

## Advocacy “U”

# Impact 101: Best Practices for Communicating with Policymakers

October 15, 2008  
2:00 – 3:30 pm EST

## Overview

Health reform is on the policy agenda and the minds of elected officials. Policymakers will need evidence to inform difficult decisions on health system change, but don't wait for your phone to ring. You need to be prepared to proactively and effectively promote your research and make elected officials take notice.

Join the Coalition for Health Services Research for a 90-minute interactive Web conference designed to maximize your political influence. This Web-based tutorial, the first in a four-part series, will provide you with the tools you'll need to help you effectively relay your research findings and influence the policy process.

Speakers will provide real-world examples and practical, actionable advice from their years of experience on the ground.

## Speakers

**Joe LaMountain**, President,  
SparkLight Communications

**Lydia Ogden**, Chief of Staff, Institute for  
Advanced Policy Solutions, Emory University

**Oliver Kim**, Legislative Assistant,  
Office of the Honorable Debbie Stabenow  
(D-MI), U.S. Senate

## What You'll Learn

- Scheduling Meetings: Whom to Target
- Message Development: What to Say
- Presentation: How to Say It
- Cultivating Relationships: Keeping the Conversation Going

## Registration

Participants can register an entire team from their organization for one hook-up fee:

- \$25 for AcademyHealth's student members
- \$50 for AcademyHealth's members and organizational affiliates
- \$150 for non-members

Take advantage of additional savings by joining AcademyHealth when you register for this event.

**Register at [www.chsr.org/events.htm](http://www.chsr.org/events.htm) by October 10, 2008.**

## Who should participate?

Researchers and other advocates who:

- Haven't previously interacted with policymakers
- Have worked with policymakers intermittently or with mixed success and would like to sharpen their skills
- Work with policymakers on a regular basis but want a refresher on best practices

Advocacy “U”. is a Web-based curriculum designed to provide researchers and other advocates practical strategies for moving evidence into policy. Future sessions include:

Impact 201: Using the Media as Your Messenger

Impact 301: Influencing Policy through Congressional Hearings

Impact 401: Navigating the Regulatory Process