

Missouri Digital Lobby Week

Missouri

February 15th, 2021



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Welcome!

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Jacob Denniston, Midwest Grassroots Manager



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Agenda

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Jacob Denniston, Midwest Grassroots Manager



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Schedule

- Talking Point and Issue Overview
- How to have an effective meeting with lawmakers
- Agenda for Week
- Effective Communication
- Questions

AHA's State Public Policy Efforts

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Maura Gray, Missouri Government Relations Director



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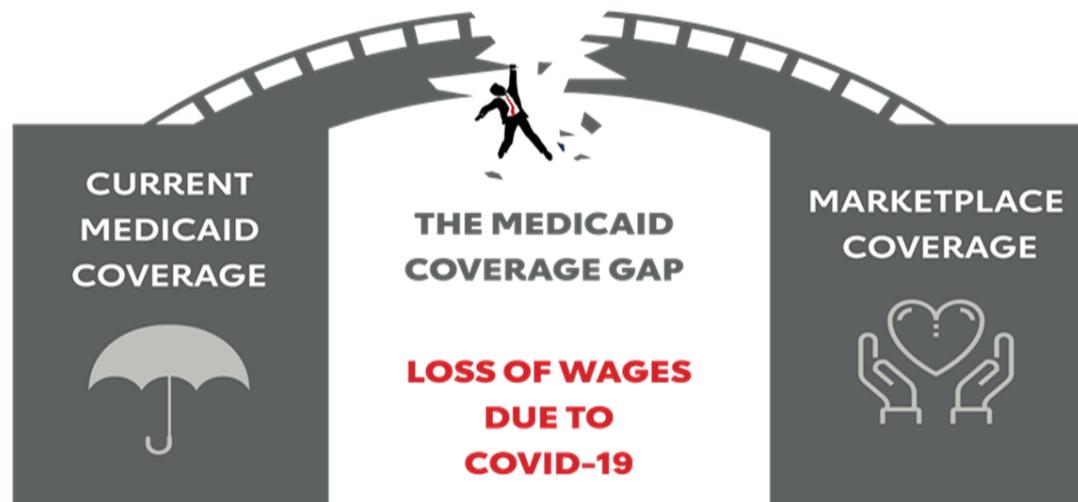
2021 Priorities

In the Missouri Legislature

- Medicaid Expansion
- Protecting Local Control

Medicaid Expansion

Talking points



- The people have spoken and they have chosen to expand Medicaid. It is time for state lawmakers to implement the will of the voters and fund it properly.
- Over 230,000 of our neighbors are waiting on the life-saving coverage that Medicaid provides.
- Low-income patients are at higher risk for cardiovascular disease – making Medicaid the backbone for their healthcare needs.
- The sooner Medicaid expansion is funded the sooner almost a billion dollars of federal funds come back into the state.

Please support expanding Medicaid.

Protecting Local Control

Talking points

- Localities should be able to find local solutions to better the health of the community.
- Local governments are uniquely positioned to meet the needs of the people in their communities. They should be able to pass laws that are proven to promote good health, well-being, and equity
- When states block communities from passing their own ordinances it weakens local governments' ability to innovate and enact laws that promote health and equity and improve people's lives.
- Local governments were the first to pass indoor smoke-free laws, but the ability of local entities to pass and enforce these kinds of laws is now at risk.

Support the protection of local control.



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Questions?

Put them in the chat

How to Have an Effective Meeting with Lawmakers

Jacob Denniston, Grassroots Manager
Maura Gray, Government Relations Director



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Telling Your Story

- Focus on your story – it’s your most powerful tool.
- Relax – they’re not out to “get you.”
- Stick to your talking points
 - Prepare with 1-2 statistics or “canned” statements to repeat
 - Use bridging or transition statements (“What I can tell you is...”)
- Don’t be afraid to say you don’t know
 - “I’m a volunteer for the American Heart Association. I don’t know the answer to that question, but I can put you in touch with someone who does...”
 - “What I can tell you is...”

Hook Line Sinker

Hook:

- Geography is key when you introduce yourself to your elected official. Tell them exactly where you live so they immediately know that you are a constituent and can vote in their state or district.
- If possible, include any community groups or other connections you have to them.

Line: Stories and Statistics

- Provide the policy maker with local stories and/or basic statistics about your issue.
- This could include sharing of personal stories and experiences.
- Policy makers especially appreciate real-life examples that put a human face on an issue.

Sinker: The Request

- Stay on message! Make a clear request of the policy maker.
- Ask for a commitment and then listen carefully to the response. Policy makers will often need some time to consider supporting or opposing a proposed change, but they will often share important insights into their thought process.
- Remember to thank them before you leave!



Tips and Tricks

Things to look at before your meeting

Environment

- Check your background
 - Make sure there are no distractions
- Try and find somewhere quiet
- Dress nicely
 - Try to wear something red
- Have your talking points pulled up



Agenda for the Week

Jacob Denniston, Grassroots Manager



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Action everyday

Monday-

- Tweets to Lawmakers: Take a few moments to tweet your lawmaker in the afternoon or evening

Tuesday-

- Emails to lawmakers: Take a few moments to email your lawmaker during the day

Wednesday-

- Meetings with lawmakers or phone calls to lawmakers
- Phone calls to lawmakers will take a few minutes anytime you choose throughout the day

Thursday-

- Share our stories: Take a few minutes to record a video or write why you volunteer with AHA on social media

Technology Overview

Monday and Tuesday-

- Both days check your email and like normal there will be an email with a link to take you to our action page.

Wednesday-

- Meetings with lawmakers
 - If you have a meeting scheduled, you should have a calendar event
 - It will be a Zoom or MS Teams Meeting
- Phone calls to lawmakers
 - Check your email and like normal there will be an email with a link to take you to our action page.
 - After you fill your information in
 - You will get a phone call then a recording with a review of the talking points
 - You will then be connected to your lawmakers' offices

Thursday-

- Share our stories
 - Take a few minutes to record a video or write why you volunteer with AHA and post it on your social media
 - We are asking that you tag our accounts and your lawmakers to know why our advocacy is important

Effective Communications

Madelyn Alexander, Communications Director



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Using Social Media

Tips & Tricks

- **FACEBOOK**

- @AHAMissouri
- @YoureTheCure

- **TWITTER**

- @AHAMissouri
- @AmHeartAdvocacy

- **INSTAGRAM**

- @AHAMissouri

- We make it easy, share our content!
- Engage with us – Like, Comment, Retweet
- Visuals are more compelling
 - Photos
 - Links
 - Appropriate hashtags
 - Interact with your Legislators
 - Be respectful and engaging
 - Use your story!

Hashtags

What we are using for this week

#MOLeg

#AHAMissouri



Writing Letters to the Editor

Tips & Tricks

THINGS TO KNOW:

- Keep it short! Less than 100 words is best.
- Share your story
- Make the ask:
 - Don't wait until the end of your letter – lay it out in the beginning.
 - Use stats & facts from AHA
 - Call out specific lawmakers
 - Call on your community for help

ADDITIONAL CONSIDERATIONS:

- Check with your local newspaper before submitting
 - What are their guidelines?
 - Do they charge?
 - What's the best way to submit your letter?
 - Submit photo with your LTE when it's a small local paper
- Be sure to include your contact information
- Need help? We're here for you!

ANY
QUESTIONS
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Closing



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