Chapter Advocacy Day
Planning Guide

District II (New York) | Advocacy Day
In 2019, 33 AAP chapters, AAP District II (New York), and AAP District IX (California) held or participated in an advocacy day at the capitol.
AAP chapters are a leading voice for children’s health and well-being and pediatric practice in states. While state and local advocacy takes place year-round, advocacy engagement during the legislative session—whether it’s a lobby day, hill day, capitol day, or advocacy day—in your state capitol can be a key driver of achieving your chapter’s advocacy priorities.

- Gathering as a chapter multiplies the power of your individual experiences and demonstrates to decisionmakers the importance of your policy priorities and the breadth and depth of support for them.
- Advocacy days may focus on a single priority, to advance your blueprint for children, or to rally opposition to a current threat.
- Agendas can include advocacy training, issue briefings, guest speakers, and visits with lawmakers.
• Educating legislators and other policymakers about the chapter’s blueprint for children or advocacy agenda.
• Fostering relationships with legislators, policymakers, and staff.
• Increasing chapter member engagement in advocacy through education and identification as a key stakeholder.
• Providing mentoring opportunities for medical students, residents, and trainees in their professional home.
• Identifying opportunities to partner with other advocates for children’s health and well-being.
• Raising media awareness of issues affecting children’s health and well-being.
West Virginia Chapter | American Academy of Pediatrics

TINY HEARTS DAY
February 14, 2019

7:30  Breakfast
Kanawha River Suite
Four Points by Sheraton, Charleston

7:40  Welcome | Dr Traci Acklin, President

7:45- 8:15  Talking to Legislators  
Dr Lisa Costello, Vice President

8:15-8:45  Issue Updates
- Immunizations
  - Elaine Darling, West Virginia Immunization Network
- Foster Care
  - Kelli Caseman, West Virginians for Affordable Health Care

8:45  Break/Check Out
Group 1 Departs for Capitol

9:00  Group 2 Departs for Capitol

9:15  Group 3 Departs for Capitol

9:30-10:15  Legislator Visits  |  Distribute Advocacy Packets

10:15  Gather at House Chamber for Resolution Presentation and Photo

10:30  Gather at Senate Chamber for Resolution Presentation and Photo

11:30-12:00  Lunch in Cafeteria (Vouchers Provided)

12:00-1:00  Legislator Visits  |  Distribute Advocacy Packets

1:00  Senate Health Committee Meeting (Groups 1 & 3)

2:00  House Health Committee Meeting (Group 2)

3:00  Wrap-Up, Return to Hotel
Wisconsin Pediatric Advocacy Day

The Wisconsin Chapter's 2nd annual Pediatric Advocacy Day, focused on firearm safety/gun violence prevention. The chapter provided advocacy training, scheduled meetings for members with their respective legislators, and heard from Wisconsin State Attorney General Josh Kaul and Wisconsin State Representative Melissa Sargent who are leading related policy efforts in the state.

As a result of the chapter's advocacy, Representative Sargent introduced legislation to enact extreme risk protection orders and included a chapter representative in the press event.

“I was honored to be asked to give a short speech at the governor’s press conference today on how ERPO would affect pediatric health. Representative Sargent and Senator Taylor are sponsoring a bill that would enact ERPO laws in Wisconsin, as so many other states have done, and they introduced it today at a press conference. I used the AAP infographic that the AAP State Advocacy team created for Wisconsin at our Advocacy Day and I also used statistics from the AAP Extreme Risk Protection Order State Advocacy FOCUS resource. Attorney General Josh Kaul even mentioned the WI AAP Advocacy Day and the work of pediatricians in his remarks at the Press Conference!

Thank you AAP for all your support in the continued work on gun violence prevention in Wisconsin!”
• **Plan early**
  - Make sure to schedule your event during the legislative session when bills are being introduced and actively considered.
  - Ensure you have a location secured near or at the capitol such as a hotel, hospital, or public space like a library.
  - Share a “save the date” with members so they can secure time off and remind them to bring business cards to the event.

• **Identify your objective**
  - Your chapter can choose to focus on a number of different engagement opportunities including release of your chapter blueprint or advocacy agenda; teaching advocacy skills; establishing relationships with and educating legislators about key priorities; advocating to support or defeat legislation; and increasing media and public awareness on an issue, among others.

• **Decide format**
  - An advocacy day can include advocacy skills training, issue briefings, presentations by policymakers or advocacy partners, legislative visits, a debriefing session, and a social networking event.
  - Chapters may coordinate visits with legislators for participants or provide them with the information they need to schedule their appointments.
  - The [AAP Advocacy Guide](#) includes ready-to-use training advocacy training modules that can be adapted for your meeting. [Tools and resources from the AAP Advocacy Guide](#) are also available to support your meeting.

• **Develop agenda and supporting material**
  - To achieve all your objectives, careful agenda preparation is key.
  - Support participants by developing talking points or a leave behind that includes your chapter contact information.
  - Make presentations and other resources available to participants immediately following the event.
PLANNING & IMPLEMENTATION

During the advocacy day

- **Prepare participants for their visits.** Through issue briefings, presentations, practicing, and distribution of talking points and leave behind, ensure that your meeting participants understand the objective of the day and feel confident and comfortable about meeting with policymakers.

- **Encourage mentoring.** For some participants this will be a new experience. Consider pairing new participants with chapter members who have advocacy experience. This can help instill confidence in new participants and provides a professional connection for future advocacy work.

- **Debrief.** After attendees have finished their meetings with legislators, provide a venue so members can provide feedback to the chapter on who they met, what they discussed, and any follow-up items. A social networking setting for debriefing helps you celebrate a successful day.

After the advocacy day

- **Thank you.** Encourage attendees to send thank you/follow-up letters to the lawmakers and staff with whom they met. Establishing and sustaining this connection enhances their experience and establishes them as the “go to” experts on child health matters.

- **Evaluation.** Develop an evaluation to send to attendees. Use any feedback to plan your chapter’s next advocacy day.
State Advocacy

- [aap.org/stateadvocacy](http://aap.org/stateadvocacy)
- [stgov@aap.org](mailto:stgov@aap.org)

Federal Advocacy

- [aap.org/federaladvocacy](http://aap.org/federaladvocacy)
- [kids1st@aap.org](mailto:kids1st@aap.org)