

**Action Through
Advocacy:**

**Partnerships for
Promoting
Positive Immunization
Policy**

**Sarah Stegemoeller
Senior Staff Attorney
Community Development Project
sstegemoeller@publiccounsel.org**



What is “Advocacy”?

Organizing

Educate Legislators

Endorse a Candidate

Get to Know Legislators

Research

Organize a Rally

Regulatory Efforts

Public Education

Nonpartisan Voter Ed.

Lobbying

Educational Conferences

Lobbying Exceptions

Training

Litigation

A close-up photograph of a man wearing a white cowboy hat with a blue band and a red shirt. He is holding a lit cigarette in his mouth and looking directly at the camera with a serious expression. The background is dark and out of focus.

**AMERICAN STOP SMOKING
INTERVENTION STUDY
(*Project ASSIST*)**

THE FIRST AMENDMENT **CONGRESS SHALL MAKE NO LAW RESPECT-** **ING AN ESTABLISHMENT OF RELIGION, OR** **PROHIBITING THE FREE EXERCISE THEREOF;** **OR ABRIDGING THE FREEDOM OF SPEECH OR**

No substantial part of the activities of this Corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and this Corporation shall not participate in or intervene in any political campaign (including the publishing or distribution of statements) on behalf of, or in opposition to, any candidate for public office.

Federal Lobbying Limits

Insubstantial
Part Test

501(h)
Expenditure
Test



Lobbying Limits Under 501(h)

Annual Expenditures	Overall Lobbying Limit
\$500,000 or less	20%
\$500,000 to \$1 million	\$100,000 plus 15% of excess over \$500,000
\$1 million to \$1.5 million	\$175,000 plus 10% of excess over \$1 million
\$1.5 million to \$17 million	\$225,000 plus 5% of excess over \$1.5 million
Over \$17 million	\$1,000,000

\$2,000,000



3. Grassroots lobbying limit is 25% of overall limit

$$\mathbf{\$250,000 \times .25 = \$125,000}$$

CA Government Code Section 50023:

The legislative body of a local agency, directly or through a representative, may

attend the Legislature and Congress, and any committees thereof

meet with representatives of state, federal, or local executive or administrative agencies

and present information to aid in the passage of legislation or request action that [it] deems beneficial...or prevent the passage of legislation or oppose action that [it] deems detrimental to the local agency.



Public charities
and public health
departments can
lobby for policy
change!





State & Local Lobbying Law Framework

Communication

Legislative or
Administrative
Official

To Influence
Specific
Legislative or
Administrative
Action

Sunshine Laws



Volunteer Lobbyists do not
need to register

Registration
Triggers

Compensation

Time

Contacts





Registration Triggers

Compensation

Time

Contacts





Registration Triggers

Compensation

Time

Contacts

**Fed. 501(c)(3)
Direct
Lobbying
Definition**

Communication

Legislator

Express a View
About Specific
Legislation

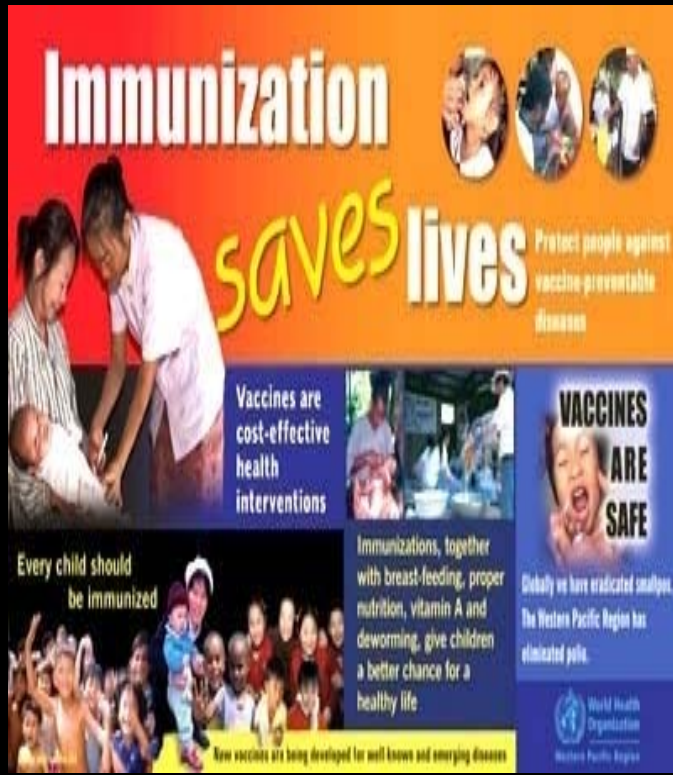


**State & Local
Direct
Lobbying
Definition**

Communication

State
Legislative or
Administrative
Official

To Influence
Specific
Legislative or
Administrative
Action



State & Local Direct Lobbying Definition

Communication

State Legislative or Administrative Official

To Influence Specific Legislative or Administrative Action



**State & Local
Direct
Lobbying
Definition**

Communication

State Legislative
or Administrative
Official

To Influence
Specific
Legislative or
Administrative
Action

California
Governor/
Local Mayor

California /
Local
Legislature

California /
Local
Administrative
Agencies

Covers

**Legislative or
Administrative**

Officials

Only In The

Relevant

Jurisdiction

**Remember... Staff
Counts Too!**

**Federal
Direct Lobbying**

Also includes...

- budget appropriations & taxes
- ballot measures
- influencing confirmation of judicial & executive branch nominees

Communication

**Proposed
Legislation**

SB 840

H.R. 543

Legislator

**Express a View
About Specific
Legislation**

**Proposed legislation covered
even if...**

- not yet introduced
- not yet written
- not fully fleshed out

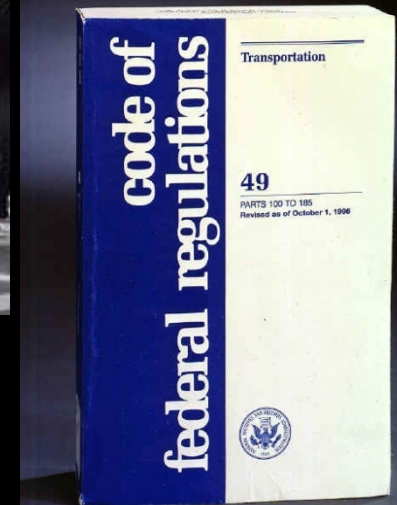
Federal
Direct Lobbying

Not Specific Legislation

Communication

Legislator

Express a View
About Specific
Legislation



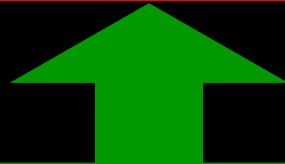
Also includes...

- Budget Appropriations & Taxes
- Proposed Regulations
- Ratemakings
- Judicial & Executive Branch Nominations



SB 375

Proposed
Legislative/
Administrative
Action



Proposed decisions are covered
even if...

- not yet introduced
- not yet written
- not fully fleshed out

State & Local Direct Lobbying Definition

Communication

State Legislative
or Administrative
Official

To Influence
Specific
Legislative or
Administrative
Action

The following are considered “Legislative or Administrative Actions” under state law but are not considered “Legislation” under 501(c)(3):

- Regulations
- Ratemakings
- Executive orders



**Fed. 501(c)(3)
Grassroots
Lobbying
Definition**

Communication

General Public

Expresses a View
About Specific
Legislation

Call to Action



**State & Local
Grassroots
Lobbying
Definition**

Communication

General Public

To Influence
Specific
Legislative or
Administrative
Action

Solicit or Urge

Vot

Stop

ID

N on 1D

children a S.

Get Involved

If you want to... services, we w...

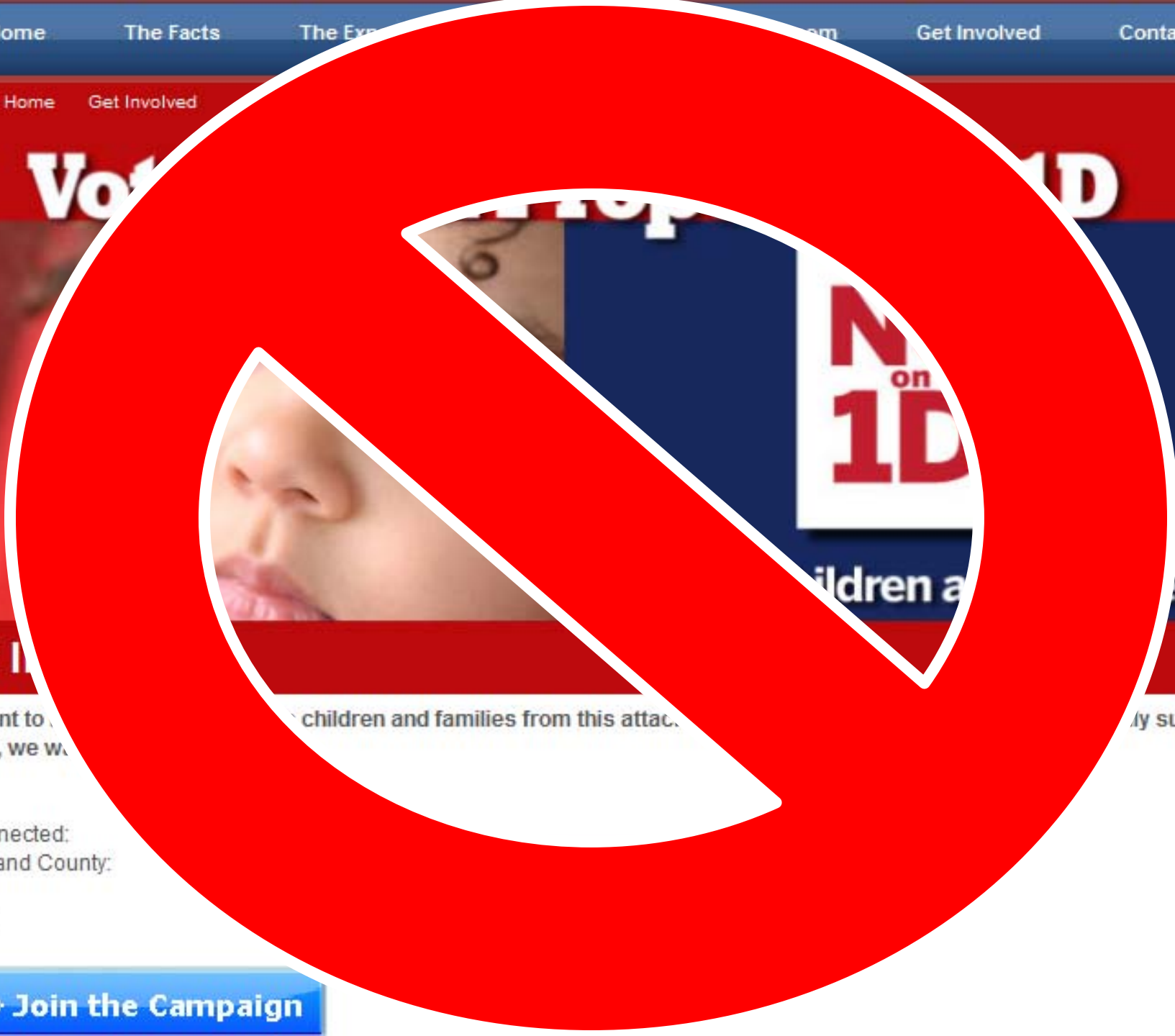
children and families from this attac...

ly support

Stay Connected:
Name and County:

Email:

› [Join the Campaign](#)



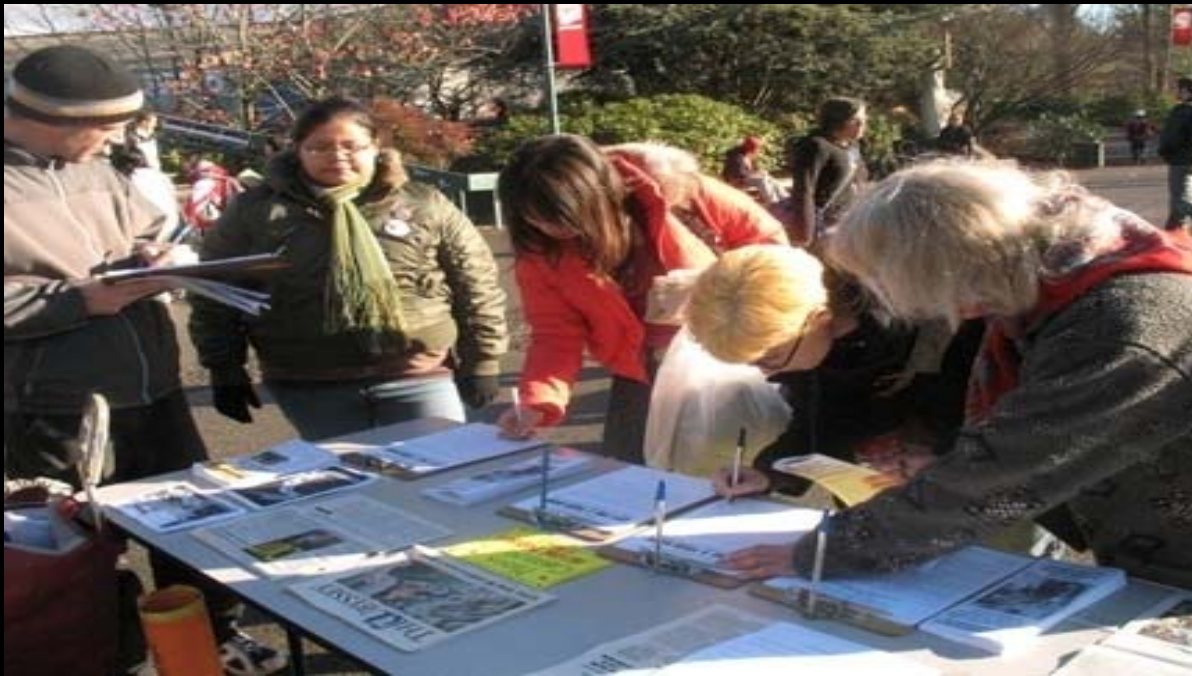
State & Local Grassroots Lobbying Definition

Communication

General Public

To Influence
Specific
Legislative or
Administrative
Action

Solicit or Urge



Fed. 501(c)(3) Grassroots Lobbying Definition

Communication

General Public

Expresses a View
About Specific
Legislation

Call to Action



DOUBLE R BAR RANCH FOUNDATION FOR CHILDREN'S HEALTH

Take action in the fight against pertussis! Please send an email to members of the Assembly Appropriations Committee to ask for their support of Assembly Bill 354 (Juan Arambula) which would require a pertussis booster for 7th graders.



Send an E-Mail to the following decision maker(s):
California Assembly Committee on Appropriations

Below is the sample message:

Subject: AB 354 SUPPORT

Dear [decision maker name automatically inserted here],

I am concerned with the increasing number of children who have become victims of pertussis in our state. In California, physicians report more than 2,400 cases annually. This could be remedied by a simple booster shot requirement.

AB 354 follows the lead of recommendations by the Centers for Disease Control and Prevention and the federal Advisory Committee on Immunization Practices. Please take this opportunity to support this meaningful step to protect our children.

Sincerely,

[Your Name]





DOUBLE R BAR RANCH FOUNDATION FOR CHILDREN'S HEALTH

Logout

State & Local Grassroots Lobbying Definition

Welcome to the Members Only Area!

Take
Action!

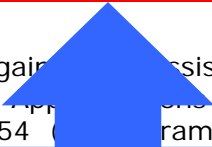
Communication

General Public

To Influence
Specific
Legislative or
Administrative
Action

Solicit or Urge

Take action in the fight against pertussis! Please send an email to members of the Assembly Appropriations Committee to ask for their support of Assembly Bill 354 (perambula) which would require a



Communicating with
"members" does not count as
either direct or grassroots
lobbying under state law!

Dear [decision maker name automatically inserted here],

I am concerned with the increasing number of children who have become victims of pertussis in our state. In California, physicians report more than 2,400 cases annually. This could be remedied by a simple booster shot requirement.

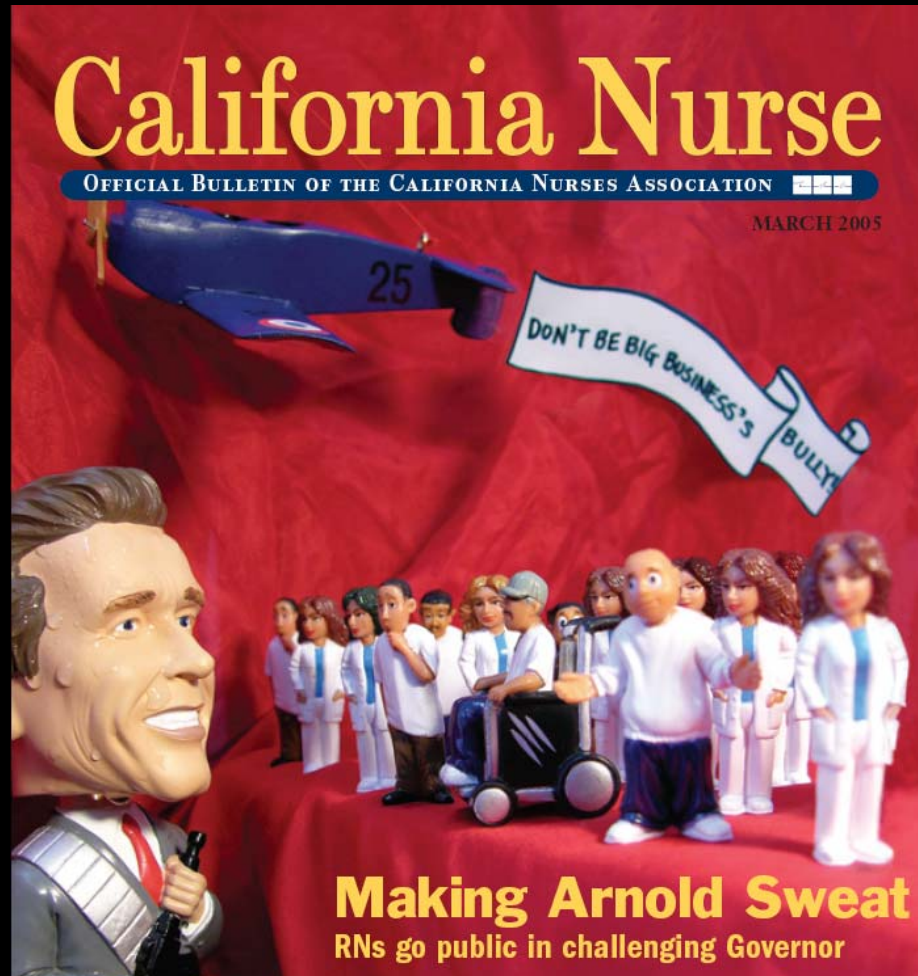
AB 354 follows the lead of recommendations by the Centers for Disease Control and Prevention and the federal Advisory Committee on Immunization Practices. Please take this opportunity to support this meaningful step to protect our children.

Sincerely,
[Your Name]

Take Action

HEADLINE NEWS: California Has Regularly Published Newsletter Exception

State & Local Grassroots Lobbying Definition



Communication

General Public

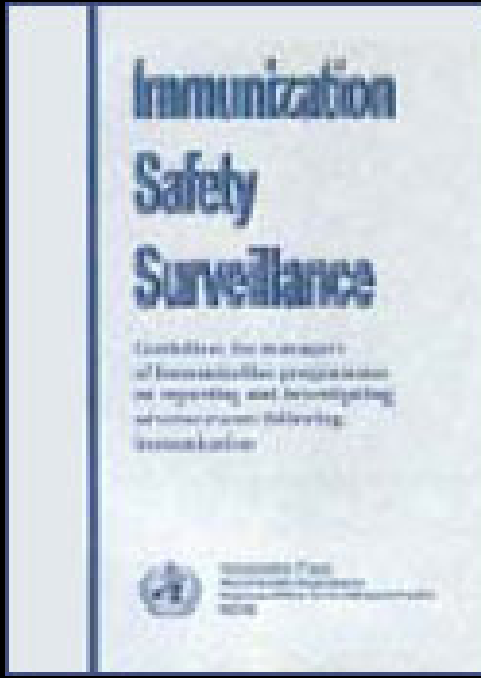
To Influence
Specific
Legislative or
Administrative
Action

Solicit or Urge

Fed. 501(c)(3) Lobbying Exceptions

Nonpartisan
Analysis, Study,
or Research

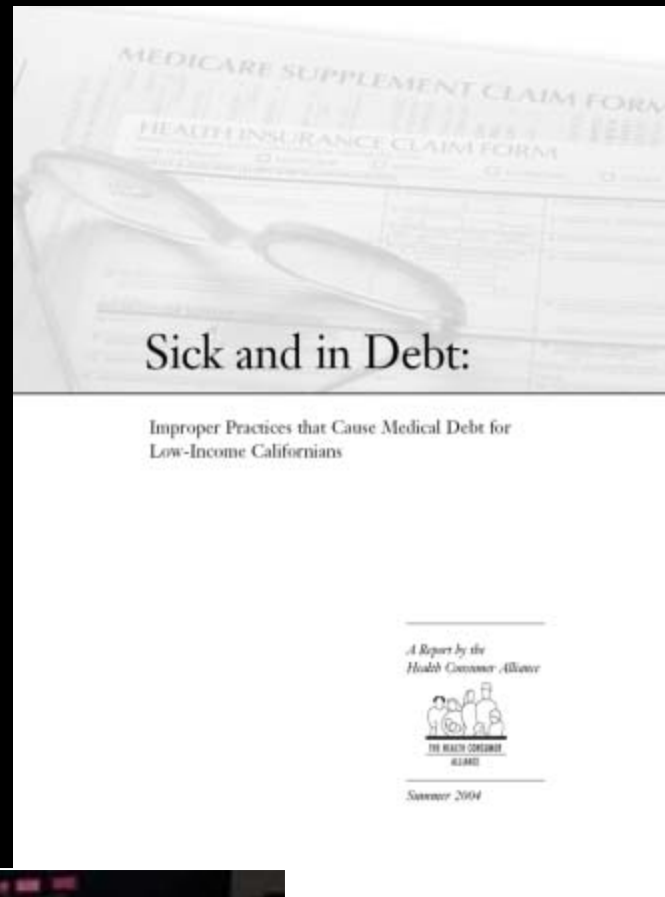
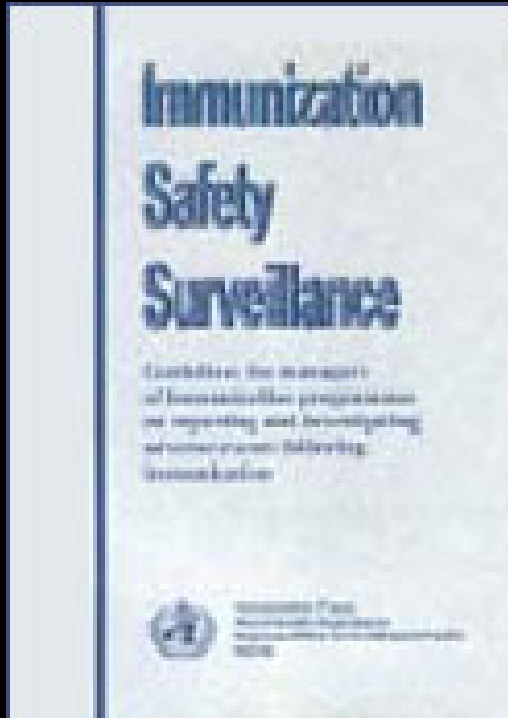
Examinations &
Discussions of
Broad Social,
Economic Issues



State & Local Lobbying Exceptions

Nonpartisan
Analysis, Study,
or Research
Conducted for
Purpose Other
than Lobbying

Examinations &
Discussions of
Broad Social,
Economic Issues
Conducted for
Purpose Other
than Lobbying



Fed. 501(c)(3) Lobbying Exceptions

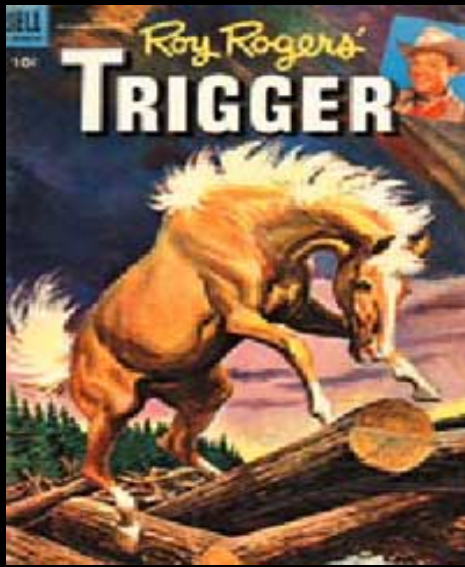
No Equivalent
Exception Under State
Law!

Request for
Technical
Assistance

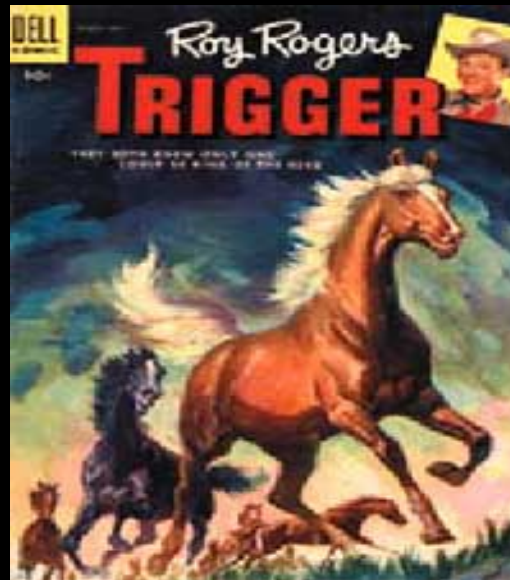
Self Defense



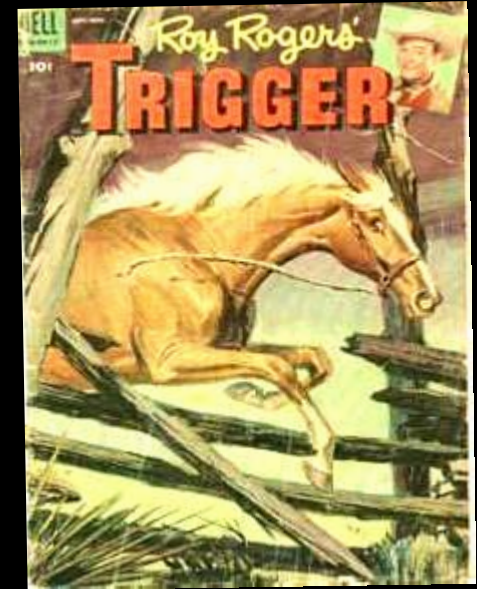
So You're Lobbying... Now What??



Compensation



Time



Contacts

= Registration and Disclosure



CA Example:
One-Third of
Time in Calendar
Month In "Direct
Communication"
with Covered
Officials



On-Going State & Local Lobbying Disclosure

In-House
Employees

Consultants/
Contractors

State & Local Event-Based Reporting ((\$5,000 Filer)

In-House
Employees

Volunteers

Coalitions

Grassroots
Lobbying



Emp
more
time in cal
month
lobbying activities
(including
preparation)

Only file when
organization spends
\$5,000 or more in a
quarter

**State & Local
Event-Based
Reporting
(\$5,000 Filer)**



**★ CAPITOL DAY ★
SACRAMENTO, CA**

**Double R Bar Foundation for
Children's Health**

Wednesday, May 12, 2010

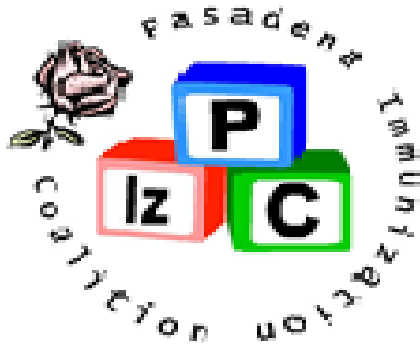
In-House
Employees

Volunteers

Coalitions

Grassroots
Lobbying

State & Local Event-Based Reporting ((\$5,000 Filer)



**IMMUNIZATION COALITION
OF LOS ANGELES COUNTY**

A Project of Community Partners

IMMUNIZE **LA** Kids

In-House
Employees

Volunteers

Coalitions

Grassroots
Lobbying

Clínica
Monseñor Oscar A.
Romero



HOME



ABOUT



SERVICES



YOU CAN HELP



August 15, 2009

AB 354 is now scheduled for hearing in Senate Appropriations on Monday, August 24th. Still time to get letters of support to your legislators and especially the leadership of the Appropriation's Committee - Senators Christine Kehoe and Dave Cox - see links below.

July 20, 2009

AB 354 - (Juan Arambula) continues to move through the legislature and is currently **scheduled to be heard in Senate Appropriations Committee on Monday, August 17.** AB 354, similar to AB 2580 in 2008, will update California Health and Safety Code 120335 (b) to allow the Department of Public Health to require pertussis vaccination for 7th grade students. Current statute limits vaccination requirements to 7 years of age and younger. Please send letters of support to your local representative, particularly if they are on the [Senate Appropriations Committee](#) and to Assembly member [Arambula's office](#).

Other immunization related legislation to watch in the weeks ahead:

SB 158 - (Patricia Wiggins) requires health plan and health insurance coverage that includes treatment for cervical cancer to also provide coverage for vaccination against the human papillomavirus (HPV). **Assembly Appropriations**

SB 249 - (Dave Cox) Requires DPH to develop information about meningococcal disease, including information pertaining to children who are between 11 and 18 years of age, by April 1, 2010 - **Assembly Consent Calendar**

SB 760 - (Elaine Alquist) Recently amended, this bill would, commencing with the 2009-10

State & Local Event-Based Reporting (\$5,000 Filer)

In-House
Employees

Volunteers

Coalitions

Grassroots
Lobbying



**Nonprofits,
public health
departments,
and
individuals
who care
about
immunization
can all lobby
for change.
You just have
to know the
rules!**