Moving People to Action

Sydney Thomas, MPA
AGENDA

► Advocacy Defined
► Advocacy Impact
► Advocacy How To
► Alzheimer’s Advocacy
► Areas of Advocacy
  ■ Gender
  ■ Health Equity
  ■ Economic Equity
  ■ Education Equity
Advocacy Defined

**Advocacy**
- individuals who are willing to take action online, on the phone, or by mail to contact their elected officials

**Grassroots Advocacy**
- campaigns that build widespread support in order to shape political dialogue
In-Person Issue Visits from Constituents
Contact From Constituent Rep Like the ABA...
Individualized Email Messages
Individualized Postal Letters
Local Editorial Referencing Issue Pending
Comments During Telephone Town Hall
Phone Calls
Letter to the Editor Referencing Your Boss
Visit From a Lobbyist
Form Email Messages

A Lot of Positive Influence  Some Positive Influence

Advocacy Impact

(n = 114)
Source: #SocailCongress 2015, Congressional Management Foundation. Respondents include Chiefs of Staff, Communication Directors, Legislative Directors, and Legislative Assistants
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<tr>
<th></th>
<th>Almost Always</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Never</th>
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Source: The Congressional Communications Report, Columbia Books, Inc., Respondents included: Chiefs of Staff, Chief Counsels, Senior Policy Advisors, LD's, LA's, Correspondents, Schedulers, and Press Secretaries
Advocacy How To

- Storytelling
- Social Media
- News Media
Advocacy How To
Storytelling

► Tell the Story of SELF
► Tell the Story of US
► Tell the Story of NOW
Advocacy How To
Social Media

► Tagging
► Hastagging
► Constituent Signaling
► Commenting
Alzheimer’s Association wants funding from lawmakers

Texas (Big 2/FOX 24 News) – The Alzheimer’s Association is hoping lawmakers step up to help during this pandemic.
Alzheimer’s Advocacy

Dementia is not a specific disease. It’s an overall term that describes a group of symptoms.

- Alzheimer’s is the most common cause of dementia.
- Alzheimer’s is not a normal part of aging.
- Alzheimer’s worsens over time.
- Researchers believe there is not a single cause of Alzheimer’s disease.
- Alzheimer’s is the only leading cause of death with no cure or treatment.
2011 | $448M | National Alzheimer’s Project Act

2012 | $503M | 2025 Goal Set

2013 | $504M |

2014 | $562M | Alzheimer’s Accountability Act

2015 | $631M | 1st 2020 Professional Judgement Budget (PJG)

2016 | $991M |

2017 | $1.4B | Medicare begins covering care planning for cognitive decline

2018 | $1.9B | BOLD Infrastructure for Alzheimer’s Act

2019 | $2.3B |

2020 | $2.8B |

2021 | $3.1B |

Advocacy Impact: Example
Alzheimer’s Advocacy - STATE

- Preserve $1 million funding
- LTC Dementia Transparency
- Dementia Training for Law Enforcement

Thank you Jens Martensson
jens@bellowscollege.com
Alzheimer’s Advocacy - FED

Secure $289 million research funding

Caregiver Support
Other Areas of Advocacy

- Civil Rights
- Health Equity
- Economic Equity
- Education Equity
Thank you Jens Martensson  
jens@bellowscollege.com

Areas of Advocacy

Civil Rights

► Advocacy Sources:
  ■ [https://www.clasp.org/](https://www.clasp.org/)
  ■ [https://www.aclu.org/](https://www.aclu.org/)
  ■ [https://www.splcenter.org/](https://www.splcenter.org/)
  ■ [https://www.adl.org/](https://www.adl.org/)
  ■ [https://www.maldef.org/](https://www.maldef.org/)

► Follow Legislation:
  ■ Track & Get Alerts on [Civil Rights Bills](https://www.clasp.org/), [Native American Bills](https://www.aclu.org/) in Congress
  - Narrow down your search/alerts with the sub-categories such as ‘health’ or ‘voting rights’
  ■ Track & Get Alerts on [Civil Rights Bills](https://www.clasp.org/) or [Voting Rights Bills](https://www.aclu.org/) in the State Legislature
Areas of Advocacy

Health Equity

► Sources:
  - https://www.kff.org/
  - https://www.pewresearch.org/topics/health/
  - https://www.rwjf.org/
  - https://www.commonwealthfund.org/
  - https://www.clasp.org/

► Follow Legislation:
  - Track & Get Alerts on Health Bills in Congress
    - Narrow down your search/alerts with the sub-categories such as ‘prescriptions’ or ‘women’s rep
  - Track & Get Alerts on Health Bills in the State Legislature
Areas of Advocacy

Economic Equity

Sources:
- https://www.epi.org/
- https://ips-dc.org/
- http://www.iwpr.org/
- https://www.policylink.org/
- https://equitablegrowth.org/
- https://www.urban.org/
- https://www.clasp.org/

Follow Legislation:
- Track & Get Alerts on Housing Bills, Small Business Bills, and Financial Literacy Bills
- Track & Get Alerts on Minority Business Bills & Housing Bills in the State Legislature
Areas of Advocacy

Education Equity

► Sources:
  - https://www.kff.org/
  - https://www.pewresearch.org/topics/health/
  - https://www.rwjf.org/
  - https://www.commonwealthfund.org/
  - https://www.clasp.org/

► Follow Legislation:
  - Track & Get Alerts on Education Bills in Congress
  - Track & Get Alerts on Education Bills in the State Legislature
Areas of Advocacy

Your Representatives

► Search & Get Alerts on the Bills that your Member of Congress have filed

► Search the Bills that your State Legislators have filed
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