role in promoting legislation that really matters. For example, in 2008 advocates joined in our effort to communicate concerns about legislation determining how pharmacies are paid by government programs for providing services and resources that advance quality healthcare for patients. The outcome of this movement resulted in not only establishing fair Medicare payment practices for pharmacies, which ensure business stability and job security for employees, but ensured patients have access to the quality pharmacy services they need.

FOUR KEY NACDS RxIMPACT GRASSROOTS PROGRAMS:

NACDS RxIMPACT Team: Join a nationwide network of people dedicated to promoting services and resources that contribute to quality patient care! When you register to join this online program, you'll not only learn the secrets of how policy is made, but you will receive important policy updates and calls to action as part of a community dedicated to promoting quality healthcare. Whether you are a pharmacist, student pharmacist, patient, executive, CEO or pharmacy operator, we need your help. Visit www.RxIMPACT.org to register to take a stand for better healthcare!

NACDS RxIMPACT Day on Capitol Hill: Plan to attend this ground-breaking event each March that will bring advocates from across the nation to Washington, DC to educate Members of Congress about the importance of pro-pharmacy policy and the need for quality healthcare reform. After participating in a morning legislative briefing attended by lawmakers supportive of our community, advocates will be paired with others from their state to attend scheduled meetings with Members of Congress and their staff. Contact NACDS RxIMPACT to learn more details.

NACDS RxIMPACT Pharmacy Tour: Become part of a local effort to educate our nation's policymakers with a tour of your pharmacy! We're looking for a 'few good pharmacies' to help us show policymakers and their staff, first-hand, the complexities of the pharmacy business. In this program, we'll identify interested pharmacies in targeted areas, educate respective advocates on timely policy issues and effective policymaker communication and walk you through an organized tour at your pharmacy. Contact NACDS RxIMPACT to become a part of this program.

NACDS RxIMPACT Training Program: Complement what you are learning about policymaking and effective advocacy from NACDS RxIMPACT with an effective face-to-face training program that can help you, your employees, and/or your community really understand how to effectively communicate with policymakers. Visit our online resource at www.RxIMPACT.org to identify upcoming training dates in your area and plan to attend. Interested in bringing our expertise to your meeting of the minds? Check in with NACDS RxIMPACT to learn how to schedule a customized training program for your team.

The Resource: What NACDS RxIMPACT Can Do for You



Distributes Important News & Action Alerts: On a regular basis, NACDS RxIMPACT disseminates important news and action alerts to members of the community who have registered for the NACDS RxIMPACT Team grassroots program. When you join the Team by visiting www.RxIMPACT.org you will receive regular updates and details on how you can help advocate for quality healthcare reforms that make sense for businesses and patients!

Showcases Online Resources: NACDS RxIMPACT is pleased to be a resource for anyone looking to take a stand for better healthcare! Access our online resources at www.RxIMPACT.org to review a number of valuable resources. Visit NACDS RxIMPACT to access our to-the-point and detailed issue briefs, policy priorities, policymaker backgrounders, and our NACDS RxIMPACT Kit for Action that describes the big picture of grassroots influence on the policymaking process and provides detailed “how to” fact sheets.

Arranges Congressional Meetings: Call NACDS RxIMPACT if you would like some help securing a meeting with your Members of Congress and staff. We’re happy to provide you with important background information on NACDS RxIMPACT priorities and possibly even attend the meeting with you if it is hosted in the Washington, DC area.

Educates Members of Congress in a National Meeting: Call NACDS RxIMPACT to learn about NACDS RxIMPACT Day on Capitol Hill, a national event open to pharmacists, pharmacy operators, student pharmacists, patients, and executives representing front and back end interests. Spend a day in Washington, attend policy briefings, and make a difference. Call us to learn more about this event scheduled each March.

Constructs Articles for Publications: On a regular basis, NACDS RxIMPACT approves requests to print and promote our grassroots involvement materials. If you are interested in using our advocacy materials in your next publication or company intranet, please reach out to the NACDS RxIMPACT Team, as we want to be a resource! The NACDS RxIMPACT Team also considers fulfilling company and community requests for specific grassroots-based articles.

Helps Build Your Team’s Grassroots: Call NACDS RxIMPACT for technical assistance on how to best involve your employees and/or community in activities to support quality healthcare reform. We’ll schedule a verbal audit of your internal communications structures, review current involvement levels and give expert recommendations to inspire involvement. We’ll help you map out a structure and plan to engage your team behind NACDS RxIMPACT!

Acts as a Grassroots Training Resource: The best way to get your team excited about grassroots involvement is to host a face-to-face training on grassroots. NACDS RxIMPACT has years of experience conducting effective grassroots training for employees, pharmacists, and patient communities. Call NACDS RxIMPACT to learn what resources are available to make it easy for you to bring a training program to your upcoming meeting!

Organizes Local Pharmacy Tours: Contact NACDS RxIMPACT to learn how you can participate in our NACDS RxIMPACT Pharmacy Tour that showcases pharmacy’s contribution to quality patient healthcare. This interactive tour, organized by the NACDS RxIMPACT, works with you to walk Members of Congress and their staff through your pharmacy operation, showcases pharmacist-patient experiences and discusses the implications of debated policies.

Collects the results of Congressional Communications: Help NACDS RxIMPACT keep up to date on your policymaker interactions. While our exciting online presence tracks written communications, it’s important to let NACDS RxIMPACT know the establishment and results of phone discussions, face-to-face meetings, or staff requests.

The Tools: The Pros & Cons of Grassroots Tools



TOOL	PRO	CON	QUICK TIPS
Letters: Mail	Letters sent on personal stationary have high impact, providing a home mailing address is included	Mailing letters is not helpful when the need is urgent. There is a considerable delay.	If using a sample letter, remember to adopt the letter in indicated areas otherwise staff will presume the letter is not genuine. Include your name and home mailing address.
Letters: Fax	Faxes provide a personal feel to a letter and expedite its delivery.	Policymaker fax numbers can often be busy and difficult to get through.	Always check your fax transmission to ensure the fax went through with the correct number of pages. Increase the weight of your fax by directing the fax to the office staffer handling the issue in your fax. Use company letterhead.
Letters: Mail	Email is typically easier for activists to adopt and “click” in the mail. Email is cost-effective.	Not all policymakers rate email messages the same. Some rate it with a higher importance than others. Some send an automated response to the email & some don’t formally reply.	Put ‘support’ or ‘oppose’ and the bill number in the subject line of your email (Monthly, some Representatives get 8,000 messages and some Senators get up to 55,000 messages).
Phone Call	This is a great way to build contacts if you can talk to the same staffer each time.	Long distance charge to call Washington. Caller may talk to receptionist about issues (although info is still logged).	Calls should be no more than 5-10 minutes. Express you are a constituent, briefly recap the issue, be clear in your “ask.” Will talk with staff, not federal policymaker. Calls are logged and reported to Members of Congress.
Meeting Request	The most effective way to influence a policymaker’s position on an issue is a face-to-face meeting with the actual policymaker. It is also very influential to meet with the policymaker’s staff.	This type of meeting is typically held in the Washington area, requiring constituents to travel from home to have their views heard. However, meeting could be hosted in the district office.	To meet with federal policymakers, one must send the meeting request to the scheduler (get their name) in the Capitol Hill office. Meeting requests should be placed at least three weeks before the anticipated meeting. They should include the name, the constituents’ city and/or voter registration address and the issue to be discussed. It is important to follow up, but not hound, schedulers for meetings.
Letter to the Editor/ Opinion Editorial	Hill staff will likely clip these newspaper-printed-constituent-letters for the policymaker to read (this is so that they can keep their finger on the pulse of constituent concern).	Sometimes it requires a number of letters to make it into a paper. Newspapers also have the right to cut down the text of your letter.	Call the newspaper to find out word limit on submission and appropriate contact person for submissions (look in the mast box listed on the inside pages of the newspaper). Submissions may not be considered if they do not follow strict guidelines. Company letterhead helps grab attention.

The Recon: Effective Reporting Helps NACDS RxIMPACT Efforts



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: _____	

How to Get Started and Involved



JOIN THE NACDS RxIMPACT TEAM!

Whether you've never been involved in using your voice to influence policy or you have years of experience, it is important to register to become part of the NACDS RxIMPACT Team program. This grassroots program will share with you the secrets of policymaking, the latest in Washington policy activities, and opportunities and ways to influence the debate. You'll see first hand what it is like to join a community of thousands of patients, pharmacists, student pharmacists, pharmacy operators, and executives representing front and backend interests also dedicated to promoting services and resources that contribute to quality patient healthcare! Register by visiting www.RxIMPACT.org.

LEARN HOW NACDS RxIMPACT CAN HELP

If you are new to getting involved let us tell you what we can do to help you harness the power of your constituent voice to influence pro-pharmacy and pro-patient issues. NACDS RxIMPACT is a community of voters who participate in a series of programs that teach them about the policymaking process and coach them through the art of effective communication to influence policy. In addition to offering the previously referenced NACDS RxIMPACT Team, we offer the NACDS RxIMPACT Day on Capitol Hill to guide constituents through their first trip to Washington to educate policymakers, the NACDS RxIMPACT Pharmacy Tour to help pharmacies conduct educational district tours for policymakers, and NACDS RxIMPACT Trainings to teach communities how to tap the power of their constituent voice. Read our fact sheet called "The Resource: What NACDS RxIMPACT Can Do for You."

IDENTIFY YOUR POLICYMAKERS

To get started, it's important to identify the 2 Senators and 1 Representative representing your home mailing address (anything other than actual street address, such as PO Box, is not an acceptable address) which is determined by your zip code. In larger population areas, you may be required to specify your zip code with a "zip plus four" which can be easily identified with your home address. These extra four digits ensure you are connected to the correct district. This is critical as leaders listen to constituent communications because they know voters are positioned to determine the fate of their next election. It is important to also identify policymakers representing the company location where you work as policymakers will want to know how policies impact local jobs and resources accessed by voting constituents. Visit www.RxIMPACT.org to identify policymakers.

LEARN ABOUT AND CONNECT WITH POLICYMAKERS

Use our online resource www.RxIMPACT.org to learn about your policymakers' background. As you review NACDS RxIMPACT resources, take note of your policymakers' biographies to learn about their professional and personal background, key votes/positions on bills under consideration by Congress, and of what Congressional committee he or she is a member. Read the NACDS RxIMPACT fact sheet, "The Players: Policymakers and Congress", to understand how your policymaker fits in the big picture of Congress and the role he or she might play in health policy development. Use NACDS RxIMPACT to visit the webpage of your policymakers to see their presence and priorities. While on their website, register to receive constituent updates, as it is a great way to keep abreast on your policymaker activities and district networking opportunities like constituent coffees and town hall meetings.

READ HOW YOUR VOICE CAN INFLUENCE POLICYMAKING

Once you get a handle on who your policymakers are, take a moment and read the NACDS RxIMPACT fact sheet titled "The Process: How a Bill Becomes a Law" for an easy to understand one page chart that clearly shows the steps of how policy is developed in the US Congress. It's not necessary to know all legislative terms as outlined in our fact sheet, "The Lingo: Legislative Terms Guide", but know it is available for reference should you come across an unfamiliar term. Be certain to read "The Introduction: Why Grassroots Involvement Matters" and "The Tools: Pros and Cons of Grassroots Tools" fact sheet to learn about how we use grassroots programs and tools to influence policy.

How To Effectively Communicate with Policymakers



KEY COMMUNICATIONS COMPONENTS

Regardless of how you communicate with your policymakers, there are key components you can integrate into your communication to effectively present your issue.

Describe the “Constituent” Connection: You have a power to help determine whether *your* policymakers will be elected to Congress. It may be hard to believe but it’s true: voting constituents have a great deal of influence in how policies are developed because, as a voter, you give your policymakers their job. Emphasize you are constituent.

Explain the Pertinence of Your Role to the Issue: If you are a patient, explain how the proposed healthcare issue impacts your healthcare. If you are a student pharmacist, explain how a proposed policy is harmful or beneficial to pharmacy, and your future as a health professional. If you are a pharmacist, educate your audience about the value of pharmacy and how a proposal could damage or help your ability to provide your patients with quality healthcare. Executives might explain how a bill would impact customers, patients, and employees. If applicable, explain your professional title, business name, company physical location, people employed, and patients served.

Concisely Share Issue Concerns: If at all possible, limit the number of issues discussed in one communication, regardless of communication type. Your communication should establish you are a constituent, demonstrate your role in the community, and the key issue at hand. This concise targeting ensures your opinions are placed into “context”. Your communication should be concise and to the point. Always talk about how the issue will directly impact your life, and if you work with a company providing healthcare services, other constituent lives. Remember when you do talk about your role and the issue, do not use lingo like “MTM” as it’s important to remember not everyone understands pharmacy jargon.

Include a Formal “Ask” and Thank You: One of the biggest reasons why lawmakers do not assist is because they have never been asked. Always incorporate your “ask” into your communication. It is important to clearly state what you would like the policymaker to do on your behalf. This will ensure there are no questions about what you are trying to accomplish. Regardless of the immediate or ultimate outcome, it is important to be thankful for the opportunity to communicate your opinions. Be certain to let your policymaker and their staff know you will be sharing the results of your request with your colleagues, staff and patients if applicable.

Mode of Communications

Calls

Outside of face-to-face meetings, phone calls are the most influential way to communicate your position. To reach your Members of Congress, call the Capitol Hill Switchboard at 202.224.3121 and tell the operator your zipcode and you will be forwarded to your policymaker’s office. When you call you will not speak to the Member of Congress, but a staffer. Regardless of who you speak with, it is important to courteously communicate your issue. Staff will ask you your name and home mailing address (to confirm you are a constituent) and then will take notes about your issue or concerns. Staff keep a tally about constituents calling about certain issues.

Faxes

While written communications are not as influential as oral communications from a call or meeting, you can make your communication as effective as possible by placing your concerns on your company letterhead. When you communicate your concerns on letterhead it helps showcase your company’s contribution to the community – a community of voters. To increase weight of the fax, call your policymakers office to find out the name of the office staffer that “handles” the issue at hand and fax the letter to that staffer’s attention.

Email

Email can be a great way to start communicating with your policymakers, but unfortunately not all policymakers weigh email communications the same. If you choose to communicate via email to the staffer handling your issue, never send attachments unless the staffer truly knows who you are, as they may avoid opening your email for fear of a virus. The subject of your email should start

How to Schedule and Conduct a Policymaker Meeting



SCHEDULING/PLANNING A MEETINGS

At least three weeks before you'd like a meeting, contact your policymaker's office to identify the name of the scheduler who handles meeting requests (indicate whether district or Capitol Hill meeting). Use the sample letter (right) to construct a meeting request to the office scheduler that includes your full name, home mailing address, contact information, information on others participating in the meeting, date/timeframe and issue to be discussed. Once you've scheduled your meeting, contact NACDS RxIMPACT who will help you identify timely issues and key points to mention in your discussion. Once you've identified an issue to discuss, construct a "one pager" about your issue (or access NACDS RxIMPACT resources) to leave behind for further consideration. If you have business cards, be sure to hand your card to the staffer so they know how to get in touch with you.

WHAT TO EXPECT FROM A MEETING

One of the most exciting things about Washington policymaking, is no two days are the same! It's important to be prepared for a fluid meeting, where anything can happen. Elected leaders spend their entire day balancing commitments with emergency responses, so be prepared, your meeting could be rescheduled for another time that day and your policymaker might not be able to attend. When you arrive at your meeting and check in with the receptionist, you'll likely wait in their office lobby until your meeting contact greets you. He or she may conduct the discussion right there, escort you into the Member's office if he or she is not there, or possibly usher you to an areas in the outside hallway if no meeting rooms are available. Don't let the location throw you off your mission, because time is of the essence. Meetings can last 5-30 minutes, which is a reflection of office workload and legislative activities (it's not personal).

AVOID PRESUMPTIONS

There's great power and prestige on Capitol Hill, but do not let Washington intimidate you. While we respect our nation's leaders and their staff, they are experts in the policymaking process not experts in your job! Keep in mind it is impossible for staff to know everything about the millions of issues so your points will prove to be very helpful. In your quest to educate, always presume a policymaker and their staff are unfamiliar with your industry, operations, and concerns. If you mistakenly ask staff if they are familiar with pharmacy operations and they answer yes when they are not, you've lost a valuable opportunity to educate. Never judge staff experience, as Capitol Hill has many young staffers who are highly educated and proficient in the process that determines the fate of your concerns!

THE FLOW OF YOUR MEETING

While it is important to expeditiously move to the policy content of your meeting, brief pleasantries at the beginning might better connect you to the team, especially if you learn about a connection (i.e. like you grew up in same hometown as the staffer). Shift the dialogue to your role in the district as a constituent whether you are a patient who cares about healthcare or you run a pharmacy providing services. Explain why the given issue is important to you. When discussing the issue, physically show the fact sheet to help them visualize key issue perspectives. Entertain questions, but never answer a question to which you do not know the answer as you are working to be seen as a reliable resource. If you don't know the answer, simply state that you will get the answer and follow up. This is a great opportunity to continue the dialogue and build a relationship. Directly ask policymakers and their staff to support your position. As your meeting concludes, mention you will follow up with requested details, reiterate interest in serving as an expert/resource to them for any reason, and thank them for their valuable time.

Attn: Scheduler Jill Cernok **SAMPLE MEETING REQUEST**
Office of Senator Kyl
Fax: 202/224-1239

Dear Jill:

I would like to request a constituent meeting with Senator Kyl in his Washington, DC office. Please find the following information to complete this scheduling request:

Date/Time: January XX, XXXX, 11:00am-5:00pm

Issue: Bill #XX Pharmacy Issues

Meeting participants (2):

Lisa Smith, 24 Rosebud Lane, Phoenix, AZ 43552

Bob Becker, 55 Lincoln Ave, Flagstaff, AZ 43224

Any time Senator Kyl has available to meet would be greatly appreciated. Please contact me via email at Lsmith@hotmail.com or my cell at 623.555.1212 to schedule a meeting. Thank you in advance for your time and efforts.

Sincerely,

Lisa Smith

CC: Heidi Ecker, NACDS RxIMPACT, Fax: 703.838.2182

How to Handle Policymaker Meeting Scenarios



(These meeting examples and responses apply to both staff and policymaker meetings.)

<i>TYPE</i>	<i>LEADER/STAFF REACTION</i>	<i>YOUR RESPONSE</i>	<i>OTHER HILL VISIT ETIQUETTE</i>
TYPE A	The legislator/staff listens carefully and asks few or no questions. This is a noncommittal meeting. “I will think about what you have said.”	This very common type of meeting on the Hill allows you to tell your story and what you think. For some meetings this is all that you will accomplish, but try to get specific comments.	• Ask questions to find out what could influence a decision. • Does your legislator know how this issue or legislation impacts the community in their district?
TYPE B	Unless your legislator works on a relevant committee - don't expect staff to know much about the issue. “I'm new,” and “I don't know anything about the role of pharmacy in healthcare.”	Describe your views on key issues and try to get specific comments. Presenting your information verbally and on paper will enable staff to “look good” as Hill staffers use these details to construct memos about discussion for the policymaker (and it makes their job easier).	• Describe how you are connected to your local pharmacy, provide sample “district” related details. • Encourage questions as you may be the first person from the NACDS RxIMPACT community they've met. • Encourage an interest in healthcare issues as meeting attendants can prove to be powerful allies! • Personalize your meeting and make them remember you.
TYPE C	After introducing the legislative issue, the legislator or staffer agree with you. “I agree.”	Use this as the gateway to secure policymaker commitment to your position, and ask them to work with other Members to secure support on issues.	• Get verbal commitment from your legislator/staff if possible. • Indicate the NACDS RxIMPACT Team will follow up, as they'll be excited to hear of their official support for the legislation.
TYPE D	After introducing the legislative issue, the legislator or staffer disagrees with you. “That is not my position” or “I disagree.”	This rarely happens as legislators and staff do not like to disagree with their constituents. Try to understand why the legislator may not support/oppose the legislative issue so you can use this information in the future to work towards your position.	• Find out why there is disagreement. • Determine whether the problem is issue or politics. • Agree that no bill is perfect and find out which part of the bill is a problem.

How to Conduct a Pharmacy Tour



TOURS PROVIDE “HANDS-ON” EDUCATION

Pharmacy tours, like those showcased through our NACDS RxIMPACT Pharmacy Tour, are a fantastic way to visibly demonstrate your pharmacy's contribution to healthcare and why your concerns matter. Pharmacy tours host policymakers at a local site to effectively educate our nation's leaders about pharmacy services and pending policy issues.

Arranging a Tour: Use your NACDS RxIMPACT resource to help you arrange and conduct a pharmacy tour. Simply contact NACDS RxIMPACT's Heidi Ecker at 703.837.4121. Generally speaking, NACDS RxIMPACT will identify appropriate policymakers and their scheduling staff and work with offices to submit a request to schedule the tour.

Preparing for a Tour: After a tour is arranged, NACDS RxIMPACT will work with you to make sure you have policymaker backgrounders, issue backgrounders, policymaker positions, and the pharmacy data you need to effectively communicate.

Educating on the Tour: While guiding your policymaker behind the pharmacy counter talk about the Value of Pharmacy. Once you have had the opportunity to talk about your pharmacy's contribution in the local area, show your policymaker key pharmacy activities. After this education, discuss policy issues as advised by NACDS RxIMPACT. Members of Congress are very busy, so if you are able to conduct a Tour, please be certain to express your gratitude for their time!

Showcase the Value of Pharmacy: During a pharmacy tour, demonstrate the Value of the Pharmacy through three key points: (1) pharmacists are the nation's most accessible healthcare provider; (2) nearly all Americans live within 1.86 miles, on average, of a community retail pharmacy; and (3) Gallup poll indicates pharmacists are one of the most trusted professionals. Further, stress the role of the pharmacist as the medication expert given the pharmacist is sometimes the only healthcare professional, with a specialized education, a patient sees.

Highlight Your Pharmacy and Constituents Served: Talk about your pharmacy and the role it plays for constituents (i.e. has your pharmacy been in the district for 20 years or is it a new pharmacy serving the expanding needs of a new area). It is also helpful to share the number of patients you serve monthly, how many use Medicaid/Medicare, and review other local community data for your pharmacy.

Demonstrate Pharmacy Services: While it's important to showcase all types of services conducted by the pharmacy, it's important to demonstrate 4 key “actions” to visually educate policymakers about pharmacy services and resources: (1) receiving the prescription; (2) filling the prescription; (3) billing the prescription; and (4) dispensing the prescription (and patient counseling).

Sharing the Tour: Share the excitement with your employees! Tell your staff you are hosting the tour, explain why it is important, and at the conclusion of the event invite them to meet the Member of Congress. If your Member of Congress agrees, promote the tour through a press release, have staff take pictures during the tour and write an article about the experience that can be posted on your company intranet or other community resource.

Sample Invitation

Dear [Senator/Representative],

Pharmacies play an integral role in providing healthcare to the citizens of [state/district]. Whether we're guiding senior citizens through the difficult Medicare Part D registration or helping patients understand essential prescription drugs, our pharmacists are on the front line of healthcare in [state/district].

As such, we would like to extend an invitation to you to visit a pharmacy at your convenience. A visit to a local pharmacy would take less than an hour, but it would provide an ideal opportunity to learn more about the growing role of our pharmacies as the face of neighborhood healthcare. If you like, we can also invite the local press to cover the event.

We hope you will accept our invitation and invite your scheduler to contact NACDS Senior Director of Government Affairs and Grassroots Heidi Ecker at 703.837.4121 or at hecker@nacds.org. We look forward to scheduling a visit with you.

How to Continue the Relationship After a Meeting



1. Write Meeting Thank You Notes

Write a personal letter to thank the staff or member for the meeting. Use this as an opportunity to provide any materials or information requested during the appointment. Send another business card to ensure your information is filed in their Rolodex and not filed away with the packet you brought to the meeting.

2. Write a Release/Article About Your Meeting Experience

Write about your positive efforts and share them with others through publications, company intranets and websites – and don't forget to share your story with the NACDS RxIMPACT Team. Your story will publicly thank policymakers and their staff for your meeting. Policymakers enjoy free press, especially when publications are disseminated to their voting constituents. Mail the publication or website posting to your contact and reiterate how you are their resource. NACDS RxIMPACT is available to assist you in this work, and to ensure the publicity is appropriate and accurate.

3. Don't Just Read Newspapers, Clip Articles

When reading newspapers or other resources, clip the following types of information and mail it to your Hill contacts: (1) articles mentioning their Members of Congress and (2) health-related articles. These clips help staffers to keep on top of local policymaker press and health policy issues. With a personal note, this is the perfect opportunity to remind your contact you are an available resource.

4. Write a Letter to the Editor of Your Local Paper

If you have an opinion on a health policy issue, we can help get this placed. Writing a letter to the editor of your local newspaper is one of the quickest ways to get the attention of the Washington office staff. Policymaker press staff subscribe to district-based papers and clip the latest in constituent opinions for the Member of Congress and their staff. Check the mast box, typically located on the bottom of the first few pages of the newspaper, for a phone number so you can identify the most appropriate place to forward your opinion (length varies by paper, but usually varies between 200-400 words). Be certain to follow all guidelines, otherwise your work may not be recognized. If interested, NACDS RxIMPACT can assist you with a submission to ensure it is appropriate and accurate.

5. Get Connected to Your District Office

Contact the district office closest to your residence for your two Senators and Representative and ask to be included in the constituent mailing list. Once you are on this list, you'll receive information about what your Member of Congress is doing in your district. Some Members of Congress allow constituents to register on their official websites to receive constituent updates via email or mail.

6. Participate in District Events at Home

Regular contact with your district office will provide you with information on district activities like constituent coffees, town hall meetings and other opportunities to talk with your legislator and staff about important health issues. Most legislators host town hall meetings regularly to learn voters' views and lobby for their support in the polls. If you attend an event, send a note to your contact and let them know you voiced your opinion on health issues. Let your Hill contact know you are available to explain the community's perspective.

7. Request a Meeting at Home in the District

Contact the district scheduler of your Senator or Representative and submit a request to meet with the policymaker and/or staff at the legislator's district office or where you work. This provides another opportunity to educate the Member of Congress and/or staff on issues important to the profession.

NACDS RxIMPACT VOTES CAMPAIGN

HELP MAKE POLITICS PRO-PHARMACY

*Voter Registration * Election Dates * Candidate Overviews * Campaign Volunteerism * Sample Outreach Drives*

NACDS RxIMPACT Votes is the pharmacy community's leading resource showing pharmacy advocates how to participate and influence outcomes of our nation's election process through voter registration and participation, campaign volunteerism, and engaging others. This program is bipartisan and is designed to help individuals support candidates of their choice. When pharmacy gets politically active, our industry and patients win!

Visit NACDS RxIMPACT Votes online at www.pharmacyvoter.org to:

Prepare to Vote November 6, 2018:

- ☐ Register to vote, review election dates and polling locations, and file absentee ballots and contribute to the engaged pharmacy force on Election Day!
- ☐ See who is running for office in your area and access information about candidates running for city, state and federal office.

Become a Campaign Volunteer:

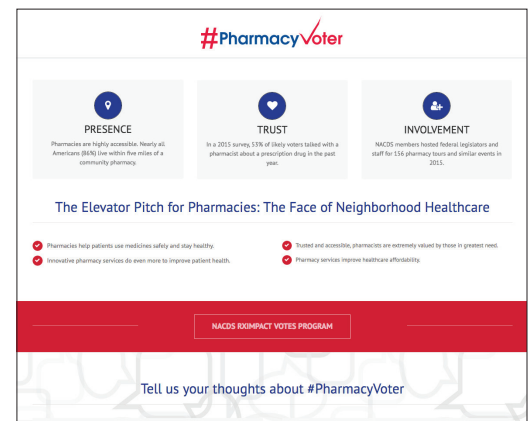
- ☐ Access our fact sheets to see how you can single-handedly advance pharmacy by building relationships before a candidate is elected to office as a campaign volunteer.
- ☐ Download resources to learn how to volunteer for a campaign, what makes winning campaigns, and an online survey to help you share your campaign efforts with NACDS RxIMPACT.

Engage Your Team:

- ☐ Use our NACDS RxIMPACT Votes Kit to host your own Get-Out-The-Vote (GOTV) campaign to educate your company employees, association members, or pharmacy school campuses about the importance of voter registration and participation in the November 6th elections!
- ☐ Access our online sample emails, GOTV campaign ideas fact sheet, downloadable payroll slips and customer bag stuffers. You can even order free GOTV postcards to rally your team!

Visit NACDS RxIMPACT Votes at www.pharmacyvoter.org Today!

If you have any questions or would like any assistance, please contact Heidi Ecker, NACDS Senior Director of Government Affairs and Grassroots Programs via telephone at 703.837.4121 or email at hecker@nacds.org



Key Components of Winning Campaigns (Know What's Valuable!)



1. UNDERSTAND THE DISTRICT

Voter Demographics & Concerns: To win a vote, a campaign must understand area demographics. A winning campaign has its finger on the pulse of the people in the area, and understands local issues of importance. For example, a campaign should have a Medicare position if visiting a largely senior area of Florida.

District/State Lay Out: A district size and shape can determine how far a candidate travels to connect with voters. Campaign trail hours are precious and a good campaign utilizes the most opportunities to connect with the most voters. It also tailors targeted campaign visits in “must win” areas with targeted issue messages specific to that area.

Politics: State/national politics play a role in a vote. For example, a Presidential battleground state – or state whose voters could support either major party – will have more political operatives working on education, outreach and visibility to encourage support. This extra effort on the Presidential level can influence Congressional race results.

2. SECURE SUPPORT

Voters: Having the support of the voters responsible for electing the seat in which you are running is the ultimate goal. But what could be better? Securing their support well before the election and having them spend time educating co-workers, family and friends about their personal reasoning for supporting the candidate.

Political Party: While parties do not always extend support when there is more than one viable party candidate, national and state political parties can be helpful to candidates facing tough opposition. For example, parties can assist in connecting the campaign to potential grassroots supporters and raising campaign contributions.

Endorsements: National groups across the nation lend their name to assist candidates in educating the public about candidate positions to their “community” and the general public. In addition to financial resources, groups endorsing engage members to advocate on behalf of the endorsed candidate.

3. MAXIMIZE FINANCES

Average Costs: While CNN Politics reports the average cost to run a 2012 winning campaign for a seat of the U.S. House of Representatives is \$1.6 million dollars, a winning U.S. Senate campaign costs on average \$10.4 million. A House district seat represents a fraction of the voters represented in a Senate seat which requires multiple voter outreach, travel, staff and campaign dollars.

Total Raised: Individuals can contribute up to \$2,700 per election to a campaign. Federal Political Action Campaign Committees can give up to \$5,000 to a candidate for each race (likely primary/general).

FEC Filing: Candidates comply with Federal Election Commission (FEC) laws and report contributions to ensure compliance on a regular basis. Many times, the amount of money raised is seen as a “flexed” political muscle used to show power and strength to potentially less viable candidates to encourage them to drop out of the race.

4. PROMOTE VISIBILITY

Events: Any event with an audience is a great opportunity to show candidate-voter connection. Candidates have little free time and could be scheduled to go to 20 events in a day. Whether it's a candidate's event or a public event the candidate slips into the schedule, these are valuable opportunities to say voters and their views are important.

Advocate Visibility: At each of these events, there will be involved voters working to educate co-workers, friends and family why their preferred candidate is the candidate for the job. A campaign will encourage advocates to use yard signs, T-shirts, buttons, and stickers to show ground support to individuals with whom they didn't speak.

Press: Good campaign coverage is so important to a winning campaign because it is the most single far-reaching lens for the campaign to communicate its vision, issue platform, success, popularity and charisma to area voters.

How to Volunteer for Your Campaign of Choice



WHY VOLUNTEER FOR A CAMPAIGN?

Volunteering for a campaign is one of the quickest hands-on opportunities to see how the nation's system for electing leaders really works! See what all the excitement is about and lend as much, or as little time, as you have to volunteer for a candidate running for office. Regardless of whether you are looking to promote pharmacy issues, support a candidate of your preferred political party, or want to learn more about the process, your work as an unpaid volunteer can advance pharmacy by building relationships before a candidate is elected to office.

TYPES OF VOLUNTEER ACTIVITIES

Because a campaign is ever evolving and almost always short staffed -- there are many different things you can do for a campaign. Outside of supporting the overall operation of the campaign office, campaigns will likely want to put you to work to support one of the Key Components of Winning Campaigns: (1) understanding the district; (2) securing voter support; (3) maximizing finances; and (4) promoting visibility. A sampling of volunteer activities: calls introducing voters to candidates, door-to-door canvassing of campaign materials, voter registration efforts, event work, development of a candidate's health platform, research, web article development, and fundraising activities.

FIND A CAMPAIGN

Each volunteer should find a campaign he/she supports. If you are not certain who is running for office in your area, review our election resources to review candidates who have filed to run for office.

ESTABLISH YOUR NEEDS

Once you have identified a candidate with whom you connect, you still have another step to complete before you talk to the campaign. A successful campaign volunteer opportunity hangs in the balance of knowing what you think you would like to experience (although campaigns understand you may want to sample all types of activities). Know the answers to the following before calling the campaign:

Availability: How much time will you have available to volunteer for the campaign? Will your volunteer time be randomly when you decide to call to help, scheduled (i.e. every Monday 4-5pm) or sporadic (i.e. every Monday some time). It's not unusual for volunteers to start off with helping a bit here and there and enjoying themselves so much they eventually set up a regular volunteer schedule.

Activities: Campaign staff adore volunteers who are enthusiastic and available to do anything needed because that is the nature of the campaign world -- even for paid staff. Their ultimate goal is to elect their candidate and they are prepared to conduct an array of activities to do so. But, know what you are willing to do and feel comfortable communicating this information. For example, if you have a bad knee you may want to say you would really enjoy supporting activities taking place in the campaign office, as opposed to walking/canvassing the field.

MAKING IT HAPPEN!

STEP 1: ESTABLISH CONTACT. Using our resources, contact the candidate's campaign office and ask to talk to the campaign manager or volunteer coordinator. Set up and attend a meeting where you can get a tour of the campaign office and talk about your schedule and ways you'd like to help.

STEP 2: NOTIFY NACDS.

Tell NACDS about your campaign work as we may learn of events involving your candidate we can share with you. Complete our [survey](#) showcasing who you are connected to (and be a key contact) so we know who is "on the ground!"

STEP 3: NACDS RxIMPACT POWER!

Inform NACDS about your campaign engagement and help illuminate the fact that pharmacy is not sitting on the sidelines and is in fact very political! Regardless of what you do for the campaign, it is important you help us promote the culture of engaged pharmacy! You will be the face of pharmacy to the candidate and you need to remind them pharmacy is there when it matters!

STEP 4: DIVERSIFY EFFORTS. Some campaigns have a number of volunteers so it's important to do what you can to be memorable. Diversify the way that you are volunteering for the campaign. Outside of your campaign headquarters activities, consider making a campaign contribution, hosting a fundraiser, writing a letter to the editor etc. This will help raise your profile with the candidate and the staff as a political player!

STEP 5: LEAD OTHERS. Show the campaign you are a power broker and recruit another volunteer. Campaigns understand volunteers are worth their weight in gold and when you bring in another volunteer you become twice as valuable. When you do recruit others, be sure to communicate your recruiting skill throughout the office -- telling them your good friend or coworker is signing up to volunteer.

Notes

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