Potential ways to engage Legislative Conference attendees after the conference concludes:

- **Enroll participants in the AAP Key Contact program.** All Legislative Conference attendees are automatically enrolled in the program, which gives them access to timely grassroots updates and information about the latest happenings in child health policy in DC.
  o For scholarship recipients, consider requesting they pay special attention to those alerts pertaining to the interests of the committee/council/section that funded them, and deputizing them to forward the alerts to the full section as relevant.

- **Encourage participants to stay in touch with the congressional staff they met with at the conference.** In addition to thanking the office for meeting, encourage participants to put alerts on their calendars at certain times throughout the year to get back in touch with the office and check in on a topic of mutual interest. The participant can request meetings over recess periods in the member’s home district and attend local events, as well as stay in touch via email with staff they met with during the conference.
  o For scholarship recipients, consider requesting they set up at least one district office visit with the member’s office over the next congressional recess period. During the visit, the pediatrician can discuss a timely issue of importance to his/her clinical focus.
  o For scholarship recipients, consider requesting they attend a local event in their area hosted by one of their federal legislators, or ask them to invite the legislator to their institution to tour the area where the participant practices.

- **Encourage participants to train their colleagues in advocacy.** Through Grand Rounds presentations, formal report-outs to committee/council/section leaders if the conference was funded through that group, or writing an article for a chapter or section newsletter, participants can teach others the power of federal advocacy by imparting their knowledge to peers.
  o For scholarship recipients, consider deputizing them to lead members of the committee/council/section in one targeted advocacy activity, for example, initiating a coordinated outreach to Hill offices around a legislative priority, or writing an article for the committee/council/section newsletter about their experiences.

- **Encourage participants to use the media and social media to advocate.** Writing op-eds and participating in social media activities in support of advocacy topics is another useful way to spread a message to influence policy. Participants can visit the “Media Center” page on federaladvocacy.aap.org for sample op-eds and tips, and email kids1st@aap.org to request additional guidance in writing and pitching op-eds.
  o For scholarship recipients, consider suggesting they write at least one message for external audiences, either an op-ed or letter to the editor or contribute social media posts, on a topic of relevance to the committee/council/section that funded the conference.

- **Give participants an advocacy action plan.** For participants interested in sustaining an advocacy journey, completing the AAP’s Advocacy Action Plan can help them identify and complete realistic goals for both short and long-term advocacy.
  o For scholarship recipients, consider using the plan as a guide for their sustained advocacy; they can be required to complete a certain number or type of advocacy activities within the year after they attend as a condition of funding, etc.