

# **SIGNificant Influence: Making Health Policy Relevant to ONS**

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Leadership-Mentorship 2014  
SIG Session**

# Objectives

- Define the current policy environment;
- Identify the mechanisms required to communicate with elected officials;
- Describe methods used to mobilize chapter leaders to be engaged in ONS Health Policy initiatives.

# Communicating with Congress

- Politics is about people
- The difference between grassroots and grasstops
- Getting to know you...bios, campaigns, & votes
- All politics is local
- The squeaky wheel gets the oil
- Lobbying is a Constitutional right (redress)
- Providing the right information to the right people at the right time.

# Words Matter

- Introduce the Issue
- Narrative is important
- Message drives the cause
- Know your audience
- Tell a compelling story
- Build a relationship for the long term
- Admire the work, but sweat the details

# Speaking Truth to Power

- Drive the message home
- Stay focused on the issue
- Use the force of the facts
- Continue to push the cause
- Evidence-based matters
- Turn the issue around
- See it from all sides
- Ease it into the priorities
- Fit the policy into the politics
- Always tell the truth

# HR 1661—ONS Signature Bill

- Patient education for symptom management
- Leaders and co-sponsors
- Roll into another comprehensive cancer bill
- Regulatory opportunities
- Carrying the message, regardless of the win

# Regulatory Opportunities

- Bringing the bill to the regulators
- Contacting the Centers for Medicare and Medicaid Services (CMS)
- Following up with the FDA
- Hearing from HRSA
- Networking at the NIH
- Seeking consent from the Federal Trade Commission

# Emails and Action Alerts

- Time—be cognizant of the members time and the elected officials time;
- Turf—know the area in which this game is played
- Terms—understand what can and can't be done
- Technology—use it to get and give information



# Motivating and Mobilizing Members

- Politics is both a team and blood sport
- It has to mean something to you to mean something to them
- It's a marathon, not a sprint
- You win some, you lose some
- Constant contact is essential
- Be the expert, provide the information

# Contact Information

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