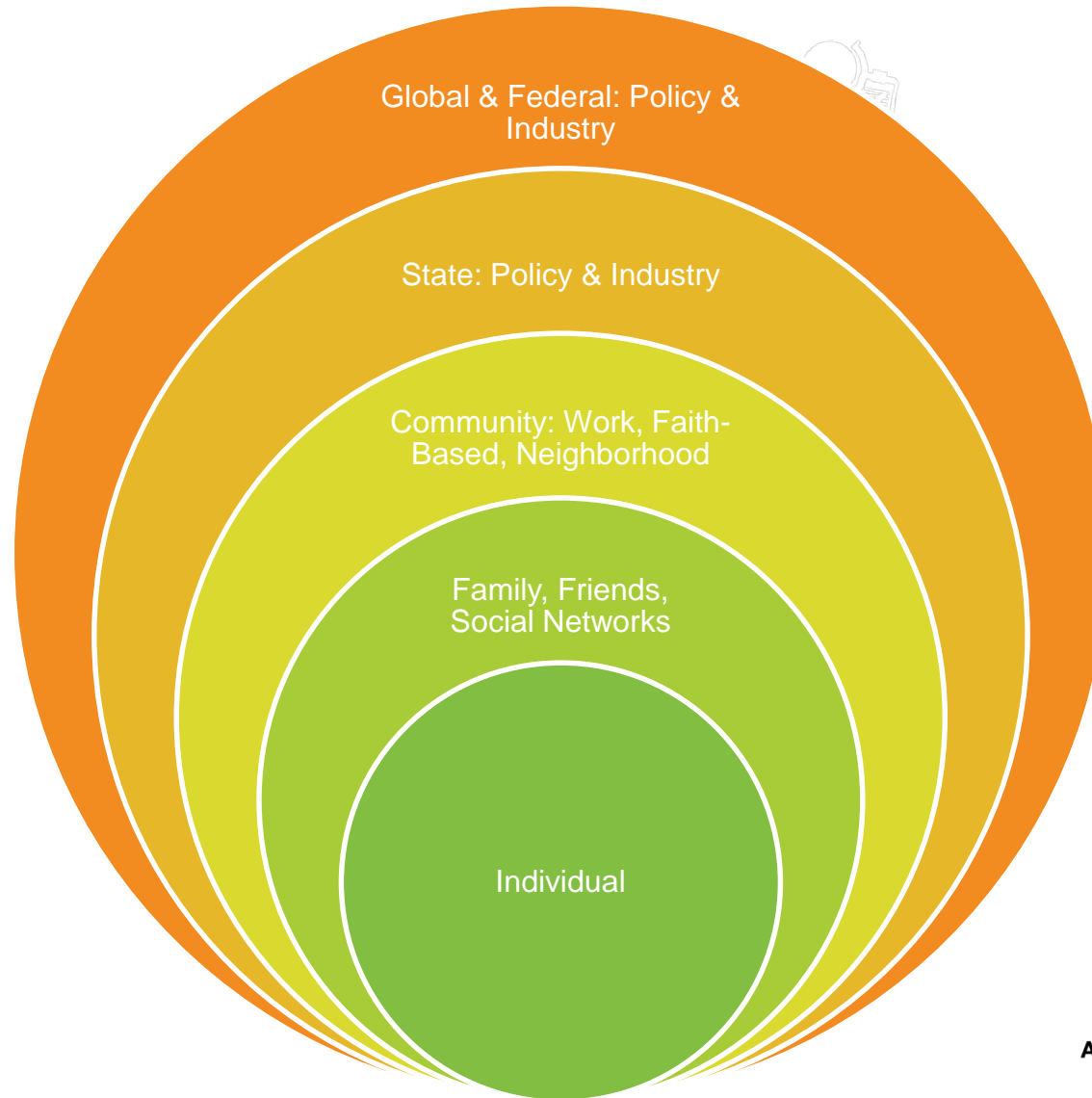


American Heart Association Advocacy in Action

Laura Bracci

Community Advocacy Director

Socio-ecological Model



What is Advocacy?



UNLESS

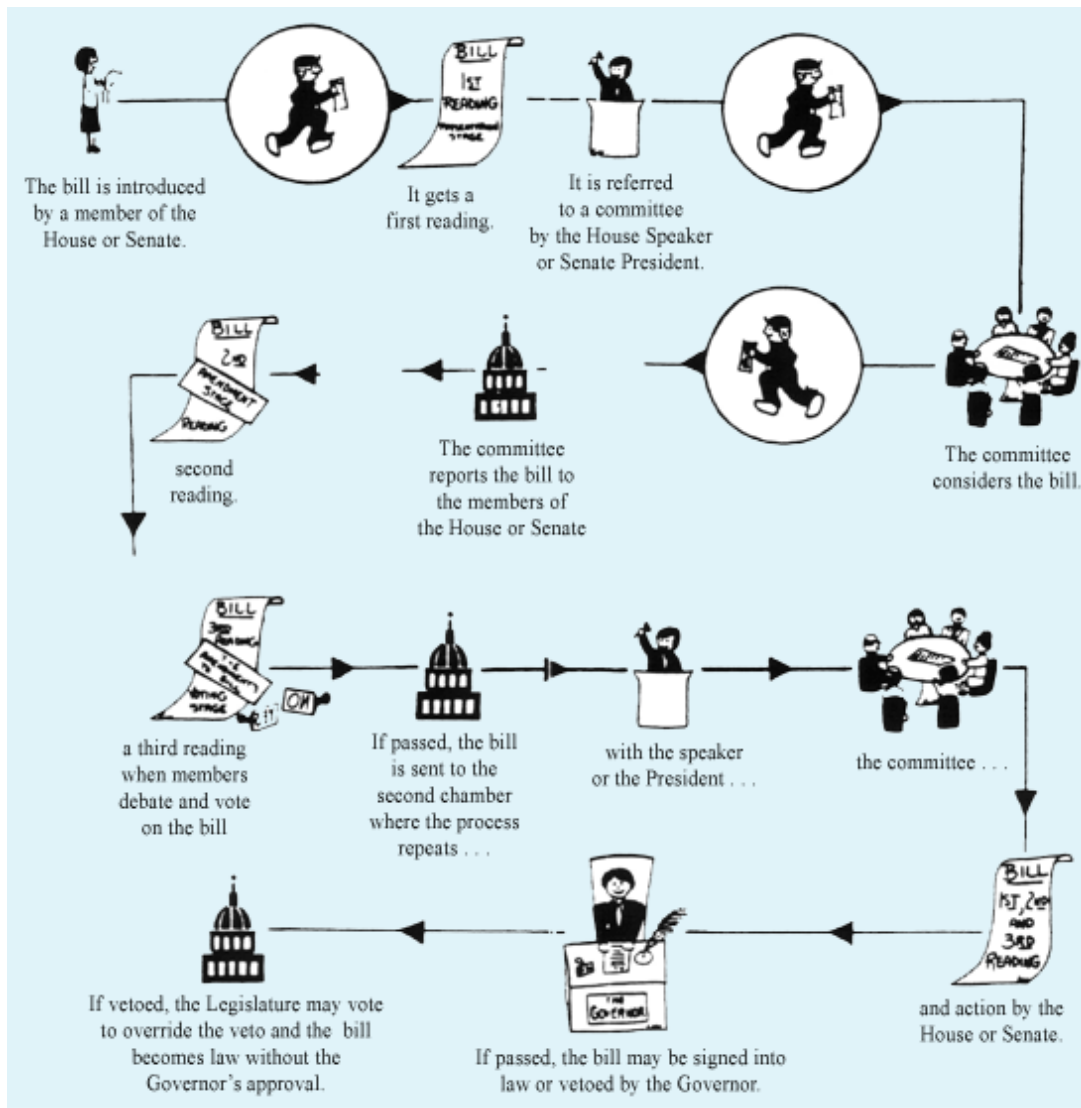
someone like you
cares a whole awful lot,
nothing is going to get better.

It's not.



from Dr. Seuss'
"The LORAX"

How Does a Bill Become a Law?



Source: <http://www.sos.alabama.gov/kids/bill.htm>

What Advocacy Issues is the AHA Working On?



Top State Priorities in Georgia for FY 2018-19:

1. Access to Care

- i. Medicaid Expansion
- ii. Stroke System Appropriations
- iii. Telephone CPR

2. Active Living

- i. Physical Education (PE) Assessment

3. Tobacco Control

- i. Tobacco Tax
- ii. Local Control

Medicaid Expansion



- **Goal:** Pass quality legislation that will put insurance cards in the pockets of more Georgians.
- **Why:** To ensure that those individuals who need care the most can seek it.
- **Status:** There exist several expansion bills including **HB 37** and **SB 106**.

Stroke System Appropriations



- **Goal:** Secure funding to provide hospitals with the necessary resources to become Remote Stroke Treatment Centers.
- **Why:** To help hospitals improve the care of stroke patients they receive and reduce mortality rates state-wide.
- **Status:** We have submitted a letter of support from 15 State Representatives with targeted hospitals in their districts to the House Health Appropriations Chairman Butch Parrish.

Telephone CPR



- **Goal:** Require that all emergency medical dispatchers are trained in the delivery of high-quality telephone CPR delivery.
- **Why:** To increase survivability rates among out of hospital cardiac arrest patients.
- **Status:** Protocols are currently being drafted by the TCPR task-force of the Georgia emergency Communications Authority.

Physical Education (PE) Assessment



- **Goal:** Pass legislation that would require school districts to report to the GDOE on data relating to the quality of PE students are currently receiving.
- **Why:** To identify and address PE disparities and combat childhood obesity.
- **Status:** Representative Matthew Wilson has sponsored this policy and is advocating for a hearing in the House Education Committee prior to crossover day.

Tobacco Tax Increase



- **Goal:** Pass legislation that would significantly increase the current excise tax on tobacco products in Georgia by \$1.50.
- **Why:** Smoking rates in Georgia are higher than the national average and pose a significant threat to public health.
- **Status:** No proactive tobacco tax language has been dropped at the moment.

Local Control/Preemption



- **Goal:** Defeat legislation that would prohibit local municipalities from passing comprehensive smoke-free ordinances and infringe upon existing anti-tobacco laws.
- **Why:** To protect the positive public health gains that municipalities have already made or are planning on making.
- **Status:** Harmful preemption language was removed from **SB 45** last week and we expect the “puppy mill bill” to return prior to crossover day.

Who Do We Need to Influence? Leadership



Gov. Brian Kemp
Governor



Rep. David Ralston
Speaker of the House



Sen. Butch Miller
Senate President and
Presiding Officer
President Pro Tempore



**Lt. Gov Geoff
Duncan**
Lieutenant Governor

Photo source: house.ga.gov, senate.ga.gov, gov.ga.gov,

Who Do We Need to Influence?

Key Committees



Rep. Sharon Cooper
Chair, House Health
and Human Services



Rep. Rick Jasperse
Chair, House Education



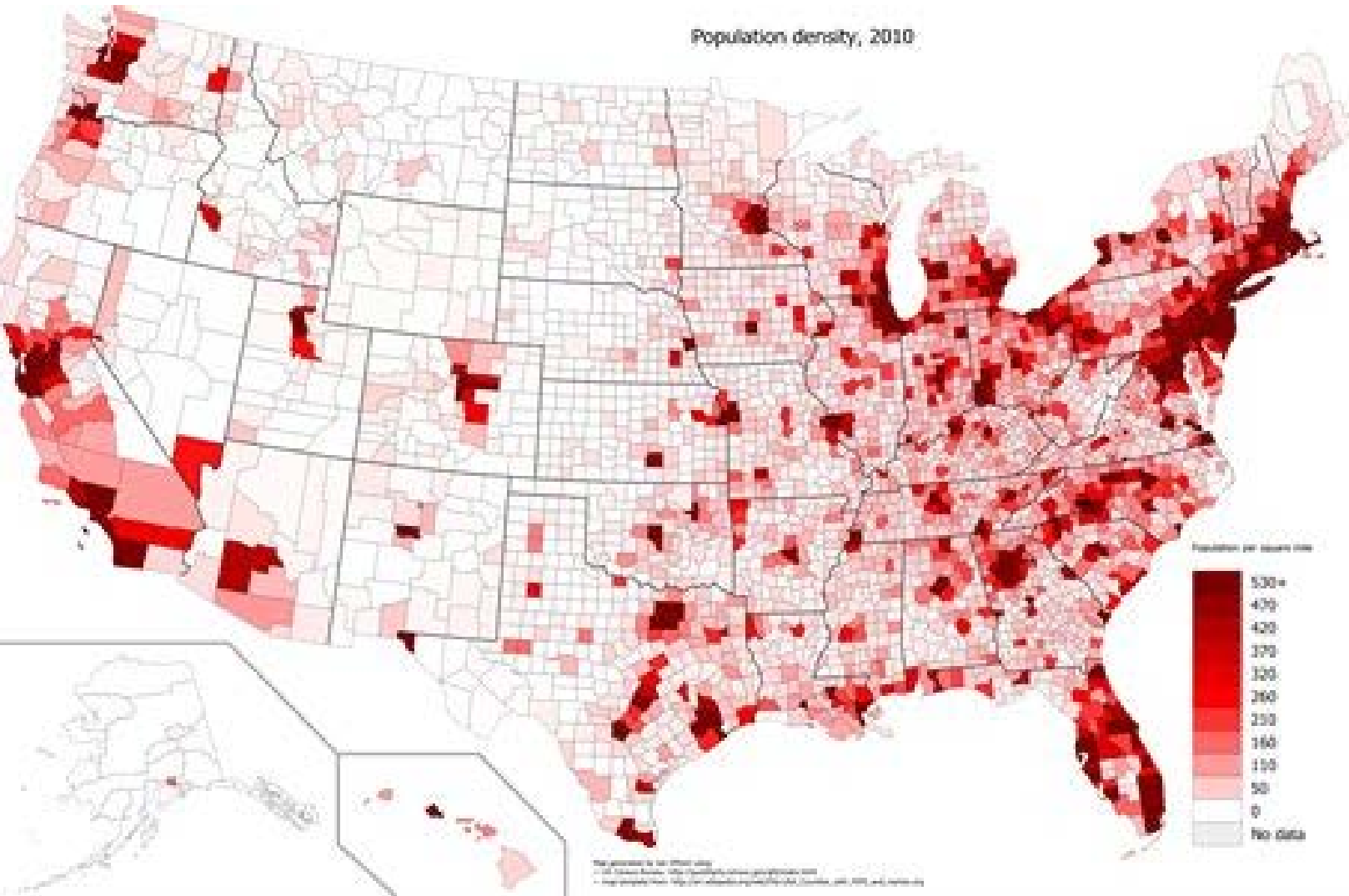
Sen. Butch Parrish
Chair, House Health
Appropriations



Rep. Brett Harrell
Chair, House Ways
and Means

Photo source: house.ga.gov, senate.ga.gov

Let's Talk Local



Community Advocacy at AHA



- Local Community Advocacy Directors
- Deployable Community Advocacy Directors
- City and County Level Policy Change
- AHA Policy Areas:
 - Tobacco
 - Healthy Eating
 - Physical Activity



Current Issues



How Do I Help?



1. Build Relationships.
2. Know Your Issue!
3. Rally the Troops!



How Do I Call My Legislator?



5 Things to Do:

1. Call during business hours
2. Identify yourself as a constituent
3. Clearly state your ask
4. Request a response
5. Follow up

How Do I Meet with Elected Officials?



5 Things to Do:

1. Arrive 10-15 minutes early
2. Stay on message
3. Thank the member or staff for their time
4. Leave behind a short issue paper
5. Follow up with a thank you note or telephone call

Join Us!



1. Join the You're The Cure Network!
2. Become a member of the Georgia State Advocacy Committee by contacting:

Michael.Cortes@heart.org



Questions?



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es por la vida™

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