

LEGISLATIVE ADVOCACY

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Disclosure

We declare that neither we, nor any immediate member of our families, have a financial arrangement or affiliation with any corporate organization offering financial support or grant monies for this continuing medical education activity. In addition, we do not intend to include information or discuss investigational or off-label use of pharmaceutical products or medical devices.

Outline

- Introduction by Kris Calvin
 - *AAPCA approach*
- Legislative advocacy case study
 - *Policy issue & solution*
 - *Identifying a decision-maker*
 - *Stakeholder mapping*
 - *Coalition building*



Efficient & Effective Advocacy: Skill-Building

The AAP California Model

Kris Calvin

CEO, American Academy of Pediatrics, California

Outline/Learning Objectives

1. **Advocacy— Defined**
2. **AAP California Mission & “Hot Spot” Priorities**
3. **Effective & Efficient Advocacy: Your Personal Advocacy Priorities & Compelling advocacy argument template**
4. **Partisan Backdrop**
5. **Online Advocacy Tools**

Advocacy

The process of **urging** a person or entity that has the **power to make or influence** a decision to do so **the way you wish**.

Scope / Range of Policy/Evidence Needed

The mission of the American Academy of Pediatrics, CA is to promote the physical, mental, and social health **and well-being** for all infants, children, adolescents and young adults living in California.

HOT SPOTS for Advocacy (2020)

- **ACCESS** including racial & ethnic parity, & special populations
- **PANDEMIC POLICIES** incl telehealth; PPE; physician wellness; well-child visits & vaccines; pediatric practice & children's hospital financial support
- **VACCINES**
- **MENTAL & BEHAVIORAL HEALTH**

Effective & Efficient Advocate

- *Above The Noise

- *Compelling Arguments



NOISE

Select 1-3 Priority Areas of Advocacy

For 3 months say “no” to anything else in advocacy; stretch to say “yes” to at least one of your Areas of Advocacy

(choose now...)



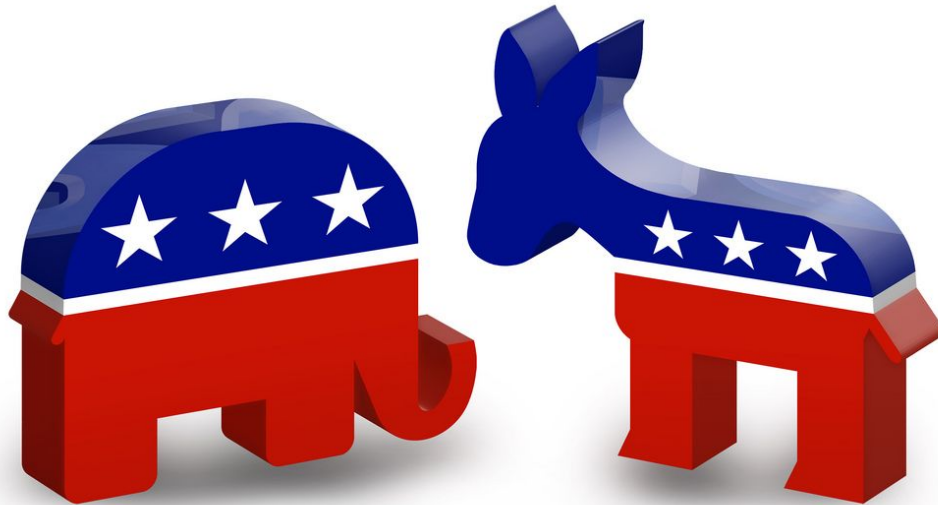
AAP California Model

CRAFTING A COMPELLING ADVOCACY ARGUMENT

1. Shared problem
2. “Head”: 2 data points
3. “Heart”: A story



Another Kind of Noise: Partisan Divide



DonkerHout

Based on polls of “registered voters”

29% Republicans 31% Democrats

38% Independent/DTS

BUT “Independents” nearly all strongly lean
(think PLATFORMS NOT PARTIES)

50% = Democrats + Lean D

45% = R + Lean R

About 8 million more Dem/Dem leaning voters in U.S.

What does the future hold?

- The Young



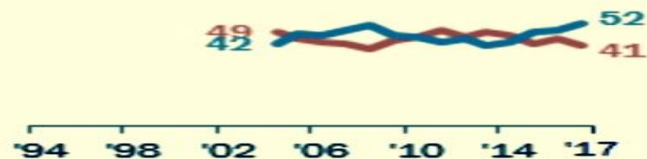
- The Diverse



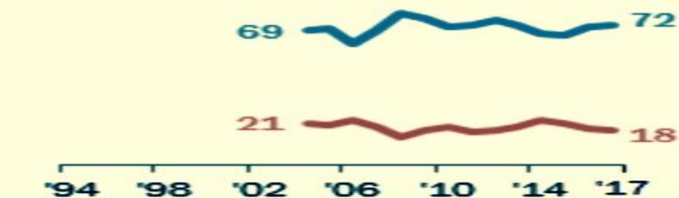
Party preference by age, nationwide (including “leaners”):

- 71-88: 52% R vs 43% D
- 50-70: 48% D vs 46% R
- 35-50 : 48% D vs 43% R
- 18-35: 59% D vs 32% R

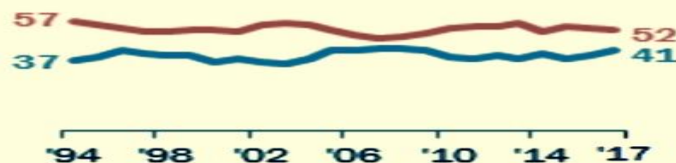
— Republican/Lean Rep
White Millennial



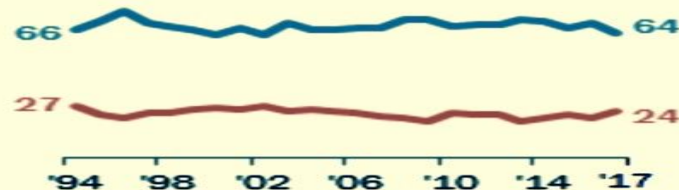
— Democrat/Lean Dem
Nonwhite Millennial



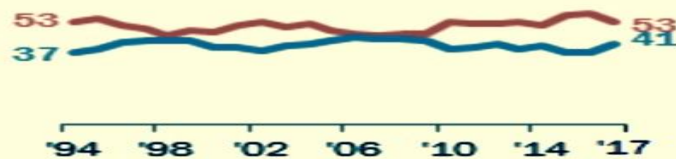
White Gen X



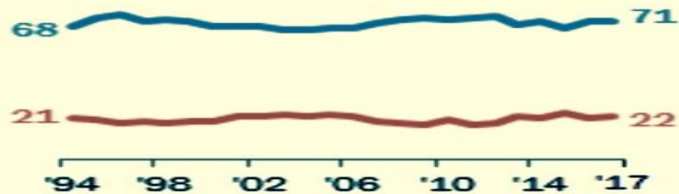
Nonwhite Gen X



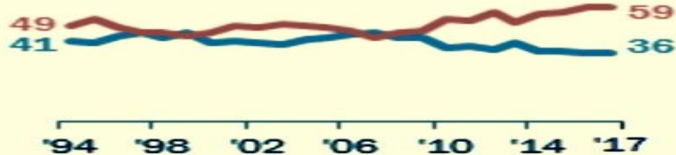
White Boomer



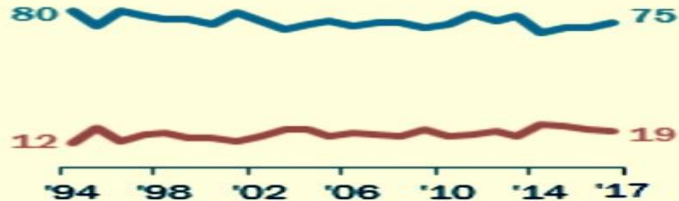
Nonwhite Boomer



White Silent



Nonwhite Silent



Combat noise with:

1. Focus (1-3)
2. Reality (Change is coming)






Important Online Advocacy Tools: CA State Advocacy

- **AAP California Bill List**
- **California Official Bill List**

www.aap-ca.org/advocacy

Bill List

Below are 2019-2020 CA bills of high importance to AAP CA! Use the search feature to find a specific current bill or to access prior legislative sessions. Scroll down and click VIEW MORE for complete 2019-2020 list.

NAME	DESCRIPTION	AUTHOR	STATUS	POSITION	LETTER
AB-2	California College Promise	Santiago	Chaptered	Support	
AB-4	Full scope Medi-Cal for undocumented adults	Arambula	Dead	Support	
AB-6	Early Childhood Coordination of Services	Reyes	Dead	Support	
AB-15	Children's Savings Account Program	Nazarian	Dead	Support	
AB-16	Homeless children and youths: reporting	Luz Rivas	Vetoed	Support	

Bill Number (SB-276, 764)

tobacco

Chaptered ▼

Position ▼

2019-2020 ▼

SUBMIT

CLEAR

NAME	DESCRIPTION	AUTHOR	STATUS	POSITION	LETTER
SB-39	Tobacco Products: Delivery	Hill	Chaptered	Support	
SB-793	Flavored tobacco products	Hill	Chaptered	Support	

SESSION	2019-2020
PRIORITY	High
AUTHOR	Hill
POSITION	Support
LETTER	<u>VIEW LETTER</u>

Would prohibit a tobacco retailer from selling, offering for sale, or possessing with the intent to sell or offer for sale, a flavored tobacco product.

Dear Senator Hill:

The American Academy of Pediatrics, California (AAP-CA) representing the over 5,000 pediatrician members of California AAP Chapters 1, 2, 3 and 4 statewide, strongly supports your proposed legislation SB 793 as introduced on January 6, 2020. This bill would prohibit the sale of flavored tobacco products including flavored electronic cigarettes.

Flavored cigarettes, except for menthol, are banned under Federal Law, but these rules do not apply to other tobacco products. Under SB 793, retail stores and vending machines in California would be prohibited from selling flavored tobacco products including flavored e-cigarettes, e-hookahs, e-pipes, and other vaping devices as well as all flavored smokable and non-smokable tobacco products, such as cigars, cigarillos, pipe tobacco, chewing tobacco, snuff, and tobacco edibles keeping our children safe no matter how flavored tobacco is marketed to them.

As of 2018, one out of every five high school students and one out of every twenty middle schoolers were using e-cigarettes. This marks a dramatic rise in the number of youths using e-cigarettes since 2011. The number of high school users increased by 78 percent from 2017 to 2018 alone. During this same period, there was a spike in overall tobacco usage by youth. AAP President Dr. Sally Goza, MD FAAP has stated "We are in the midst of a public health emergency. E-cigarettes risk addicting an entire generation of young people to nicotine. Pediatricians are reporting their teenage patients are putting e-cigarettes under their pillows so they can vape overnight and parents who frantically call our offices because their children can't stop using the products. E-cigarettes are incredibly addictive to young people and leaving any flavors on the market is dangerous for children's health."

According to a 2017 study, 80 percent of youth who have ever used a tobacco product used a flavored product first. Flavored e-cigarettes, cigars, and cigarillos come in flavors that are especially attractive to youth, including flavors that resemble those of candy, beverages, and other treats.

Pediatricians across the state of California strongly support SB 793. Thank you for your public service and leadership on behalf of the health and well-being of the children, youth, and families of California.

Sincerely,



Zarah Iqbal, MD MPH
Member, State Government Affairs Committee
American Academy of Pediatrics, California

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California
LEGISLATIVE INFORMATION

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TODAY'S SCHEDULE

Fri, Sep 11, 2020

WELCOME

Welcome to the California Legislative Information website! In response to your feedback, we are pleased to announce improved legislative research capabilities available with the new Advanced Search feature.

Using the new search options, you can now find bills using the following criteria: status, author, committee or floor location, and date ranges for various legislative actions on a bill. In addition, you may perform a more complex bill search by combining criteria available on one or more of the Advanced Search tabs.

Measures prior to 1999 can still be found at <http://leginfo.ca.gov> which will remain as an archive for legislative information.

To access a complete listing of California Law Codes and Bill Search features, click the California Law or Bill Information Tabs on the Tabbed Panel above.

Quick Bill Search:

Bill Number

Keywords(s)

Go

Quick Code Search:

Code

Code Section

Keywords(s)

Go

Text	Votes	History	Bill Analysis	Today's Law As Amended ⓘ	Compare Versions	Status	Comments To Author
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SHARE THIS:  

Date Published: 08/28/2020 09:00 PM

Senate Bill No. 793

CHAPTER 34

An act to add Article 5 (commencing with Section 104559.5) to Chapter 1 of Part 3 of Division 103 of the Health and Safety Code, relating to tobacco products.

[Approved by Governor August 28, 2020. Filed with Secretary of State August 28, 2020.]

LEGISLATIVE COUNSEL'S DIGEST

SB 793, Hill. Flavored tobacco products.

Existing law, the Stop Tobacco Access to Kids Enforcement (STAKE) Act, prohibits a person from selling or otherwise furnishing tobacco products, as defined, to a person under 21 years of age. Existing law also prohibits the use of tobacco products in county offices of education, on charter school or school district property, or near a playground or youth sports event, as specified.

This bill would prohibit a tobacco retailer, or any of the tobacco retailer's agents or employees, from selling, offering for sale, or possessing with the intent to sell or offer for sale, a flavored tobacco product or a tobacco product flavor enhancer, as those terms are defined, except as specified. The

“Post-Partisan Advocacy”: Modeling the Advocacy Behavior We Wish To See In Others

- Angry vs. **Calm**
- Personal/ “name-calling” vs. **Focused on policies**
- “Rough” language (profanity & slang) vs. **Respectful word choice**
- Reactionary vs. **thoughtful/informed**

Constituent: Use the power you have: call on YOUR representative!

Breakout Rooms - Intros

- Introduce yourself!
- Have you been involved in legislative advocacy?
- What did you learn from the experience?
- Are there tips you would give to first timers?
- Anything you would want to do differently from last time?



What do you wish you could change?

- What is a recent situation in the clinic or hospital that really left me burned out because I couldn't address the root cause?
- Could this problem be fixed by a governmental policy change?
- **What would you like to ask policymakers to do to address this problem?**



Possible types of policy solutions

- Taxes (adding a new tax, abolishing an old tax, changing a tax)
- Regulation (tightening or loosening standards, banning something entirely)
- Subsidies and grants
- Service provision (new/expanded services, better outreach for specific communities, synergizing existing delivery systems)
- Agency budgets (increase or decrease funding)
- Education (raise consciousness, culture change, professionalize service providers)

Choosing your decision-maker

- Choose a level
 - *Health system, community, city, county, state, federal, international*
- Pick a role to target
- Who is currently in that role? Are they likely to agree with you?



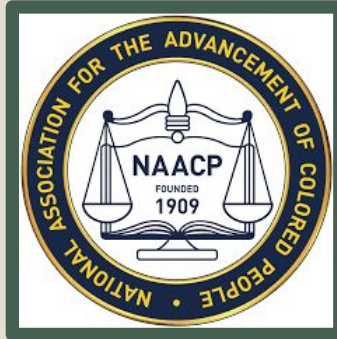
Breakout Rooms - Choosing Our Issue

- Decide on an issue
- Identify a possible policy solution
- Choose your decision maker

Interest Groups in Advocacy

American
Academy of
Pediatrics
CALIFORNIA

Incorporated in California



LWV LEAGUE OF
WOMEN VOTERS®
OF CALIFORNIA



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

ACLU



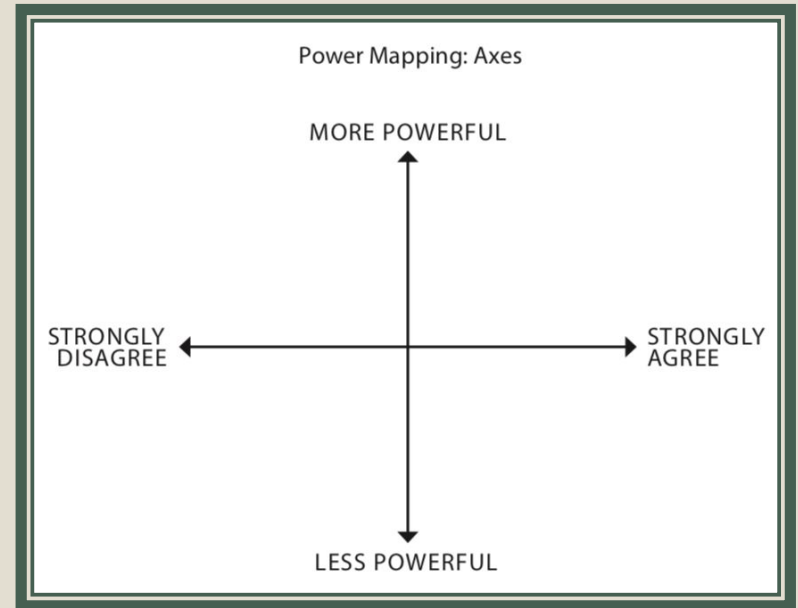
California
Children's
Trust

CTA CALIFORNIA
TEACHERS
ASSOCIATION

Stakeholder Mapping

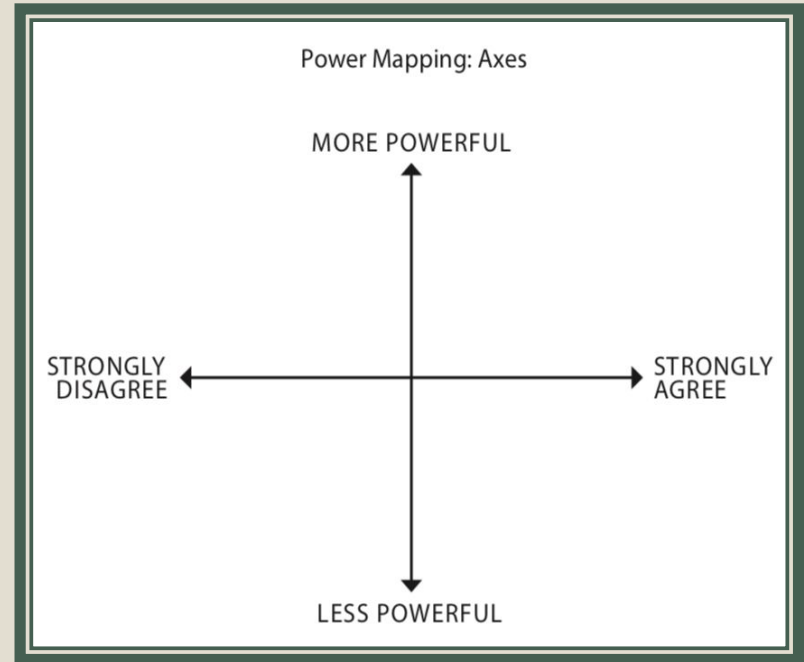
Answers two key questions:

- Do groups support you or not?
- How powerful are they?



Breakout Rooms – Stakeholder Mapping

- Which groups care about this issue?
- Do they support or oppose?
- How powerful are they?
- How could you neutralize opposition or gain support?



Building your coalition!

Review the stakeholders that you mapped. **Who would you like to invite to join your coalition?**

- What is the name of your coalition?
- What results can be achieved together? What interests do you have in common?
- What partners' strengths can the collaboration utilize?
- Where are the weaknesses in the collaboration?
- How would you approach this stakeholder? What's in it for them?



Take-home points!

- Advocacy can be fun!
- Do your research
- Build or join a coalition... No one can do this work alone!
- Decision-makers will care when the public cares and when stakeholders care
- Policy change is incremental ... take care of yourself along the way!



“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”

- The Lorax by Dr. Seuss