

Nebraska Digital Lobby Week

Nebraska

March 1, 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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Brian Krannawitter, Government Relations Director



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2021 Priorities

In the Nebraska Legislature

- Create a Stroke Registry
- Tobacco Prevention Funding
- Broadband Access



Stroke Registry

Talking points

- Improve the overall outcomes by bettering early recognition, treatment, and rehabilitation of stroke patients.
- Important measures are needed for a stroke plan for a comprehensive system of stroke care for Nebraska. An example of this type of measure includes the timely use of t-PA which is a clot busting drug
- Stroke is the 5th leading cause of death and one of the leading causes of disability
- Covid-19 has also been associated with an increase in strokes and blood clotting issues.

Please support LB 476 to establish a statewide stroke registry



Broadband Access

Talking points

- Broadband internet allows patients and doctors to see each other and lets doctors share test results and even effectively conduct parts of a physical exam.
- It lets heart and stroke patients ask quick questions securely without having to travel and lets doctors monitor patients in real time. It can reach places where doctors are in short supply.
- Investing in broadband internet access will help close the digital divide in unserved and underserved areas.

Please support LB 388 to expand broadband internet access in our unserved and underserved areas



Tobacco Prevention Funding

Talking points

- Nebraska must sustain its investments in tobacco prevention and cessation to save lives and savings in health care costs.
- 2,500 Nebraska adults die every year from smoking
- Annual health care costs in Nebraska caused by smoking are \$795 million

Please support sustaining funding tobacco prevention and cessation



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Questions?

Put them in the chat

How to Have an Effective Meeting with Lawmakers

Jacob Denniston, Grassroots Manager

Brian Krannawitter, 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-

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

Thursday-

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

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-

- 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

Thursday-

- Meetings with lawmakers
 - If you have a meeting scheduled, you should have a calendar event
- 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

Effective Communications

Shannon Hilaire, Communications Director



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Using Social Media

Tips & Tricks

- **FACEBOOK**

- @HeartNebraska
- @YoureTheCure

- **TWITTER**

- @HeartNebraska
- @AmHeartAdvocacy

- **INSTAGRAM**

- @HeartNebraska

- 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!

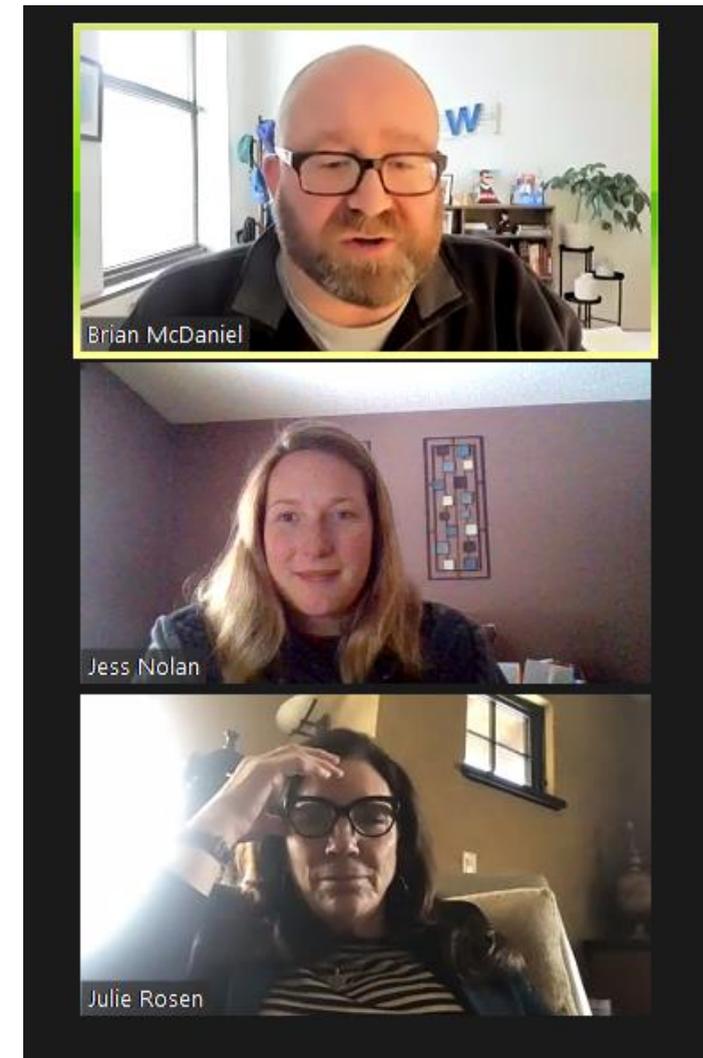
Connect with your Legislator

Ideas to connect

- Take a screenshot
- Find their social media pages
- Thank them for meeting with you

Example:

Thank you, @LAWMAKER for meeting with me. Together, with @HeartNebraska we can save more lives and protect NE youth. #NEleg



Hashtags

What we are using for this week

#AHANebraska

#NEleg



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
?

Closing



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