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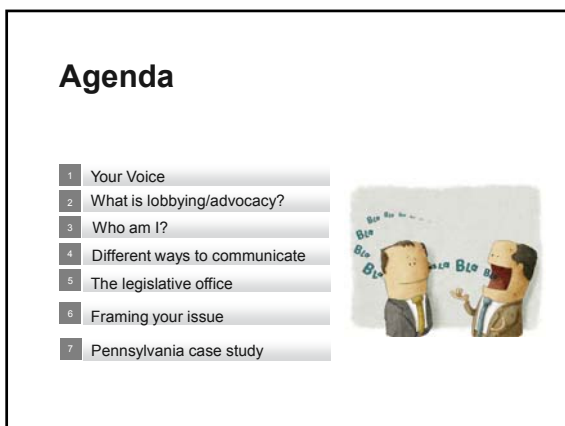
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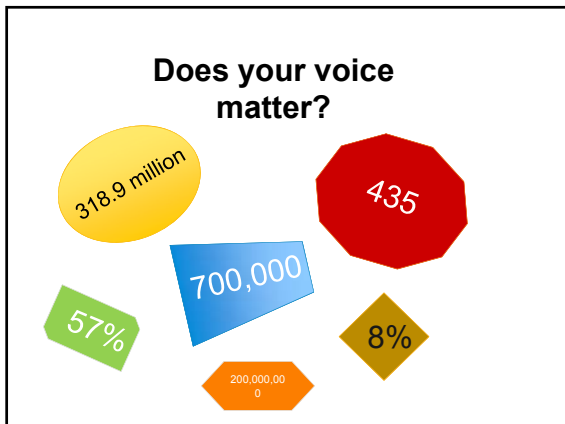
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### YES, Elected Officials Will Listen to You

You're important because:

1. You're a constituent
2. You have expertise in a particular topic
3. You're a member of a larger community
4. Hopefully, you vote



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**What is lobbying?**

According to the IRS:

*Attempting to influence Legislation* including action by Congress, any state legislature, any local council, or similar governing body, with respect to acts, bills, resolutions, or similar items (such as legislative confirmation of appointive office), or by the public in referendum, ballot initiative, constitutional amendment, or similar procedure. It does not include actions by executive, judicial, or administrative bodies.

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**What is lobbying?**

An organization will be regarded as attempting to influence legislation if it contacts, or urges the public to contact, members or employees of a legislative body for the purpose of proposing, supporting, or opposing legislation, or if the organization advocates the adoption or rejection of legislation.

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**What is advocacy?**

Any activity that does not meet the lobbying criteria is regarded as *advocacy*. For example, organizations may conduct educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner.

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**THE BIG QUESTION:**

**Can non-profits lobby  
without jeopardizing  
their**

**TAX-EXEMPT STATUS?**

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**YES!**

501c3 organizations can lobby, but must devote no more than an “insubstantial” portion of its activities to lobbying.

Two ways to measure:

- 1.) Insubstantial Part Test – in general, less than 5% of overall activities
- 2.) 501(h) Expenditure Test – in general, up to 20% of annual expenditures can be used on lobbying

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**harshmanconsulting**  
GOVERNMENT RELATIONS AND LEGISLATIVE COUNSELING



**Scott Harshman**

- 10+ years as federal and state legislative staffer
- 12 years in government relations

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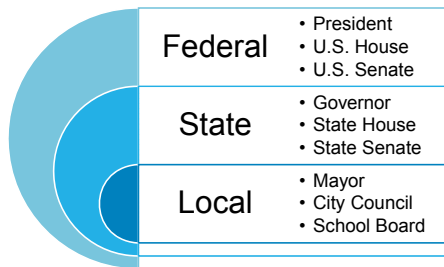
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### Communicating with Elected Officials



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### Ways to Communicate



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### Communication Tips for Congress

- Phone – call the U.S. Capitol switchboard at 1-202-224-3121
- E-mail / letters – identify your elected officials through [www.house.gov](http://www.house.gov) and [www.senate.gov](http://www.senate.gov) to go to their websites to find their mailing addresses, e-mail addresses, and online communication forms

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**Communication Tips for Congress**

- Facebook & Twitter – Like and follow your legislator’s official government page as well as their campaign page
- Meeting Requests – DC, District Office, other location?

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**Communication Tips for Congress**

- E-mail / letters – address the same:

To your Senator:  
The Honorable (Full Name)  
(Room #) (Building Name) Senator Office Building  
United States Senate  
Washington, D.C. 20510

Dear Senator (Name):

To your Representative:  
The Honorable (Full Name)  
(Room #) (Building Name) House Office Building  
United States House of Representatives  
Washington, D.C. 20515

Dear Representative (Name):

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**Communication Tips for Congress**

In your communication (via phone, e-mail or letter) be sure to:

1. Identify yourself as a constituent
2. Be polite
3. Try to keep your letter to one-page and a single issue
4. Briefly discuss why this issue is important to you and why it should be to them
5. End with your request (vote for, support, etc.)
6. Sign your letter and provide full contact info

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### Example of a Recent Letter

*I want to thank you for your continued efforts to amend the Vehicle Code as it pertains to both safety and emission inspections of newer vehicles. I believe you first introduced this legislation in 2012 and applaud your persistence on this issue.*

*As a consumer and also a business owner in the transportation industry, I fully support your common-sense proposals to eliminate the safety inspection for the first two years, and the emission inspection for the first five years, for all new vehicles.*

*I will encourage Chairman Rafferty and also our local Senators and Representatives to support these bills. Let's hope that 2015 is the year that this unnecessary burden is no longer required for vehicles that are new, safe, and environmentally friendly.*

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### Communication Tips for Congress

• Requesting a Meeting:

1. Call their DC office and talk directly with their scheduler
2. Scheduler will likely ask you to e-mail or fax your request
3. In your request, include that you are a constituent, the suggested dates you could meet, location of meeting (DC / District / other)
4. The topic of the meeting and importance
5. Your full contact information
6. The earlier in advance you submit, the better

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Of all forms of communications, in-person meetings with a Member of Congress and/or their staff carry the most weight.



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- Do your homework beforehand
- Find and target “champions” who can help you pursue your goals



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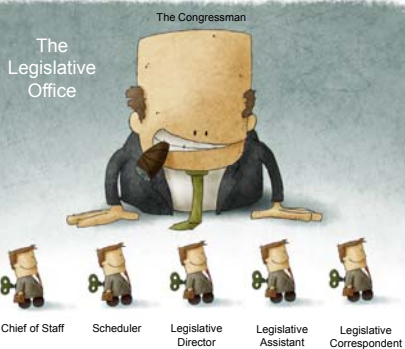
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Most meetings last 15 minutes on Capitol Hill

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1 Who are you?  
2 Why are you there?  
3 What is it that you want them to do?

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Many issues are difficult and have competing interests



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NEVER, EVER,  
Make a  
reference to a  
campaign  
contribution or an  
upcoming  
election  
when visiting  
with a legislative  
office

A cartoon illustration of a man in a blue suit running to the right. He has a wide-eyed, panicked expression. Behind him is a large, grey, billowing cloud of smoke or dust, suggesting he is fleeing from something.

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What do elected officials  
want?

A cartoon illustration of a man with a large nose and a red shirt, wearing a yellow graduation cap, speaking at a wooden podium. He is gesturing with his right hand.

- To do what is best for their constituents and their country
- To make an impact
- To get re-elected

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A recent report conducted for CQ Roll Call found the keys to winning your Elected Officials support are:

1. Effective Communication
2. Engaging Dialogue
3. Persuasive Arguments

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# QUIZ

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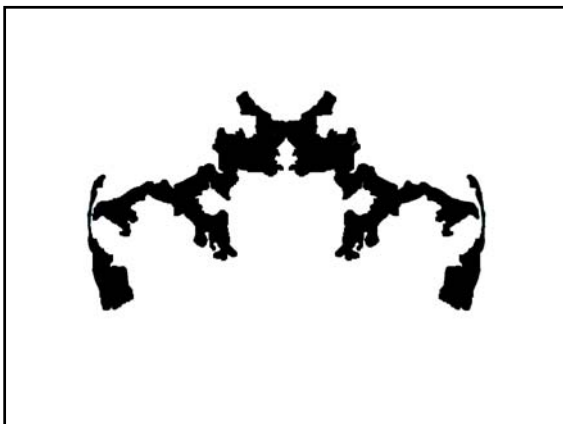
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Represented by Democrat Frank Pallone, this elaborate district manages to connect Plainfield, Edison, New Brunswick and Asbury park for a solidly Democratic district.

*Congressional District 6*

nationalatlas.gov

NEW JERSEY

Atlantic Ocean

NEW YORK

Union

Plainfield

Edison

New Brunswick

Asbury Park

Long Branch

Monmouth

Middlesex

Somerset

Somerville

Trinton

0 10 20 Miles

New Jersey (13 Districts)

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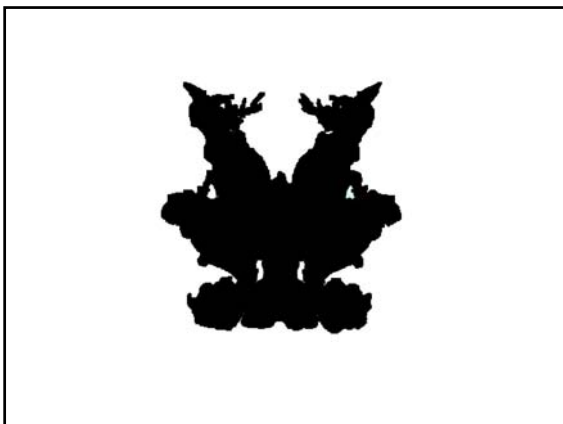
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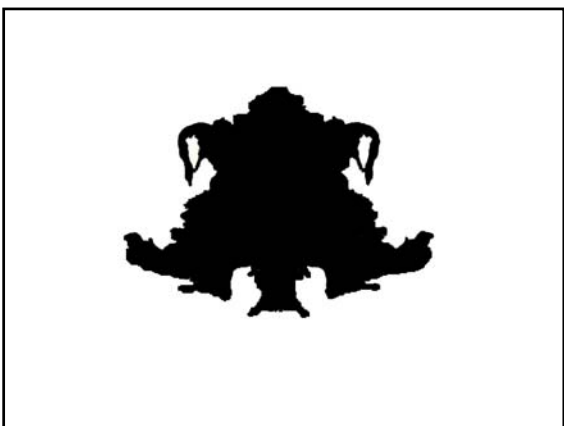
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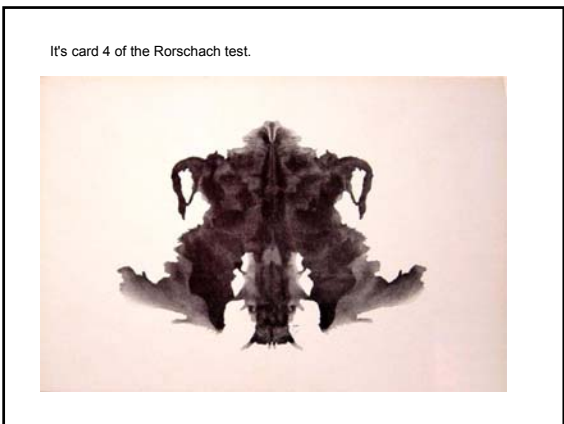
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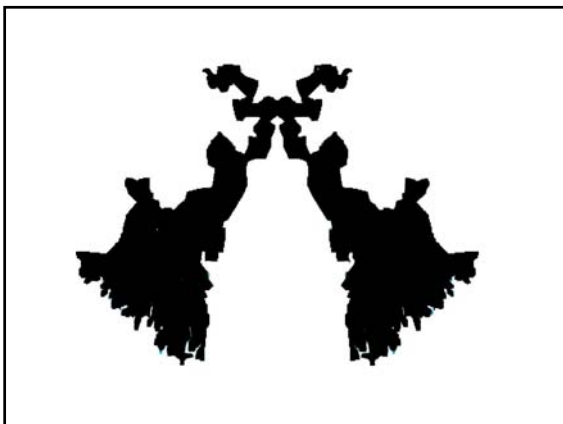
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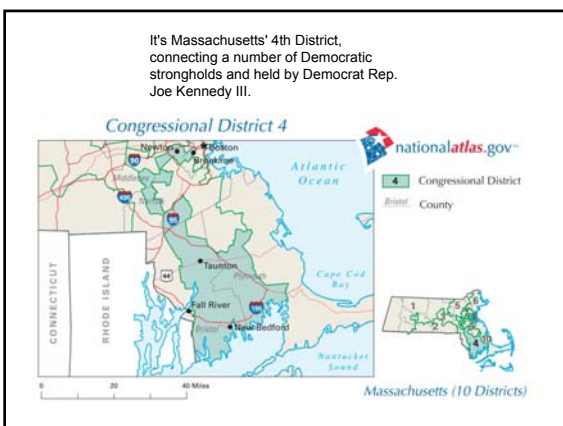
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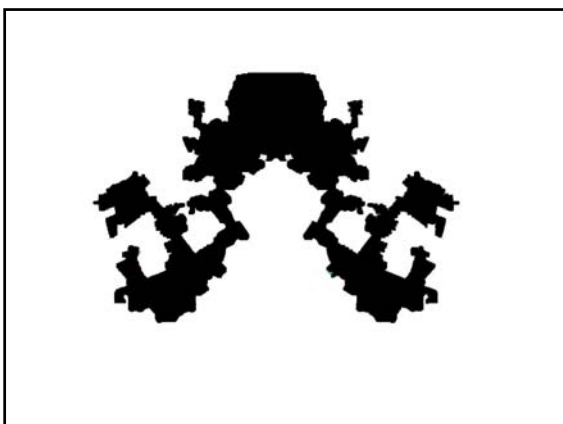
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Actually, Pennsylvania's 12 district, currently held by Republican Pete Rothfus. The 12th connects several cities and suburbs around Western PA, Dodging Pittsburgh but also leaving room to the west for the rural 18<sup>th</sup> district.



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### Gerrymandered Ink Blot Source and Credits:

<http://www.businessinsider.com/quiz-gerrymandered-us-congressional-district-or-rorschach-inkblot-2013-7>

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### Pennsylvania

November 6, 2012 General Election

Results:

Obama: 2,990,274 (51.97%)

Romney: 2,680,434 (46.59%)

In PA in 2012, there were more than 1,100,000 registered Democrats than Republicans

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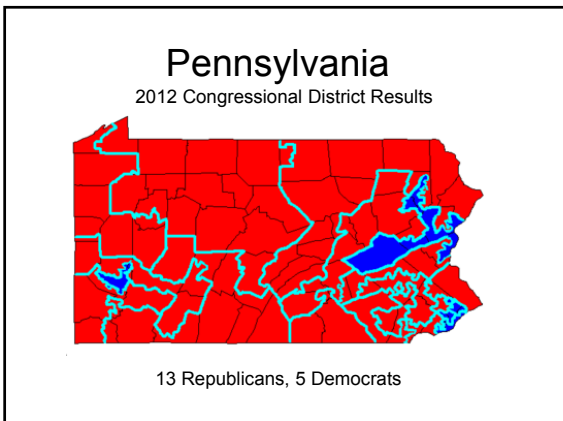
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**Benefits of Breastfeeding for Mothers**

- Strong bonding with infant
- Because breastfed babies are healthier, less time and money spent visiting the pediatrician
- Enhances self-esteem in the maternal role
- Up to \$1,400 per year saved in not buying formula and increased medical expenses associated with formula feeding
- Time saved from preparing and mixing formula
- Increased energy expenditure, which may lead to a faster return to pre-pregnancy weight
- Reduced postpartum bleeding and delays the menstrual cycle
- Decreased risk for postpartum depression
- Improved bone density and decreased risk for hip fracture

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**Benefits of Breastfeeding for Infants**

- Optimal nutrition for infants
- Strong bonding with mother
- Safe, fresh milk
- Reduced risk for acute otitis media, respiratory track infections, and asthma
- Enhanced immune system
- Protection against allergies and intolerances
- Promotion of correct development of jaw and teeth
- Likelier to try more fruits and vegetables
- Reduced risk for chronic disease such as obesity, diabetes and heart disease
- Reduced risk for Sudden Infant Death Syndrome
- Reduced risk for infant morbidity and mortality

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352

45,564

Source:  
CQ Roll Call

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Why Should  
IBCLCs be  
Licensed?

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**1. Supports Health Care Goals**

- Current healthcare system needs to improve with innovation, best practices, and cost containment.
- Prevention is key and breastfeeding support is primary healthcare prevention.
- Breastfeeding helps to promote personal responsibility by empowering mothers to care for themselves and their infants.

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**2. Breastfeeding Mothers and Babies Lack Access to Appropriate Care**

- Without timely, skilled, and knowledgeable breastfeeding support babies are weaned.
- 60% of mothers wean before they want to.
- Use mPINC scores for your state.
- U.S. Surgeon General recommends 8.6 IBCLCs per 1,000 deliveries; national average is 3.24

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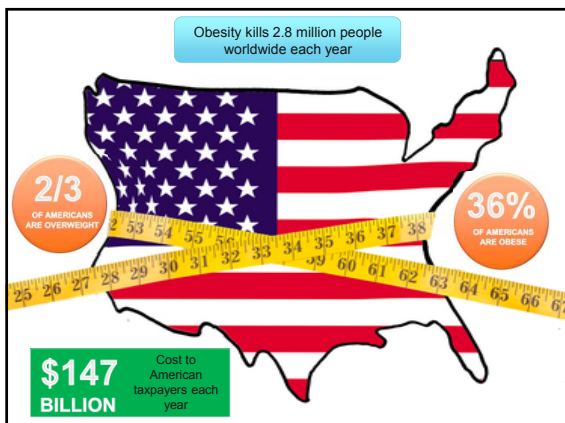
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**OBEISITY RATES AMONG ALL CHILDREN IN THE UNITED STATES**



- Approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese.
- Since 1980, obesity prevalence among children and adolescents has almost tripled.
- There are significant racial and ethnic disparities in obesity prevalence among U.S. children and adolescents. In 2007—2008, Hispanic boys, aged 2 to 19 years, were significantly more likely to be obese than non-Hispanic white boys, and non-Hispanic black girls were significantly more likely to be obese than non-Hispanic white girls.

Data from the National Health and Nutrition Examination Survey: Prevalence of Obesity Among Children and Adolescents, United States, Trends 1963-1965 Through 2007-2008

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HOUSE RESOLUTION No. 243 Session of 2013

INTRODUCED BY GROVE, BISHOP, ROZZI, WHITE, BAKER, V. BROWN, COHEN, BARBARA, BEARDSHAW, LONGIETTI, MASTICO, SCHLOSSBERG, WALSH, THOMAS, WATSON, MOONIL, D. EVANS, QUINN, MULLY, KAVULICH, FISKE, D. COSTA AND FERRY, APRIL 19, 2013

AS REPORTED FROM COMMITTEE ON HEALTH, HOUSE OF REPRESENTATIVES, AS AMENDED, MAY 13, 2013

A RESOLUTION

- 1 Directing the Joint State Government Commission to study the
- 2 issue of childhood obesity, to establish an advisory
- 3 committee to conduct a comprehensive study of childhood
- 4 obesity, to propose strategies for healthier eating and
- 5 physical activity for children and to report to the House of
- 6 Representatives with its findings, recommendations and
- 7 legislation.

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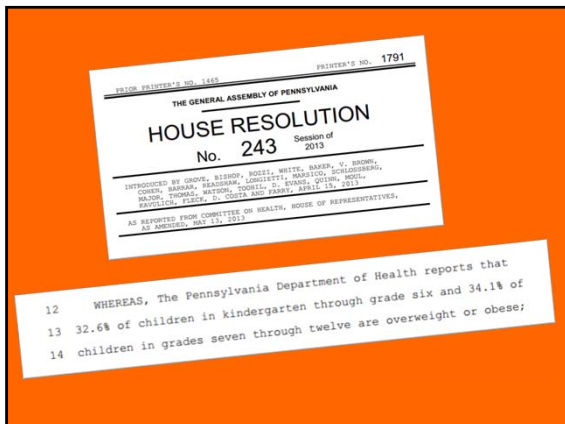
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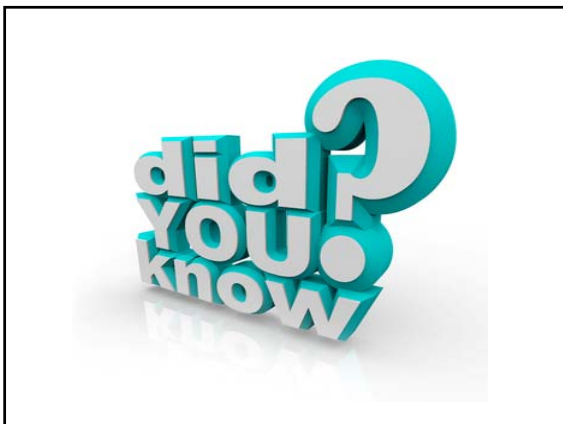
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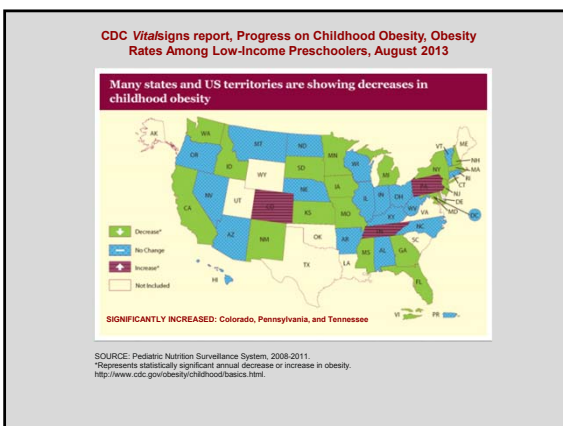
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**Key Findings of CDC report**

- 1 in 8** About 1 in 8 preschoolers is obese in the US.
- 19** Obesity among low-income preschoolers declined, from 2008 through 2011, in 19 of 43 states and territories studied... but not in PA.
- 5X** Children who are overweight or obese as preschoolers are 5 times as likely as normal-weight children to be overweight or obese as adults.

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**CDC report: What causes childhood obesity?**

- 1 Sugary drinks and less healthy foods on school campuses.
- 2 Advertising of less healthy foods.
- 3 Variation in licensure regulations among child care centers.
- 4 Lack of daily, quality physical activity in all schools.
- 5 No safe and appealing place, in many communities, to play or be active.
- 6 Limited access to healthy affordable foods.
- 7 Greater availability of high-energy-dense foods and sugary drinks.
- 8 Increasing portion sizes.
- 9 Television and media.
- 10 Lack of breastfeeding support.

<http://www.cdc.gov/obesity/childhood/problem.html>

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**10 Lack of breastfeeding support.**

Breastfeeding protects against childhood overweight and obesity.<sup>17,18</sup> However, in the United States, while 75% of mothers start out breastfeeding, only 13% of babies are exclusively breastfed at the end of 6 months. The success rate among mothers who want to breastfeed can be improved through active support from their families, friends, communities, clinicians, health care leaders, employers, and policymakers.

17. Arenz S, Ruckert R, Koleizko B, von Kries R. Breast-feeding and childhood obesity – a systematic review. *Int J Obes Relat Metab Disord* 2004; 28:1247–1256.  
18. Owen CG, Martin RM, Whincup PH, et al. Effect of infant feeding on the risk of obesity across the life course: a quantitative review of published evidence. *Pediatrics* 2005; 115:1367–1377.

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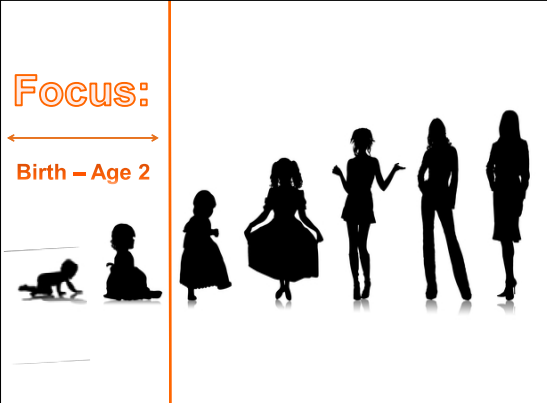
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**Focus:**

Birth – Age 2



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On average, 23.4 percent of pregnant mothers in the 36 states and the District of Columbia included in the study were obese — meaning they had a body mass index (BMI) of 30 or greater.

Pennsylvania = 22.9 percent

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What does the future hold in...

2030?



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## By 2030:

At least 44% of Americans in every state will be obese.

Obesity rates will top 60% in 13 states. PA projection = 57%

Over 132 million Americans will be obese.

Cases of diabetes, coronary heart disease, hypertension, and arthritis could increase ten times between 2010 and 2020 and then double again by 2030.

The associated annual increase in the cost of health care will be between \$48 billion and \$66 billion per year between now and 2030.

Source: *F as in Fat: How Obesity Threatens America's Future 2012*, a report by Trust for America's Health (TFAH) and the Robert Wood Johnson Foundation (RWJF).

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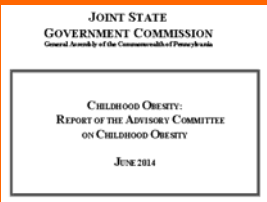
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4. The Advisory Committee recommends that the General Assembly consider legislation to require licensure of professional lactation consultants. Lactation consultants certified under the auspices of the U.S. Lactation Consultants Association have successfully completed extensive academic requirements and clinical training involving several years of work. Breastfeeding within the first months of life can play an important role in a person's health and wellness, and certified lactation consultants provide a significant resource for Pennsylvania's public health.

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“If people didn't care, imagine what a terrible world this would be.”

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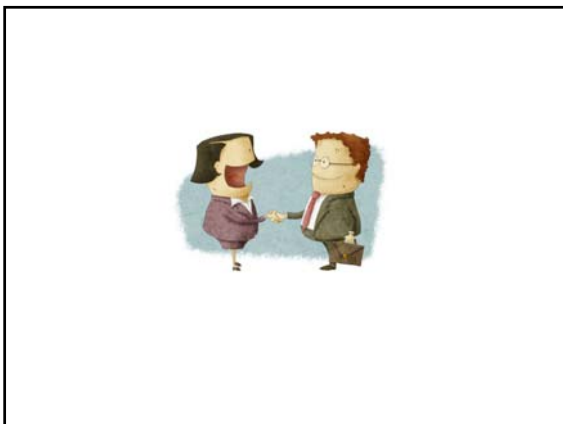
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**THANK YOU!**

Scott Harshman  
412-558-0064 cell  
scott@harshmanconsulting.com

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**USLCA**

Announcements from USLCA

1. **Evaluation**- Credit is not being awarded for this webinar but we would still appreciate if you submitted your evaluation. You can find the link in your chat box, <https://uslca.wufoo.com/forms/professional-advocacy-101/>

2. **Upcoming webinars:**

1. **April 2, 2015** - Insurance Company Policies, Coding Rules, and What It All Means for Lactation Consultants with Susanne Madden
2. **April 23, 2015** - Freedom of "Expression": Legal Protections for Nursing Mothers at Work with Galen Sherwin

info@uslca.org • www.USLCA.org • 202.738.1125

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