

# Learning from a Recent Success and Planning for What's Ahead **Immunization Advocacy**

# Presentation Objectives

- Overview of state's political climate
- Review framework for advocacy
- Identify what issues impact advocacy activities
- Steps in forming an advocacy team
- Key points in influencing others

# California's Political Climate

- They are cranky and unsure
- No money - increase taxes, cut programs or do both
- Increased Partisanship
- Redistricting
- Minority caucus – “not our problem’
- Every vote is a weapon
- **Term Limits**
  - Loss of institutional memory
  - Lack of relationships and resulting goodwill
  - Avalanche of bills
  - Complexity of issues - budget

# First Rule of Advocacy

- Know and understand the environment
- WHO are you directing your Advocacy toward:
  - Legislature
  - Regulatory Agencies
  - Governor
  - Courts
  - Media
  - Public
  - Professional Organizations/Unions

# Public Policy Advocacy

## Building a Team:

- Identify the common issue
- A unified mission fosters commitment and helps everyone stay focused
- So, What is the most important issue that everyone wants to address?
- Are there immediate problems and how do they fit into the big picture?
- Identify key stakeholders
- What skills are needed?

## Working with the Team

- Troubleshoot conflicting interests within the group
- Are group members in agreement with the mission, strategy?
- Are those with differing opinions/issues heard?
- Are there conflicts of interest that need to be addressed?
- What needs to be done and who will do it:
  - Generally and specifically

# Advocacy Activities – Examples

- Develop a simple, easy to articulate message
- Network with key people
- Face to face contact with the media
- Develop and share research on your issue
- Letters to the editor
- Maintain mail/newsletters listings
- Communicate with your policy makers
- Reality tours
- Volunteer

# Influencing Others

- **Key Issue - Build Relationships**
  - Know them before you ask for something
  - “What’s in it for me”
- **You are the expert**
  - You are the one most interested in your issue
  - Vision and mission – where are we going and why?
  - Maintain control of your issue
- **Know who they know**

# How to Maintain your Relationships

- Stay in Touch
- Provide accurate and timely information
- Keep participants informed about issues
- Invite them to meetings briefings, etc.
- Always follow through
- Always keep the door open
- **Say Thank you**





# Take Away Messages

- **No permanent enemies**  
**No permanent friends**  
**Only permanent issues**
- Establish and maintain relationships
- You are the Expert, Be seen as the Expert
- Provide pertinent and timely information
- Know your SWOTs
- Become known to policy makers
- Educate your troops
- Use the opposition to hone your message
- Tenacity – be prepared for the long haul
- Understand the need for compromise

# IZ Bills - 2012

**AB 2009 (Galgiani) Communicable Disease: influenza vaccinations**  
one year pilot project to provide flu thru VFC for elementary or secondary schools in 3 school districts or counties

**AB 2064 (V. Manuel Perez) Immunization for children: reimbursement of physician**  
reimbursement for actual cost of vaccines plus cost of administration

**AB 2109 (Pan) Communicable disease: immunization exemption**  
Educate patient about risks and benefits of IZ and form signed by health care provider

**SB 1318 (Wolk) Health facilities:**  
mandated influenza vaccinations for clinics and onsite hospital employees, must have flu vaccinations, if declined one has to wear a mask

