



**Advocacy 101:
Legislative Lobbying from a
Grassroots Perspective**

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Director of Public Affairs
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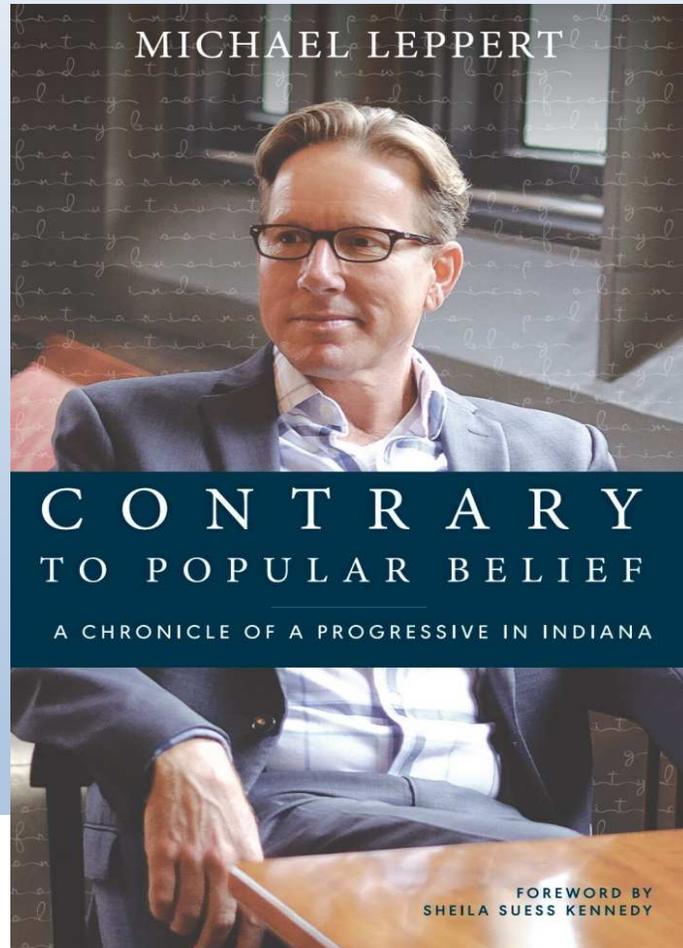
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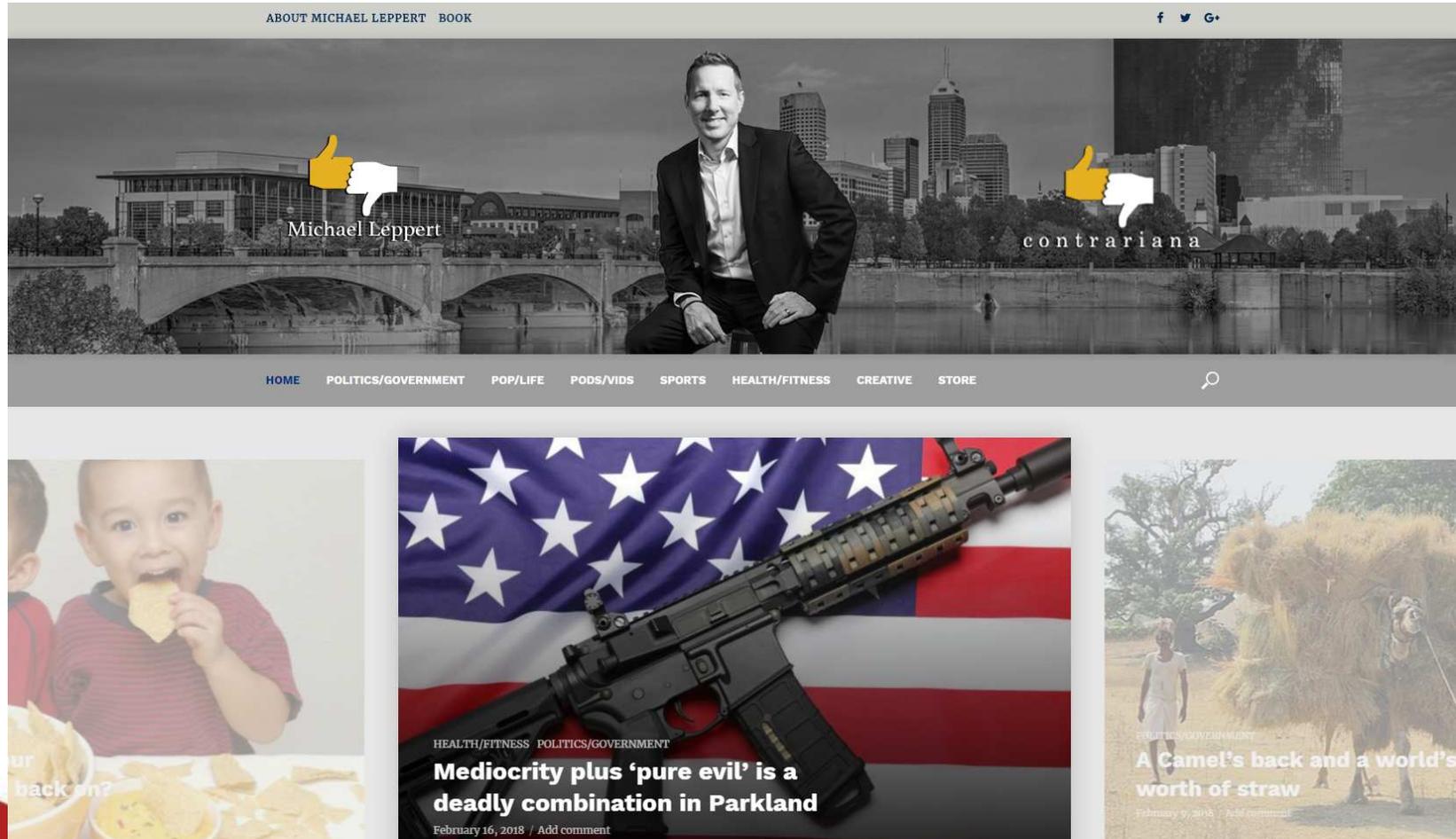
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About Krieg DeVault

- Krieg DeVault is a full-service law firm with 149 professionals working in 9 locations around the country, including 5 in Indiana: Indianapolis, Carmel, Merrillville, and South Bend/Mishawaka.
- Also located in Chicago, Atlanta, Minneapolis, and Florida.
- Practices: health care, non-profit, real estate, business, litigation, estate planning, etc.

Indiana General Assembly

- Citizen, part-time legislature
- Comprised of lawyers, teachers, business owners, farmers, retirees

Elections

- House of Representatives – all stand for election every two years to serve a two-year term
- Senate – half stand for election every two years to serve a four-year term

Indiana State Senate

- 50 total members
 - Political breakdown as of 2016 Election:
 - 41 Republicans
 - 9 Democrats
 - Demographic breakdown as of 2016 Election:
 - 4 African Americans
 - 8 women
 - Average age is generally older than in the House

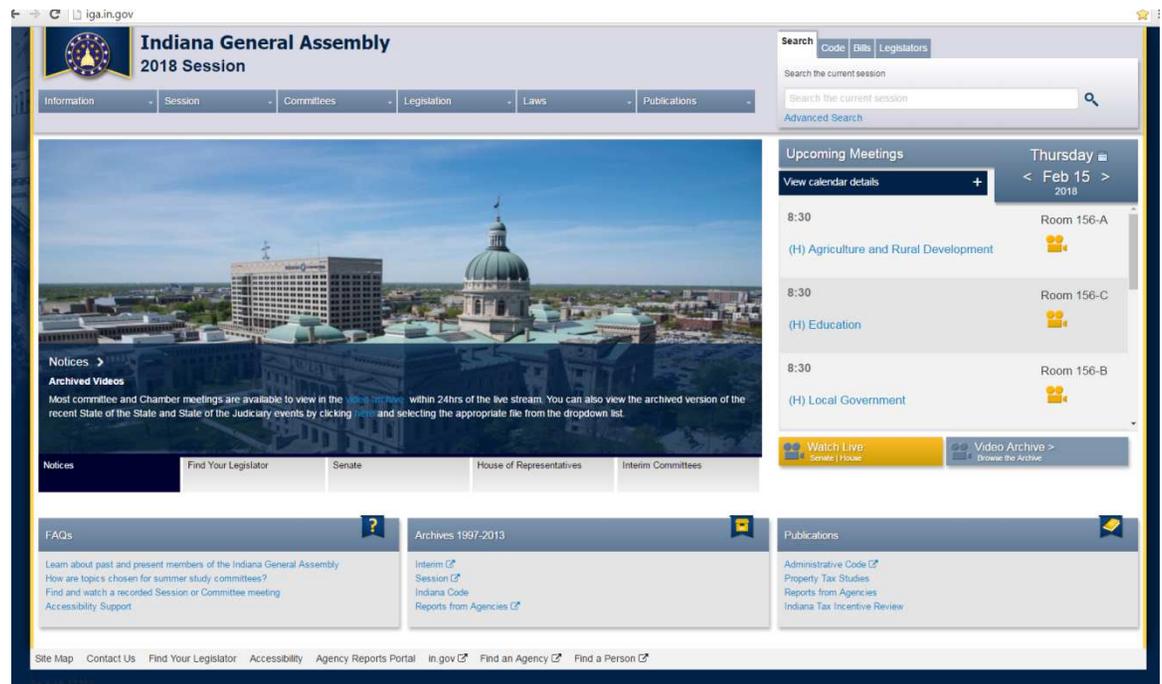
Indiana House of Representatives

- 100 total members
 - Political Breakdown as of 2016 election
 - 70 Republicans
 - 30 Democrats
 - Demographic Breakdown as of 2016 election
 - 9 African Americans, 1 Latina
 - 22 women
 - Average age is generally younger than in the Senate

Important Websites: Indiana General Assembly

<http://iga.in.gov>

- Calendars
- Legislation
- Livestream of committees and House and Senate Session



2018 Legislative Session

- 2018 Legislative Session
 - Referred to as the “Short Session”
 - Must Adjourn by March 14th (“Sine Die”)
- 438 Bills filed in the House, but only 130 survived the halfway point
- 456 Bills filed in the Senate, but only 172 survived the halfway point

The Legislative Process

- Bill is filed.
- Assigned to a committee (1st Reading).
- Scheduled for hearing and vote in committee.
- Second Reading on floor – amend and vote.
- Third Reading on floor – final vote.
- Bill switches chambers and process repeats.

The Legislative Process

After bills switch chambers....

- Assigned to a committee (1st Reading).
- Scheduled for hearing and vote in committee.
- Second Reading on floor – amend and vote.
- Third Reading on floor – final vote.

The Legislative Process: Conference Committees

- If a bill is not amended in the second chamber, proceeds to Governor's desk for action.
- If a bill IS amended in the second chamber, the author of the bill can either file a concurrence, agreeing with the changes, or a dissent to disagree.
- Dissents result in a conference committee where parties attempt to reach a compromise.

The Legislative Process: Conference Committees

- Purpose – resolve differences in legislation between two chambers
- Committees consist of members from each of the four caucuses appointed by the leaders.
- One hour notice in Senate and two hour notice in House before a conference committee can meet.

The Legislative Process: Conference Committees

- If an agreement is reached, the four conferees must all sign the conference committee report.
- The signed report must be approved by the full House and Senate.
- The Enrolled Act goes to the Governor for final consideration.

The Legislative Process: Gubernatorial Action

- Governor has 7 days to take action on a bill once it reaches his desk.
- The Governor has three options:
 - Sign into law
 - Allow the bill to become law without his/her signature
 - Veto

The Legislative Process: Gubernatorial Action

- “Weak” governor system (Indiana):
 - No line item veto authority
 - Veto override requires only simple majority
- “Strong” governor system:
 - Line item veto authority
 - Veto override requires two-thirds majority

Understanding Bill Status

- If a bill did not receive a hearing in the House of Origin, it is more difficult to get a hearing in the second half.
 - Bill may have had a fiscal impact
 - Not enough time
 - Lack of support for issue

HB 1317 – Health Matters

- Prohibits certain action by a state employee plan, health insurer, and health maintenance organization concerning pharmacy disclosure of pricing information and the amount payable upon receiving a prescription drug. Provides that the definition of "community and home care services" includes services, not covered under Medicaid, necessary to prevent individuals with intellectual or developmental disabilities from being institutionalized and to help such individuals to transition out of health care facilities or group homes. Requires FSSA to study service provider and systems point of entry reimbursement rates for recipients of early intervention services. Requires FSSA to study reimbursement rates and the methodology for case management services for recipients of certain Medicaid waivers. Makes numerous other provisions.
- This bill will be heard in the Senate Health and Provider Services Committee next Wednesday, February 21, at 9:00 a.m. in room 431.

SB 355 – Licensure of Behavioral Analysts

- Authored by Senator Dennis Kruse (R-Auburn). Provides for licensure of behavior analysts and assistant behavior analysts. Specified requirements for a license. Sets forth exemptions and makes conforming amendments.
- This bill was drafted at the request of The Arc of Indiana and professional behavior analysts groups. Although national certification is already available and well used, there is no discipline measures to be taken for the families who have concerns about the Applied Behavior Analysis (ABA) services they receive or by whom they receive them.
- The primary need for licensure is consumer protection and state oversight of clinical practitioners providing health care services. The national board does not have the resources to respond to ethical violations therefore states need to establish strategies to protect consumers and licensure does that.

Types of Advocacy

- Education/Information sharing
- Targeted letters
- One on one meetings
- Community forums
- Petitions

Effective Issue Advocacy

- Meet with legislators in your district
- Build coalitions
- Coordinate education campaign
- Host a Day at the State House
- Create a one-pager outlining major issues for your local legislator

Effective Issue Advocacy:

Meet with legislators in your district

- It's never too early to start!
- Schedule one-on-one meetings
- Provide a fact sheet that explains who you are and who you serve
- Provide personal stories/specific examples
- Attend community events hosted by your legislators or other organizations
 - Don't be afraid to introduce yourself (or reintroduce yourself!)
 - Even if you're not making an ask, contact helps to establish a relationship and connect a face to a name and organization

Effective Issue Advocacy:

Build coalitions

- Local public health community
- Local business community
- Other advocacy groups (ex: Hoosiers for a Healthy Indiana)

Effective Issue Advocacy: Coordinate education campaign

- Emailing
- Calling
- Letters to the editor
 - Grassroots
 - Grasstops

Make it easy for your community partners to engage!

Effective Issue Advocacy: Create a One-Pager

- Tailor to your audience:
 - Informational
 - Problem and solution identification
- Use succinct bullet points, rather than paragraphs of narrative

Effective Issue Advocacy: Communicating Your Message

- It's not always what you say, but how you say it.
- Understand the political climate and who you are communicating with.
- Recognize the priorities of your audience. How do your priorities fit with theirs?
- Examples of how effective messaging can turn a hard conversation into an easy one:
 - Seeking money for smoking cessation vs. reducing state's long term cost for tobacco related illnesses
 - Asking for money to reduce diabetes vs. talking about how reducing diabetes cuts health care costs.

Making an Impact: Employing effective issue advocacy

- Communicate, communicate, communicate!
 - Call, write, meet with legislators in your district or at the Statehouse
- Building long-term relationships is the key to success.

Making an Impact: Employing effective issue advocacy

- Create a one-pager outlining major issues for your local legislator
- Build coalitions
 - Hoosiers for a Healthy Indiana
- Coordinate education campaign
 - Letters to the Editor

Making an Impact: Building relationships

- Relationships should be viewed as year-round, not just during session.
- Building relationships = building trust
 - Familiarity/trust enables an easier ask!
- During session, legislators forced to “triage” issues – and relationships.
- Know your friends AND your enemies
- Importance of constant contact – remind legislators of support (or opposition)....because the other side will!
- Passing a bill is often a multi-year process

Determining How to Engage

- Who are the bill authors/sponsors?
- Where was the bill assigned?
- Are there members of the committee that represent areas we serve?
- What is the bill's status?
- Does the bill have a fiscal impact to the state?
- What was the vote in the House of Origin?
- Does the bill align with a caucus agenda? With the governor's agenda?

Implementing Policies and Programs

- Legislature enacts laws; it's up to the state agencies to carry out those statutory directives.
- Does the new law require the agency to write rules?
 - Rulemaking process can take 12 to 18 months from start to finish which can significantly impact when a program gets up and running, despite the legislation's effective date.

Impacting Implementation

- Provide written and oral testimony during the rulemaking process.
- Attend public hearings – become a known commodity!
- Contact the agency with letters of support.
- If interested in a grant opportunity, contact agency or division director to schedule a meeting to discuss your organization.

It's Never Too Early to Start on Next Year

- Start planning now to attend community forums hosted by your legislators.
- Invite them to tour your organization (before you know it, it will be fall!).