

APPLIED ADVOCACY TRAINING

2019 NCSPP Mid-Winter Conference

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PSYCHOLOGICAL
ASSOCIATION



OBJECTIVES

- ✓ Learn how psychology intersects with federal policymaking and the important role that psychologists and graduate students in psychology play in educating and influencing policymakers on an identified policy issue.
- ✓ Deliver advocacy communications to policymakers and their staff.
- ✓ Learn how to schedule, plan and lead a meeting with Members of Congress or their staff, including:
 - ✓ Identify who to send a meeting request to, and what to say in your request
 - ✓ Conduct background research before your meeting, and how to prepare you and your students for your meeting

OUTCOME GOAL: YOUR MEETING



- ✓ Share Your “Story”
- ✓ Request Their Support for Graduate Psychology Education and the Behavioral Health Workforce Education and Training Programs and Public Service Loan Forgiveness



WHY
ADVOCATE?



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WHY? CONSTITUENT VISITS MATTER



Jeffrey Sherman, PhD, Sen. Maria Cantwell (D-WA),
Catherine Costigan, PhD, Sue Frantz, MA



Sen. Heidi Heitkamp (D-ND), Tami DeCoteau, JD, PhD,
ABPP, Cindy Juntunen, PhD,

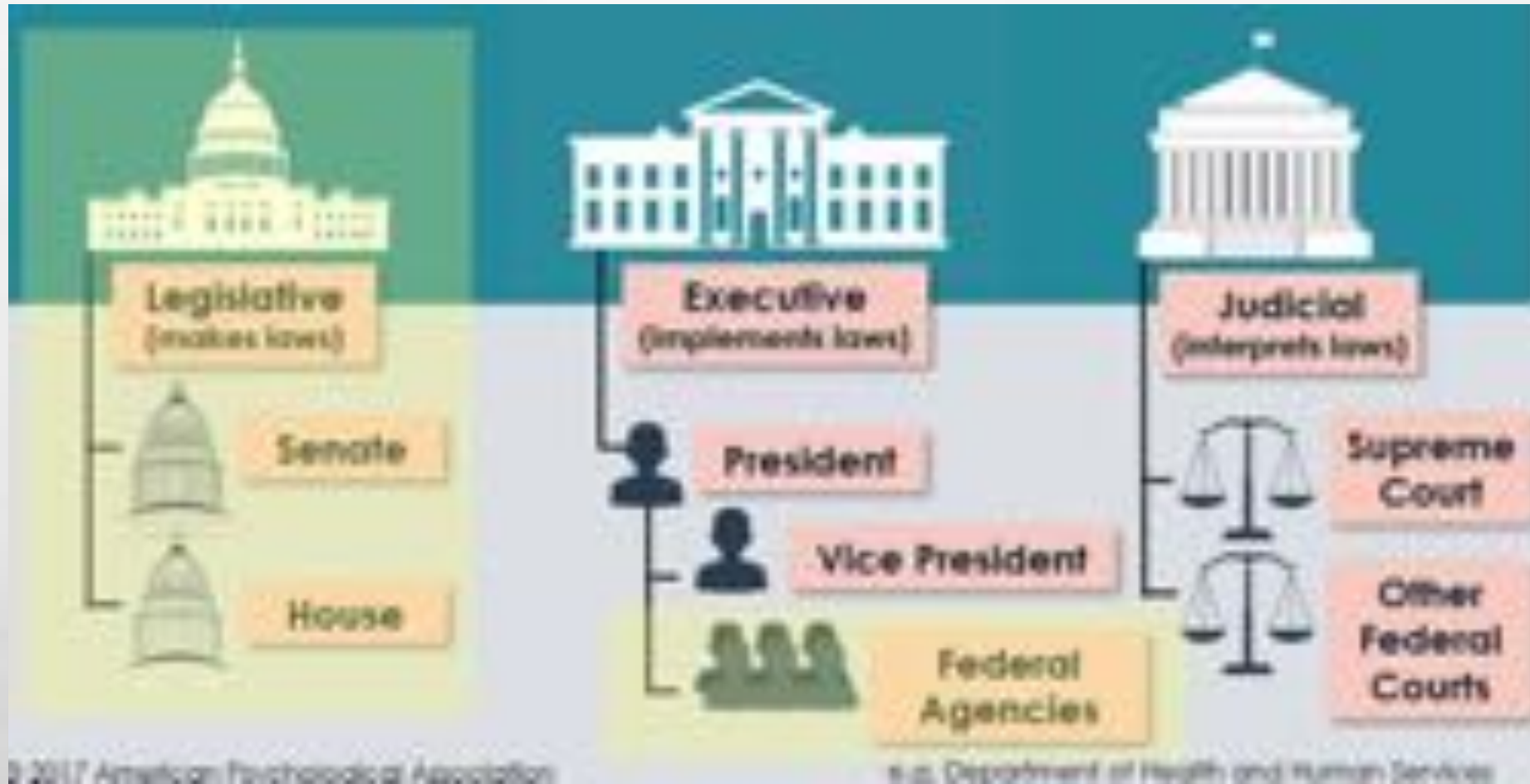
THE FEDERAL LEGISLATIVE PROCESS



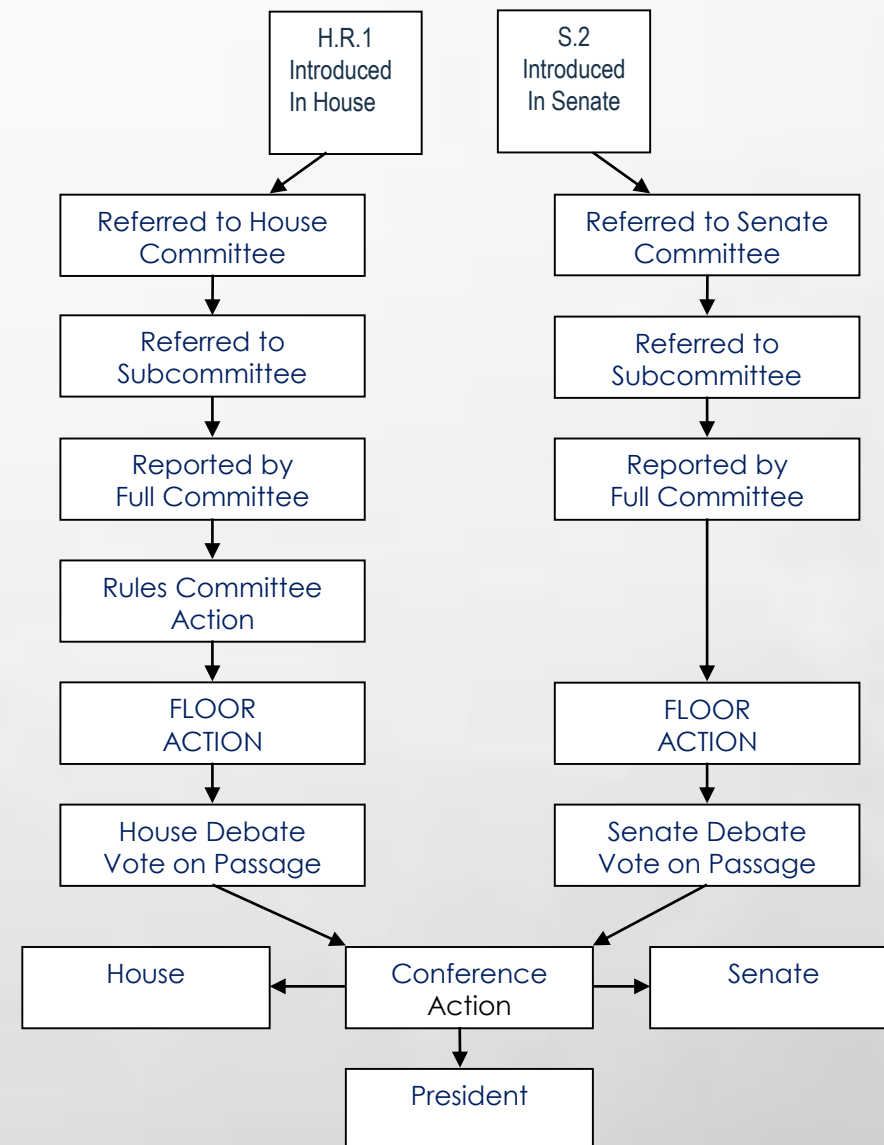
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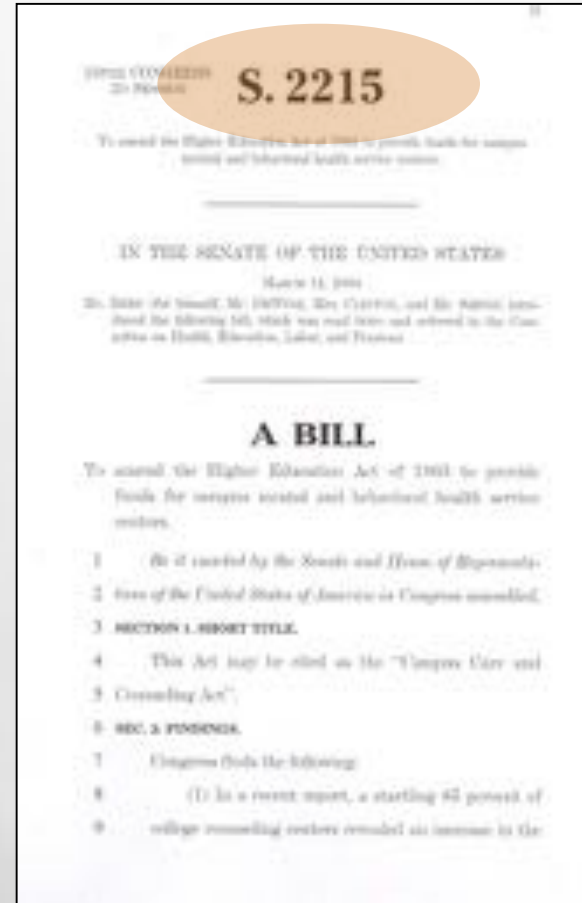
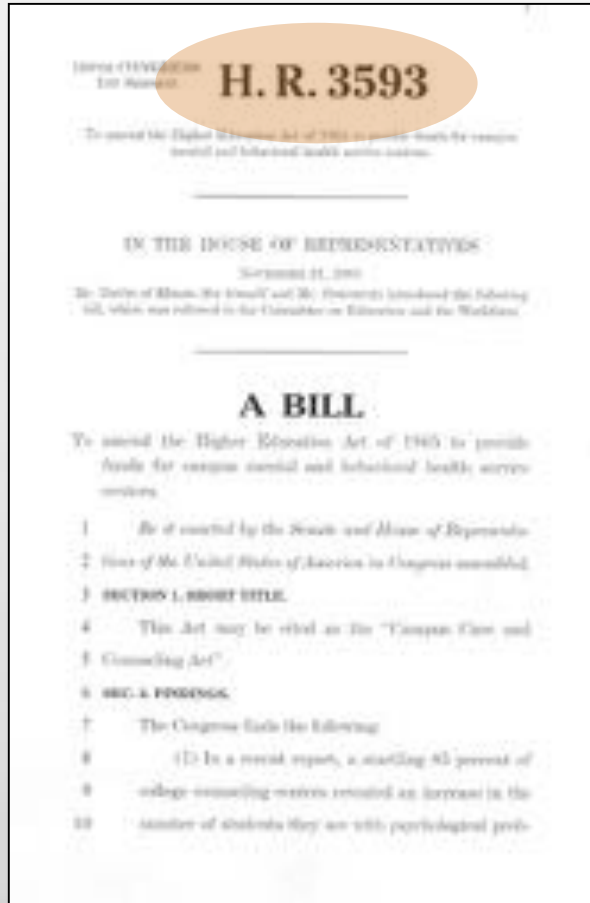
BRANCHES OF THE FEDERAL GOVERNMENT



HOW A BILL BECOMES A LAW



WHAT'S A BILL?



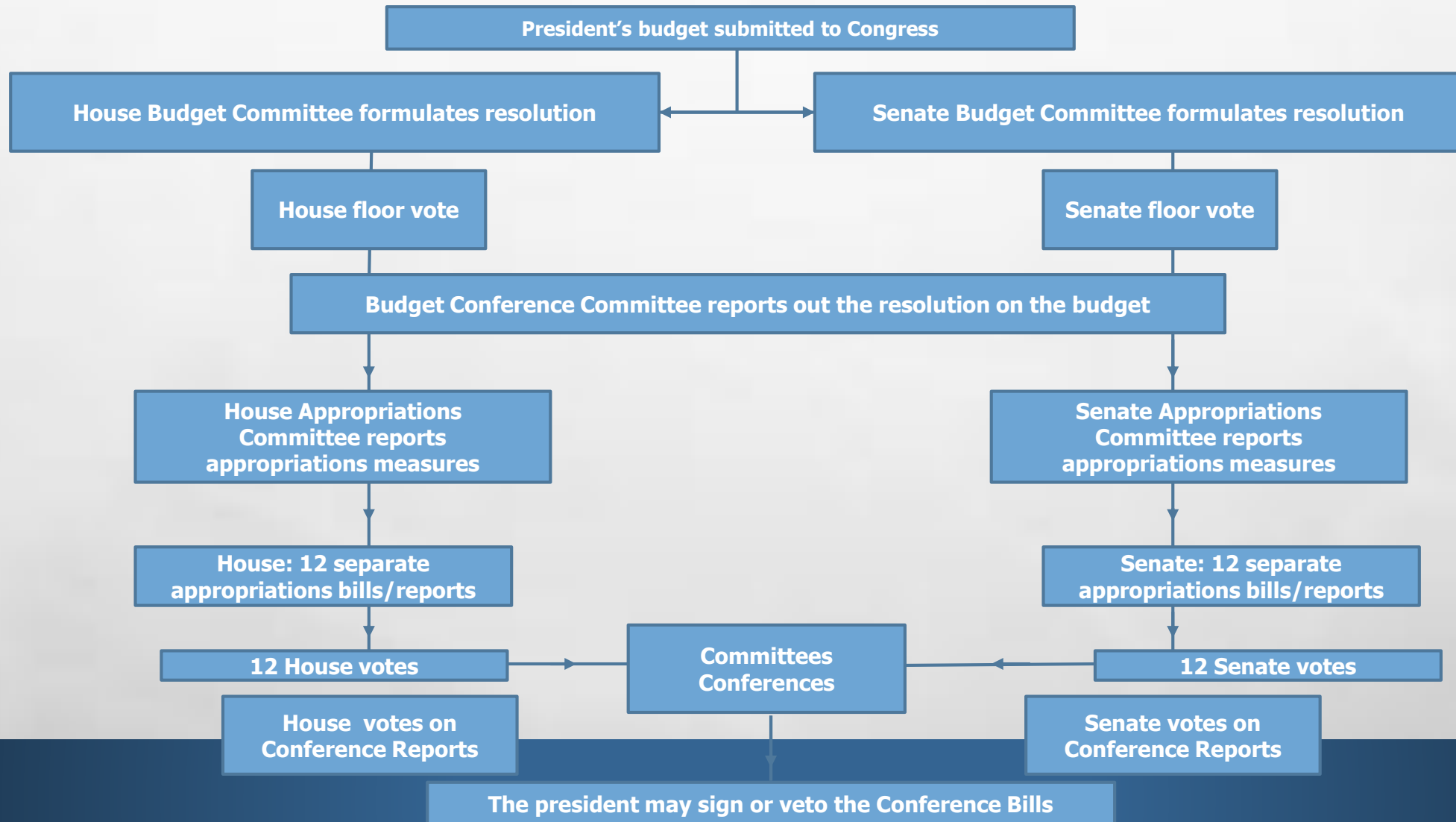
A legislative proposal that seeks to establish a new law, department, program or amend existing law



AUTHORIZING & APPROPRIATING BILLS

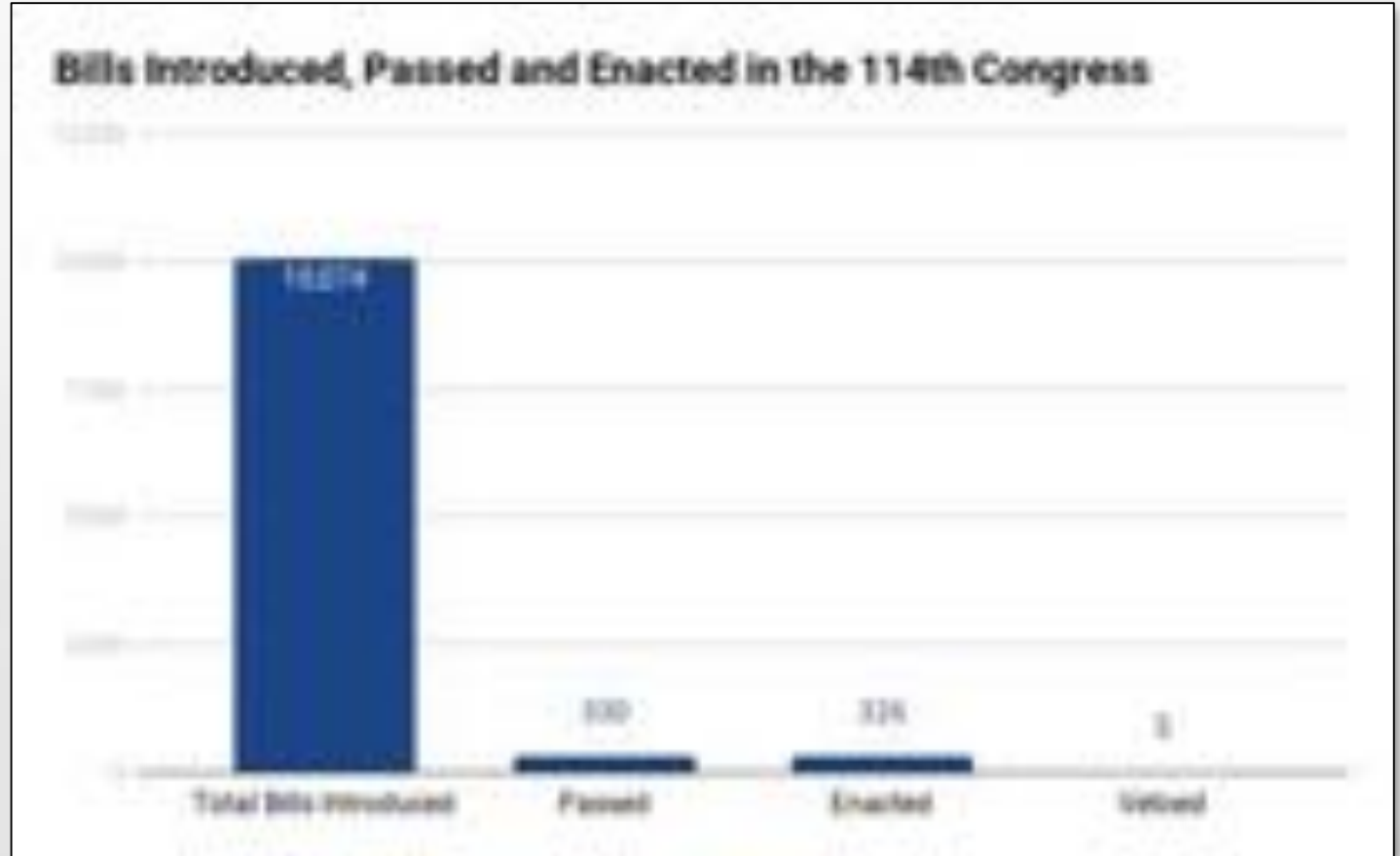


BUDGET AND APPROPRIATIONS PROCESS



HOW OFTEN DOES CONGRESS PASS BILLS?

Less than **4%** of bills became law



REMEMBER:


IT'S A
MARATHON,
NOT A SPRINT!



LEGISLATIVE ISSUE



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 *Strengthening Federal Support for
the Psychology Workforce*

STRENGTHENING FEDERAL SUPPORT FOR PSYCHOLOGY

- Graduate Psychology Education (GPE) Program
- Behavioral Health Workforce Education and Training (BHWET) Program



GRADUATE PSYCHOLOGY EDUCATION (GPE) PROGRAM



■ Funding (in millions)



APA's FY 2020 Funding Request

\$18 million for GPE

\$75 million for
BHWET



Highlight GPE/BHWET Grant Impact on You, Your Students, and Your Community



- Expanded Training Opportunities
- Interprofessional Program to Serve Underserved Populations
- Impact on Your Patients and Community

THE HIGHER EDUCATION ACT



Lyndon B. Johnson signing the Higher Education Act of 1965

PUBLIC SERVICE LOAN FORGIVENESS PROGRAM

The Public Service Loan Forgiveness Program



WHO IS ELIGIBLE FOR THE PSLF PROGRAM?

- The PSLF program provides loan forgiveness to those who commit themselves to a career in public service.
- To qualify, an individual must make 120 monthly payments (10 years) of an income-driven repayment plan while employed full time with an eligible employer (nonprofit or government).



WHY SUPPORT PSLF?

- Makes post-secondary education more affordable for those with need.
- Education loan debt can deter graduates from public service.
- Eliminating the program is shortsighted and does not take into consideration the return on investment of PSLF for individuals and communities.



WHERE DO I START?



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1. DO YOUR RESEARCH ON THE ISSUE

Remember: Government Relations staff is always available to assist you!

Please increase federal support for the psychology workforce by:



1) Increasing FY20 appropriations for HRSA's Graduate Psychology Education (GPE) Program and Behavioral Health Workforce Education & Training (BHWET) Program

Why? Because GPE and BHWET expand mental and behavioral health services to underserved communities, while supporting the training of graduate psychology students in integrated settings.

2) Supporting the Public Service Loan Forgiveness Program (PSLF)

Why? Because PSLF provides loan forgiveness for psychologists who work in public service for 10+ years.

2. FIND YOUR MEMBERS OF CONGRESS



FEDERAL ACTION NETWORK
AMERICAN PSYCHOLOGICAL ASSOCIATION

<http://cqcengage.com/apapolicy/actionalerts>

Home Current Action Alerts Education Public Interest Science

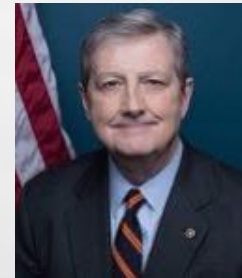
Find your Elected Officials

You may search by ZIP code, full address, or official's name.

Go

Note: Be careful! Your home and work districts may be different!

SENATE



Sen. John
Kennedy
(R-LA)



Sen. Bill
Cassidy
(R-LA)

HOUSE



Rep. Cedric
Richmond
(D-LA-02)

3. DO YOUR RESEARCH ON MEMBERS

Find your Member's Priorities



Sen. John Kennedy
(R-LA)



- Fighting for Jobs in Louisiana
- Health Care, Not Obamacare
- Bringing Flood Insurance into the 21st Century
- Getting our Fiscal House in Order
- Defending the Unborn

3. DO YOUR RESEARCH ON MEMBERS

Find your Member's Priorities

✓ Look for common ground

- *Where do my goals overlap with (or relate to) the Member's priorities?*

X Steer clear of “hot button issues”



- Fighting for Jobs in Louisiana
- Health Care, Not Obamacare
- Bringing Flood Insurance into the 21st Century
- Getting our Fiscal House in Order
- Defending the Unborn

3. DO YOUR RESEARCH ON MEMBERS

Browse Recent Press Releases



Sen. John Kennedy
(R-LA)

January 2019

- 1/15/19 [Sen. John Kennedy \(R-La.\) Questions Attorney General Nominee, William Barr](#)
- 1/10/19 [Sen. John Kennedy \(R-La.\) Selected To Serve As Chairman Of Senate Appropriations Subcommittee](#)
- 1/10/19 [Sen. Kennedy \(R-La.\) Joins Legislation For Concealed Carry Reciprocity](#)
- 1/4/19 [Sen. John Kennedy \(R-La.\) Issues Statement on the Tragic Highway Accident that Killed Members of a Marksville Church](#)
- 1/4/19 [Sen. John Kennedy \(R-La.\) Issues Statement on Rep. Rashida Tlaib's Comments About President Trump](#)

3. DO YOUR RESEARCH ON MEMBERS

Look Up His/Her Committee Assignments



Sen. John Kennedy
(R-LA)



Committee Assignments:

- Appropriations
- Banking, Housing, and Urban Affairs
- Budget
- Judiciary
- Small Business & Entrepreneurship

INTERACTIVE EXERCISE

*Doing Background Research &
Preparing for Potential Opposition*



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Services, Inc.

BACKGROUND RESEARCH & POTENTIAL OPPOSITION:

MEMBER'S PRIORITIES

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Do any of these overlap with my goals?

AREAS OF OVERLAPPING PRIORITIES

- a. What issues do we agree on? _____
- b. Where are there potential areas of collaboration? _____

"HOT TOPICS TO AVOID"

- 1 _____
- 2 _____
- 3 _____

What might be some potential opposition to my issue?

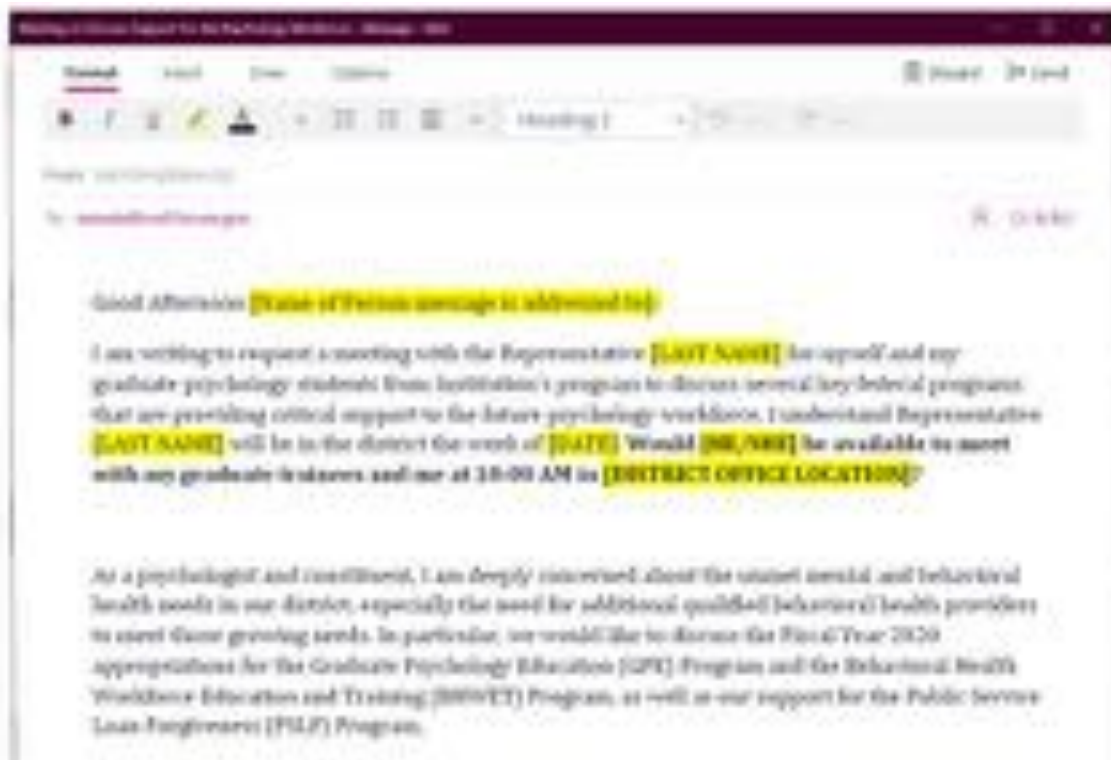
POTENTIAL OPPOSITION

- a. What might be some potential opposition to those for whom you support your work? _____

4. FIND APPROPRIATE CONTACT

- Schedule a meeting the District – you don't have to come to Washington to advocate!
- Members of Congress rely heavily on their staff – don't be afraid to schedule a meeting with a staffer!





5. SEND AN INVITE & REQUEST A MEETING

Remember: If you want to meet with your Member of Congress in-person in your district, be sure to look at a congressional calendar!

COMMUNICATING EFFECTIVELY & INFLUENCING POLICYMAKERS



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HOW TO ADVOCATE



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ADVOCACY COMMUNICATIONS

Every advocacy message should be intended to:

- ✓ Inform
- ✓ Persuade
- ✓ Move to action



3 WAYS TO COMMUNICATE



1. Indirect communications



2. One-way communications

3 WAYS TO COMMUNICATE



Rep. Mike Honda (D-CA) and Jodie Ullman, PhD

3. Two-way communications

- ✓ Hearings
- ✓ Briefings
- ✓ Capitol hill visits
- ✓ Site visits
- ✓ Receptions
- ✓ Town hall meetings

PERSONAL STORIES ARE LIKE “GOLD” ON CAPITOL HILL



Jimmy Kimmel 
@jimmykimmel

 Follow

Reminder for Sen [@BillCassidy](#): Kimmel test is "No family should be denied medical care, emerg or otherwise, because they can't afford it"

1:14 PM - 25 Jun 2017

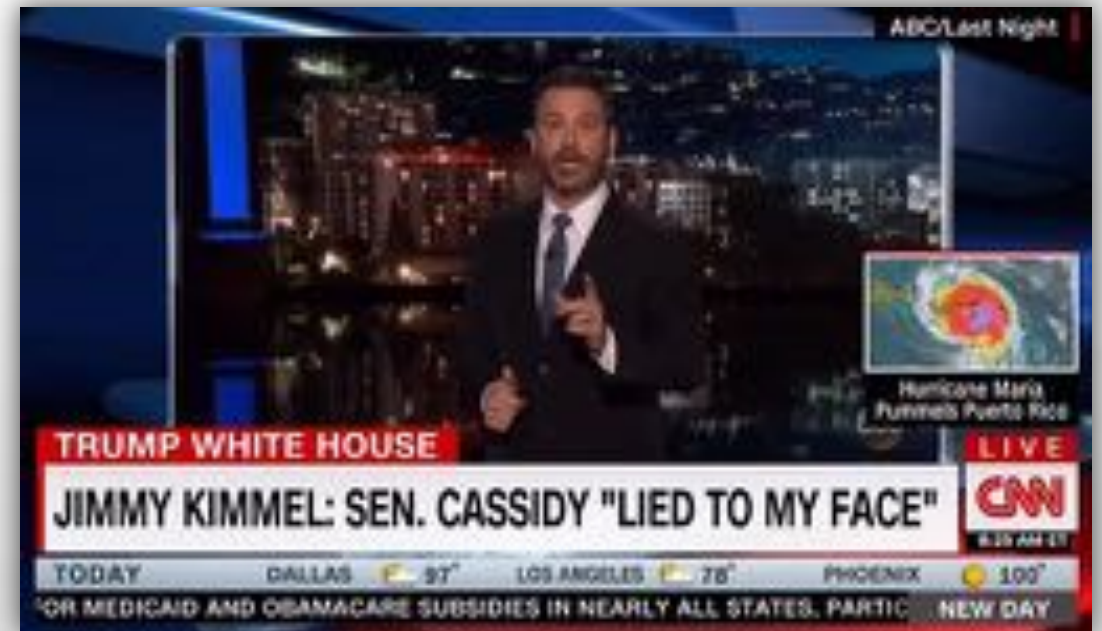
PERSONAL STORIES ARE LIKE “GOLD” ON CAPITOL HILL



≡ POLITICO







Cassidy: 'I'm sorry' Kimmel doesn't understand Obamacare repeal bill

By LOUIS NELSON | 09/20/2017 10:57 AM EDT | Updated 09/20/2017 12:27 PM EDT



HILL VISIT TALKING POINTS

Hill Visit Talking Points: Strengthen Federal Support for the Psychology Workforce

-  INTRODUCTION/PURPOSE
-  PERSONALIZE THE ISSUE
-  EXPLAIN THE IMPORTANCE OF PSYCHOLOGY TO YOUR COMMUNITY AND THE NATION
-  SHARE THE DATA
-  THE "ASK"
-  EXPRESS APPRECIATION FOR THE VISIT



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SAMPLE OPPOSITION MESSAGES

- Is it really necessary to support both of these workforce investment programs (GPE and BHWET) **and** PSLF? Don't they do the same thing?
- With the current budget situation I can't possibly support expensive federal appropriations - or expensive loan forgiveness programs – unless you know of other federal programs we can cut?
- Aren't other professions able to provide these services – like social workers?

“The stakes are too high for government to be a spectator sport.”



BARBARA JORDAN
CIVIL RIGHTS ACTIVIST, U.S. REPRESENTATIVE