



USLCA
United States Lactation
Consultant Association



Advocacy 201 Webinar
Presentation for Members of the USLCA
by Scott Harshman

July 8, 2015

**What we covered in earlier
Advocacy 101 webinar in
March**

- 1 Your Voice
- 2 What is lobbying/advocacy?
- 3 Who am I?
- 4 Different ways to communicate
- 5 The legislative office
- 6 Framing your issue
- 7 Pennsylvania case study



Ways to Communicate



What do elected officials want?



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

Today's Agenda

- 1 Who am I?
- 2 Speak out
- 3 The Do's
- 4 The Don'ts
- 5 Opportunities at home
- 6 Issues of the Day
- 7 The Grass Roots

Scott Harshman

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





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

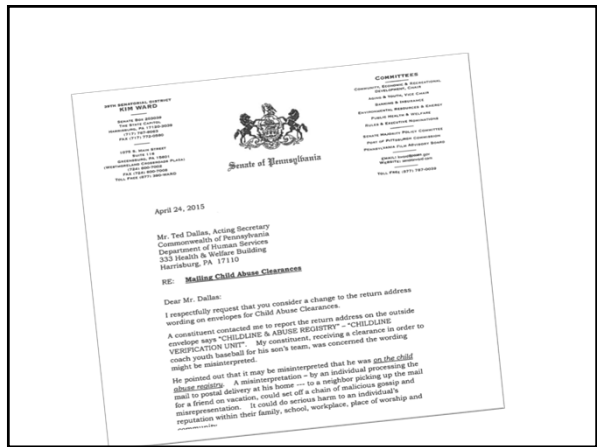
[Daren Berringer](#)
May 5

[If you think you can't make change happen, think again.](#)
Monday morning my dad sent me the article below because of what Cami is doing with her show and what we are doing with [OnePushUp](#). I read it to the kids. They wanted to share it with their school so I printed off a copy for each. Donovan (9) went and handed his to the Principal's office and Cami (7) gave hers to the head of their cafeteria and told me she had a long talk with her. We then came to find out that as of today, the lunch line had smiley face stickers next to all the fruits and veggie options. [Still think you can't make change happen?](#)



[Smiley faces make healthy food 'more appealing' to kids](#)
The latest study to investigate strategies for boosting healthy eating among children finds that smiley-face labeling and prizes for healthy eating improve kids' diet. MEDICALNEWSTODAY.COM







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www.congress.gov

www.google.com/alerts

“IBCLC”

“breastfeeding”

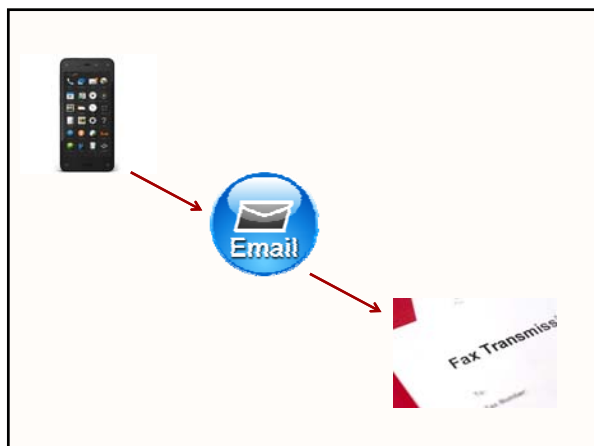
“Congressman John
Smith”

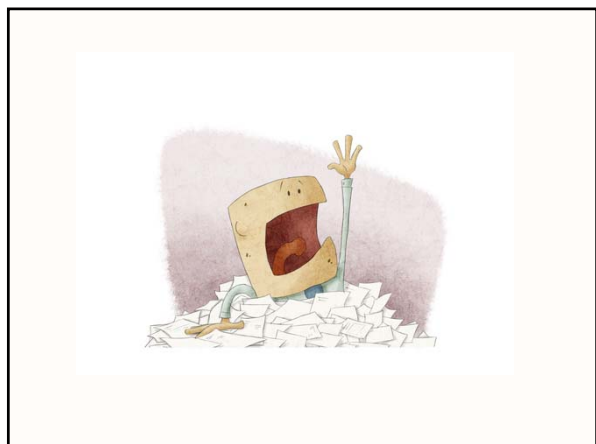
Establish a Rapport

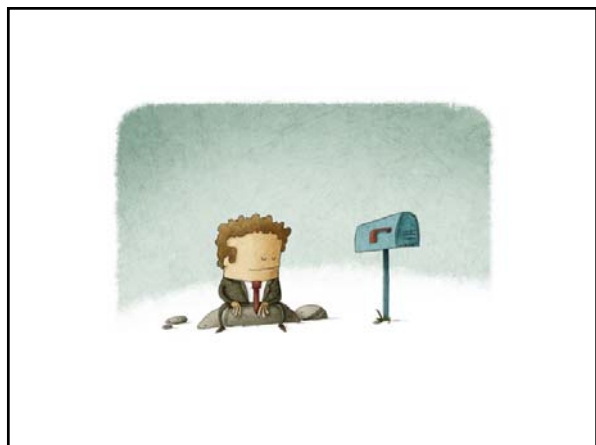
- With the elected official
- With staff

Keep in Contact

- On issues of importance
- One issue at a time
- Don't overdue it







The Four P's...

1. Be Punctual 2. Be Polite
3. Be Prepared 4. Be Persuasive



White Paper / Quad Chart

- Keep to one page!
- Background
- State the Problem / Issue
- Costs / Savings
- Requested Action
- Contact Info

Discuss how breastfeeding
benefits the family









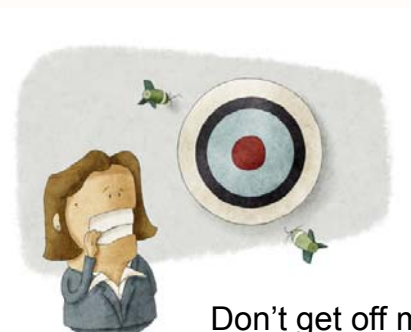


The Don'ts





Don't be late or go over on time



Don't get off message

Don't be dishonest






Don't get in an argument



Don't Protest
(without substantial cause)

Opportunities at home


- arrange a visit for a meet & great
- World Breastfeeding Week



Issues of the Day

(and the rest of the Summer)





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Child Nutrition and WIC Reauthorization Act

- The current law, the Healthy, Hunger-Free Kids Act of 2010 will expire on September 30th
- Stressing the importance of breastfeeding in the WIC program and the IBCLC needs to be part of this program

TRICARE

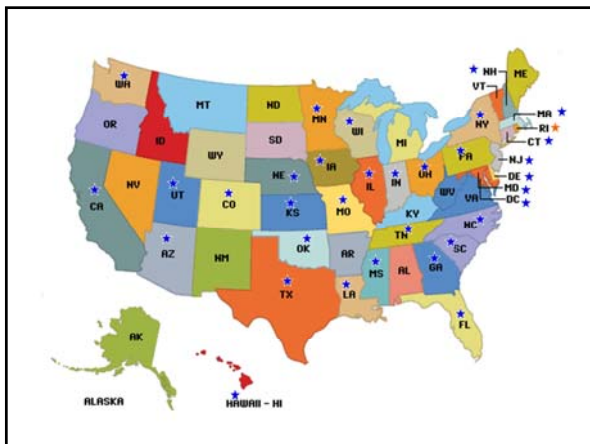



- TRICARE is the Department of Defense Healthcare Program
- Letter to Director urging TRICARE to recognize lactation consultant services as a covered service

Health and Human Services



- 80 Members of Congress sent letter to the Secretary of US Department of Health and Human Services on June 9th requesting guidance on Affordable Care Act mandate for coverage of lactation services and supplies
- USCLA sent letter to Sec. Burwell to issue guidance as well and to enable coverage of services by IBCLCs





- write a letter to elected and government officials
- write a letter to a newspaper editor

THANK YOU!

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USLCA
Announcements from USLCA

1. Evaluation- To receive your certificate, please fill out the following evaluation. You can find the link in your chat box and in your follow-up email.
<https://uslca.wufoo.com/forms/professional-advocacy-2015/>

2. Upcoming webinars:

1. August 13, 2015- "Breastfeeding Friendly Practices" with Suzanne Aquilina
2. August 27, 2015 - "Use of Donor Milk in a Hospitalized Setting" with Ruth Mundy

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