



Essential Skills and Tools Advocacy 101

12.06.17

MHIA
Mental Health America
B4Stage4

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Housekeeping

- Participants will be in listen only mode
- This webinar is being recorded so you can listen later
- A recording will be posted online for download
- Participants will receive an email when slides/recording is posted
- Please type questions into the chat box during the presentation as there will be Q & A at the conclusion of the webinar



2017 RPC Sponsors

Allergan

Janssen

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Neurocrine Biosciences

Otsuka America Pharmaceutical, Inc.

Sunovion Pharmaceuticals Inc.

Takeda Lundbeck Alliance

Teva



B4Stage4

MHA's Philosophy

Prevention

Early Intervention

Integration

Recovery



- 1. Regional Policy Council**
- 2. Advocacy In Action**
- 3. Relationship Building**
- 4. Effective Messaging**
- 5. Modes and Tools**



Regional Policy Council Representatives

Expert Advocates:

Shel Gross, MHA of Wisconsin

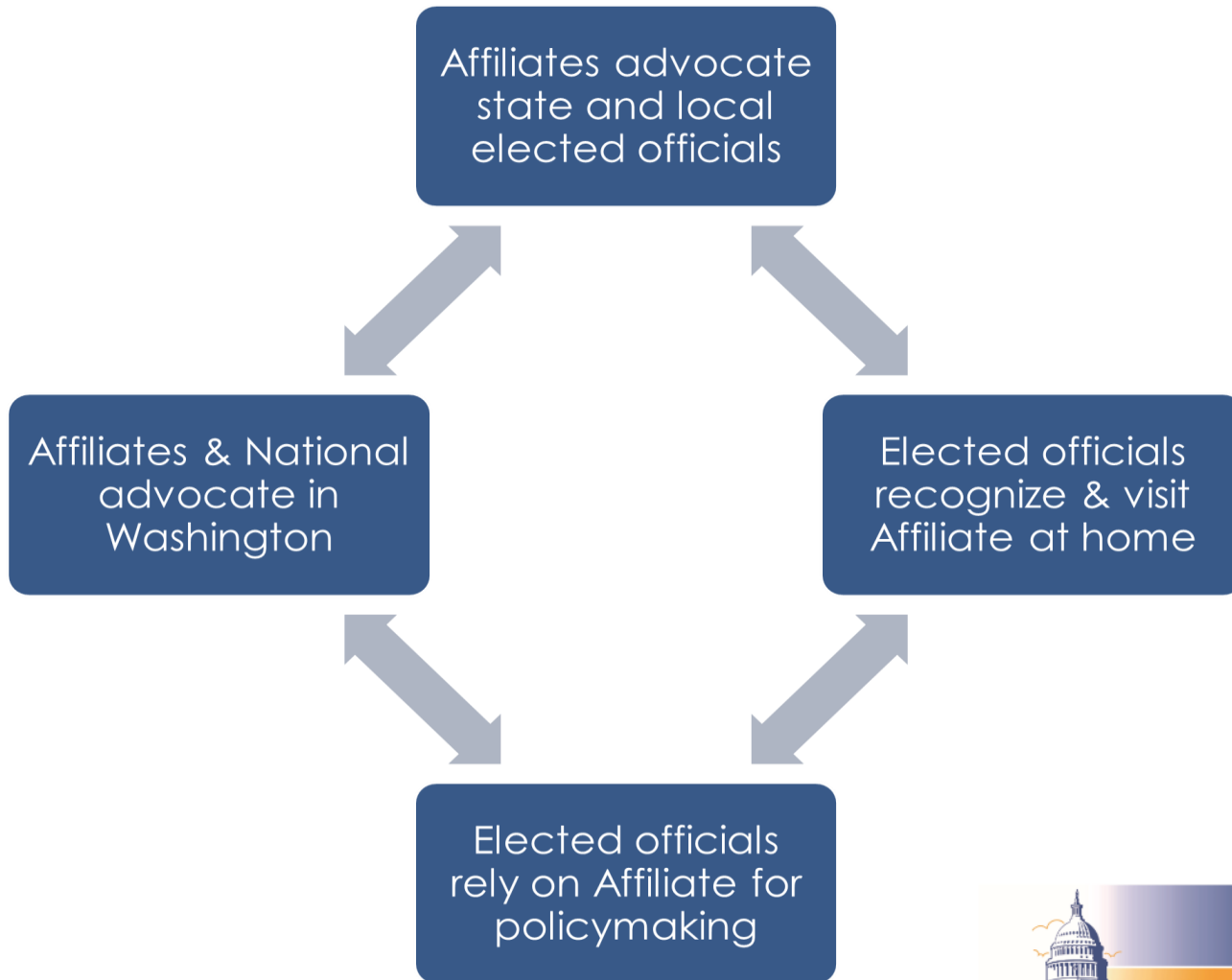
Ben Harrington, MHA of East Tennessee

Barbara Johnston, MH in New Jersey

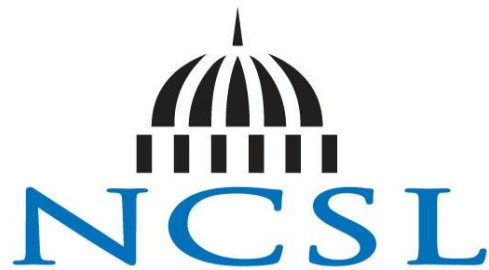
Moe Keller, Mental Health Colorado



Back Home Campaign



Integration of Federal and State Levels

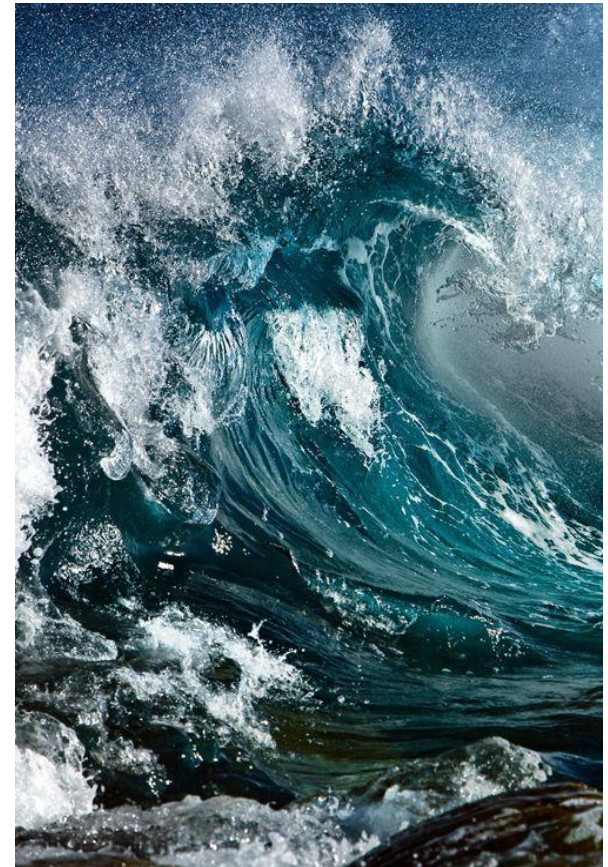


1. Regional Policy Council
2. **Advocacy In Action**
3. Relationship Building
4. Effective Messaging
5. Modes and Tools



Legislative Advocacy in Action

- Starts with action by one or more individuals
- Grows to include group actions
- Most effective advocacy engages organizations through coalitions



Advocacy vs. Lobbying



Advocacy

Advocacy is about education:

- Why Mental Health matters to every family
- Share the impact of why money matters (state budgets and grant funding)
- Identify impact of a policy or policy proposal on your constituency (parity in the states)
- Invite officials to visit and tour your facilities or programs in their district



Lobbying

Lobbying directly influences an act, bill, resolution, confirmation of appointive office or referendum, ballot initiative, constitutional amendment and would not apply to actions made by executive, judicial, or administrative bodies.

- Direct or Grassroots Lobbying
- Tests: Substantial (5% rule) and Expenditure 501 (h)



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Relationship Building

- **Officials**
- **Community and Public**
- **Business Partners**



Relationship Building

Officials

- Departments of MH
- Departments of Insurance
- Health Commissions
- Health Boards
- Office of the Mayor
- Office of the Council
- Office of the Sheriff
- Congress and Senate

Review recent press,
news, events on website

Google news search

Search your network
connections

Identify committees and
projects



Relationship Building

Engage Organizational Peers and the Public

- More time than officials to share their work and missions
- Organizations with a similar constituency
- Figure out areas of mutual interest
- Coordinate activities and build coalitions
 - Grassroots community activity
 - Advocacy days on the Hill



Relationship Building

- **Government Relations**
- **Public Affairs**
- **External Affairs/
Outreach**
- **Foundations**
- **Provider organizations
(health systems)**

Business Partners



1. Regional Policy Council
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- 4. Effective Messaging**
5. Modes and Tools



Effective Messaging

1. Connect
2. Elevator Speech
3. Provide Data
4. Offer Points Against
5. Emphasize Points in Favor
6. The “Ask”
7. Follow Up



Messaging Pitfalls

Not targeting specific audience

Not providing context

Not identifying data and fiscal implications

Not being concise



Effective Messaging

Team-oriented activity

- Subject Matter Expert
- Communications Expert
- Software Tools Expert
- Additional Input



Core Language

Congress is acting quickly to overhaul the U.S. tax code with sweeping tax reform legislation. The Tax Cuts and Jobs Act, H.R. 1, passed the House of Representatives and the Senate Finance Committee last week. And now that the bill has momentum, Senators are discussing adding a non-tax related proposal that the President already signaled approval for: elimination of the Affordable Care Act individual mandate.

The individual mandate has lowered health care premiums for people and its repeal would not only increase premiums, it would cause an estimated 13 million people to become uninsured. Insurance pools that currently have buy-in from healthier, younger people sharing the burden of costs will shrink. This means that those who keep their insurance will pay higher premiums.

Studies have made it clear that when people don't have insurance, they are less likely to seek treatment and more likely to wait until crisis to finally get care. This idea to eliminate the individual mandate was inserted into the tax reform conversation because Congress needs some way, any way, to offset billions of dollars in tax cuts for the wealthiest Americans.

Mental Health America needs your help fighting to ensure more people are insured and have access to care for mental health and substance use conditions.

This Thanksgiving recess TWEET, POST, CALL, and SEND an email to Congress letting them know you're against eliminating the individual mandate.



Revision Process

Congress is acting quickly to overhaul the U.S. tax code with sweeping tax reform legislation. Mental Health America needs your help now to stop the newest version of the bill in its tracks as long as it contains a repeal of the individual mandate.

The Tax Cuts and Jobs Act (H.R.1) passed the House of Representatives and the Senate Finance Committee last week. And now that the bill has momentum, Senators added a health proposal for which the President already signaled approval: elimination of the Affordable Care Act [individual mandate](#). The idea to eliminate the individual mandate was brought into the tax reform conversation because Congress needs some way - any way - to offset billions of dollars in tax cuts for corporations and wealthy Americans.

While Congress is in their home states and districts this Thanksgiving recess, you can:

- [TWEET](#)
- [POST](#)
- [CALL](#)
- and [SEND](#) an email letting Congress know you're against eliminating the individual mandate to pay for tax cuts.

The individual mandate - which requires people who choose not to carry health insurance to make a payment to the government to help cover the cost of health care subsidies - has helped lower health care premiums for everyone. Its repeal would not only increase premiums, it could cause an estimated 13 million people to become uninsured as a result. Studies have shown that uninsured people are less likely to seek treatment and more likely to wait until crisis or Stage 4 to finally get care.



Effective Messaging

Mental Health America needs your help now to stop the newest version of the bill in its tracks as long as it contains a repeal of the individual mandate.

While Congress is in their home states and districts this Thanksgiving recess, you can:

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In-person Individual Meetings

How Often?

Annually or more

What to Keep In Mind

**Human connection =
warmth + data**

Tools of Engagement

- **Visit website/call for scheduling instructions**
- **One pager leave behind**
- **Follow up email**



Town Hall Meetings



How Often?

As often as they are held

What to Keep In Mind

Short concise elevator speech and remember the ask

General vs specific individual issues

Tools of Engagement

- Advance registration
- Show of unity
- Prepared questions
- Ask for follow up by staff
- Comfortable shoes



Tele-Town Hall Phone Calls

How Often?

Semi-Annually or more

What to Keep In Mind

Questions vetted



Tools of Engagement

- **Sign up for newsletter**
- **Use a land line**
- **Send a follow up question or a thank you**



Conference Calls

How Often?

About Monthly

What to Keep In Mind

Standing appointment

**Supplemental materials
distributed in advance**

Tools of Engagement

- **Free Conference Call**
- **Google Hangouts**
- **FreeBridge**
- **StartMeeting**



Day on the Hill

Show of Unity by All Stakeholders



- How & Why
- Legislation
 - State Budget decreases
 - Messaging
 - Briefing Paper
 - Elevator Speech per issue
 - Impact to constituents



Action Alerts & Email Marketing

How Often?

**Monthly or Bimonthly
and as necessary**

What to Keep In Mind

**Most read emails on cell
phones**

Repetition

Focus on one point

Tools of Engagement

Free:

- **Google analytics**
- **Constant Contact**
- **Mail Chimp**

Cost:

- **Convio**
- **Phone2Action**
- **Quorum**



Blog Posts

How Often?

Monthly or more

What to Keep In Mind

Informal

Tags optimize SEO

Topics vary

Tools of Engagement

Sign Up Genius

Wordpress

Me Against the World: When Your Favorite Holiday Perpetuates Stigma

October 20, 2017

By Jennifer Cheang, MHA National Digital Marketing Manager



Mental Health America (MHA) recently received an important question on our Facebook page:

- › petition (1)
- › pets (1)
- › playing hurt (1)
- › poetry (1)
- › policy (6)
- › prescription drug misuse (1)
- › Prevention (7)
- › problematic sexual behavior (1)
- › psychosis (1)
- › quotes (1)
- › recovery (1)
- › Repeal (2)
- › report (1)
- › resources (2)
- › respect your struggle (1)
- › risky business (2)
- › SAMHSA (2)
- › schizophrenia (2)
- › school (1)
- › Screening (8)
- › screenings (1)
- › semicolon (1)
- › Senate (2)
- › sex (2)



Press Releases & Letters to the Editor

- How Often?

Only when
newsworthy events
happen

- What to Keep In Mind

Don't annoy
Reporter's "beat"

- Tools of Engagement

List of reporters

Public contacts of media

New MHA State of Mental Health Report Shows America's Youth in Crisis

For the fourth year in a row, Mental Health America (MHA) released its annual State of Mental Health Report, which ranks all 50 states and the District of Columbia based on several mental health and access measures. This year, Massachusetts came out on top overall with Nevada coming in 51st.

In developing the report, MHA looked at 15 different measures to determine the rankings. MHA hopes to provide a snapshot of mental health status among youth and adults for policy and program planning, analysis, and evaluation; to track changes in prevalence of mental health issues and access to mental health care; to understand how changes in national data reflect the impact of legislation and policies; and to increase the dialogues and improve outcomes for individuals and families with mental health needs.

While many may be drawn to results in individual states, most alarming in the report perhaps is the apparently state of our children:

- ▶ In a 5-year period, rates of severe youth depression have increased.
- ▶ 50% of screeners age 11-17 often think about suicide or self-harm throughout the week.
- ▶ Over 76% of youth with severe depression – 1.7 million kids - did not get treatment they need.



Social Media - Twitter

- How Often?
 - Multiple Times Daily
- What to Keep In Mind
 - Hashtags
 - Timely reaction
 - Constant updates
 - Single statements
- Tools of Engagement
 - Buffer, Twitter Card

MHA MentalHealthAmerica
#44Step4 @MentalHealthAm

Before the #weekend is over, make sure you call your Senator at (202) 224-3121 and tell them that any #TaxReformBill that repeals the individual mandate is detrimental to #mentalhealth care and access #SaveMentalHealth bit.ly/2zrrXLJ

**IF CONGRESS IS SERIOUS
ABOUT TACKLING
MENTAL HEALTH,
THEY CANNOT REPEAL
THE INDIVIDUAL
MANDATE.**

**TELL YOUR SENATOR TO VOTE NO ON
HR 1, THE TAX CUTS AND JOBS ACT**

MHA
Mental Health America

2:12 PM - 26 Nov 2017



Social Media - Twitter

Twitter Cards!

 **MentalHealthAmerica**  @MentalHealthAm

Tell your Senators to [#SaveMentalHealth](#) by voting NO on [#GrahamCassidyBill!](#) [#B4Stage4](#)

31

TAKE ACTION

Tell your Senators to say NO to the newest version of Trumpcare harming consumer protections & mental health benefits.

Say NO to the Graham-Cassidy Bill!
secure2.convio.net



Social Media - Twitter

Home Moments Notifications Messages Search Twitter Tweet

MentalHealthAmerica @MentalHealthAm

Profile Lists Moments Promote Mode **Twitter Ads** Analytics Media Studio Settings and privacy Help Center Keyboard shortcuts Log out Night mode

MentalHealthAmerica @MentalHealthAm

The country's leading nonprofit dedicated to helping ALL people live mentally healthier lives #B4Stage4 Account not monitored 24/7. In crisis? Call 800-273-8255

Alexandria, VA
mentalhealthamerica.net

Tweets 10.5K Following 2,323 Followers 234K Likes 4,806 Lists 3 Moments 0

Tweets Tweets & replies Media

Pinned Tweet

MentalHealthAmerica @MentalHealthAm · Nov 29

Make a statement using one of our exclusive bell bracelets. Use it as an opportunity to let others know that #mentalhealth must be viewed as a part of overall health. Grab yours here: squ.re/2Aj6owx

10AM 10AM

View your top Tweets



Social Media - Twitter

Twitter Ads Campaigns Creatives Analytics Tools Help? MentalHealthAmerica

MentalHealth @MentalHealthAm

Tweets
Cards
Media

Objective: All Status: All + Add Filter

Search campaigns Filters: Default Save filters

Only show items that delivered in this time frame Create campaign Last 7 days

Spend
\$0.00

			\$1.00
			\$0.50
			\$0.00
			-\$0.50
Dec 1	Dec 3	Dec 5	

Impressions
0

			1
			0.5
			0
			-0.5
Dec 1	Dec 3	Dec 5	

Welcome to Twitter Ads Manager! It's faster to monitor and optimize campaigns with new [filtering](#), [metrics customization](#), and [export capabilities](#).

Can't find a metric you're looking for? [Get help](#)

Campaigns Ad Groups Ads Audience

Metrics: Summary Breakdown: None Export Share

Name	Status	Campaign start	Campaign end	Total budget	Impressions	Spend
Summary for 3 items						
MHMonth Screening Website clicks or conversions	Expired	May 19, 2015 1:41 PM	Jun 12, 2015 2:59 AM	\$100.00	0	\$0.00
Mental Health Month 1 Tweet engagements	Expired	May 14, 2015 5:00 PM	May 18, 2015 2:59 AM	\$200.00	0	\$0.00




Social Media - Twitter


Twitter Ads Campaigns Creatives Analytics Tools Help? MentalHealthAmerica


Cards library [Create Card](#)


Search Cards


Website Card Image


- 


Giving Tuesday
Nov 28, 2017
- 


TD Blog
Nov 17, 2017
- 


Listicle Card
Nov 15, 2017
- 


State of MH in America Report
Nov 15, 2017
- 


State of MH in America Report Press ...
Nov 15, 2017
- 


statement
Nov 6, 2017
- 

jess blog
Oct 31, 2017
- 

bp hope blog
Oct 30, 2017
- 

Madeline Blog
Oct 23, 2017
- 

Halloween Jenny Blog
Oct 20, 2017
- 

Playing Hurt Blog
Oct 16, 2017
- 

Apply to Speak
Oct 12, 2017



Social Media - Facebook

- How Often?

Daily

- What to Keep In Mind

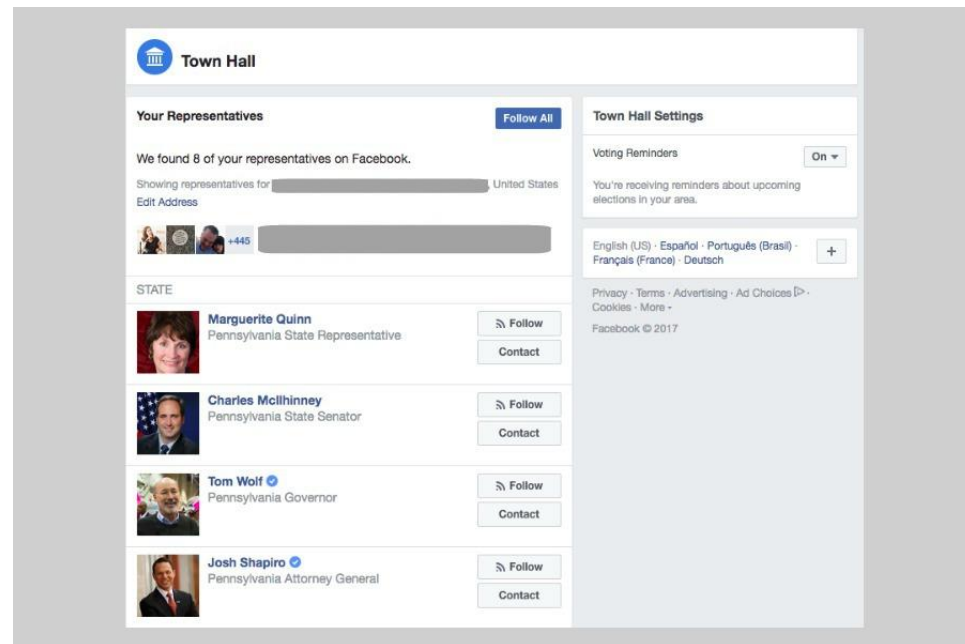
Daily but not multiple times

More nuanced

- Tools of Engagement

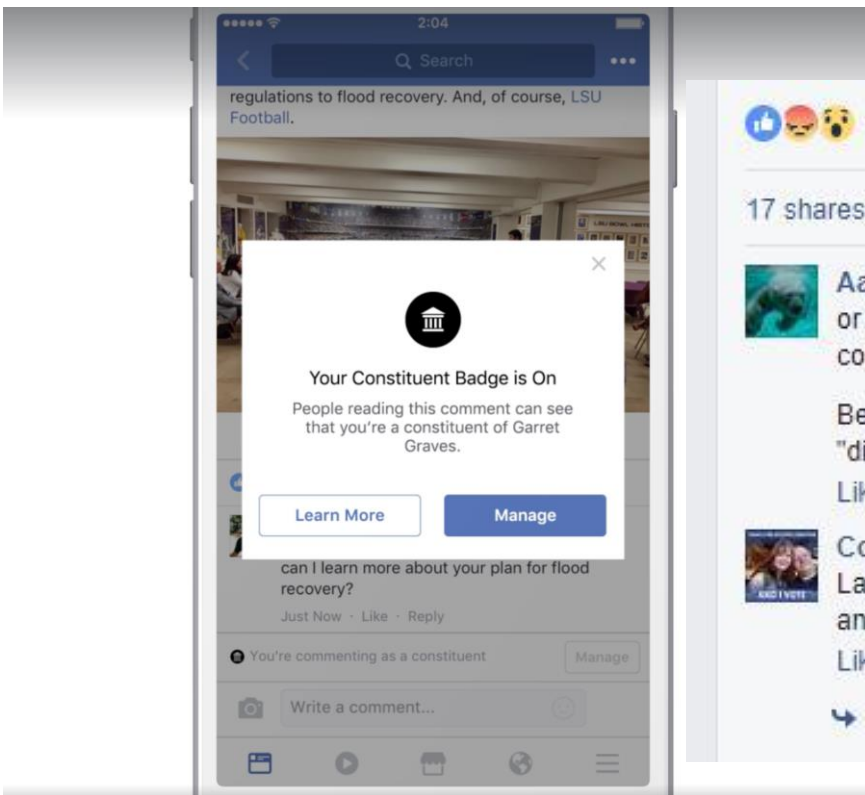
FB Town Hall

Buffer



Social Media - Facebook

Constituent Badges!



MHA and Affiliates

- Encourage affiliate staff to sign up for MHA communications
 - News From National newsletter
 - Back Home campaign legislative updates
 - Action alerts and Blog posts
- Continue participation in RPC cluster calls
 - Include affiliate calls for actions on agenda
 - Share wins and best practices on during affiliate updates
- Other ideas?



Conclusions

- 1. RPC Reps Are Experienced Successful Advocates**
- 2. Advocacy Has Greater Impact in Groups**
- 3. Effective Messaging Takes Practice**
- 4. Following Up is Key to Sustained Influence**
- 5. From Grassroots to Elected Officials, Modes of Communication Can Fit Your Strategy**
- 6. Growing An Advocacy Program is a Team Effort!**



Questions?



Contact Us



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