COMMUNICATING WITH STAKEHOLDERS, DECISION MAKERS, AND POLICYMAKERS

What Materials?
Educating Policy Makers
Making a Difference

David P Hoffman DPS CCE  May 2019
Advocacy = educating interested parties (Local, State and Federal)

- Partnerships
- Communication
- Tools
- Vehicles
- Priorities

SETTING THE STAGE
- Elected Officials
- Appointed Officials
- Management
- Industry Leaders
- Media Leaders
- Education Leaders
- (HINT – these are all humans)

POLICYMAKERS
US Capitol Building
PARTNERSHIPS

- Partnerships with state affiliates of interested organizations
- Advisory groups, committees, workgroups - work both ways!
- Consistent Consultation is important
- Listen - Read - Pass it on
- Be a resource
- Relationships are a key to success
- Sharing information-make it routine
- Have vehicles in place before you or partners need them - newsletters, listservs, mailing lists, fax lists (yes – I meant fax)
Use plain language - consider multiple versions for different audiences

Give personal examples - what we do is about real people

Use photos and graphics whenever possible - many people learn visually

Describe the issue/ problem/ burden

Offer solutions that work

TOOLS - SPEAK TO YOUR AUDIENCE
Have your toolbox full
Comprehensive Briefing
"One – pagers"
Partner Publications
MULTIPLE TOOLS

Explore how you can become a part of these efforts:

- Join our Government Affairs Forum
- Read about our policy priorities
- Review our communications with Congress
- Download and share our policy white papers
- Use our advocacy tools
- Become an advocate
FY20 Governmental Public Health Appropriations Book
Investing in the Future
An NACDD White Paper

November 2018

Why Preventing Chronic Disease is Essential - Prevention Works

In the public health community, we share a desire for a society in which individuals are healthy enough to thrive and contribute. However, rising healthcare costs, decreasing care quality, limited

2020 Fact Sheets

- Alzheimer's Disease and Healthy Aging Program
- Arthritis Program
- Colorectal Cancer Control Program
- Diabetes Prevention and Control Program
- Division for Heart Disease and Stroke Prevention
- Healthy Schools Program
- National Breast & Cervical Cancer Early Detection Program
- National Comprehensive Cancer Control Program
- National Program of Cancer Registries
- Nutrition, Physical Activity, & Obesity Program
- Oral Health Program
- Tobacco Control Program
- Chronic Disease Funding Chart
VEHICLES

- Traditional – PLUS
- Newsletters/ Electronic
- Twitter
- Facebook
- LinkedIn
- Others
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Health Advocate, Professor, Ethicist.
Thoughts are my own.

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Joined July 2015
Photos and videos

NACDD @NACDDinfo
During the 2019 Chronic Disease Academy, NACDD released its newest publication, Insights in Chronic Disease. Take a look.
chronicdisease.org/page/insights2...
Listen to partners – 2 heads are better
Be realistic – read the news
Be concrete – talk in real terms
Be patient – change always takes time
KNOW THE PROCESS (AND PEOPLE)

- How a bill becomes a law (state & federal)
- Who makes it happen
- How an idea becomes a budget (state & federal)
- Who can influence the end product
What’s hot? Why?

Human Impacts

Look for opportunities for priority items

Be prepared to make your case on short notice

HINT: YOUR ISSUES ARE ALWAYS HOT

KNOW THE ISSUES
Educating Policymakers is EVERYONE’s Job
Anticipate Opportunities
Be Prepared

IN SUMMARY