

Advocacy Webconference: Ten Steps to Becoming A More Effective Advocate

■ **April 9, 2008 2:00-3:30pm, EST**

Overview

Do you want to impact federal policies that affect you and your work, but don't know who to call or what to say? Do you want your elected officials to care about an issue of concern to you, but need help crafting a compelling story?

Join the Coalition for Health Service Research for a 90-minute interactive Web conference designed to maximize your political influence. We'll give you the tools you'll need to help you effectively relay your message and influence key legislators on Capitol Hill.

Speakers will provide real-world examples and practical, actionable advice from their years of experience on the ground. You'll learn how to use the Coalition's advocacy Web site to identify your legislators and influence them directly through

e-mails, office calls, and opinion pieces.

Following the training you will understand the "when" and "why" of applying specific strategies during crucial times in the political process.

Speakers

Joe LaMountain, President, SparkLight Communications

Rahmel Bertha, Account Manager, Capital Advantage

What You'll Learn

- Message Development: What to Say
- Timing & Strategy: When to Say It
- Advocacy Tools: How to Reach your Legislators

Registration

Registration is free for AcademyHealth members and organizational affiliates. Non-members can register an entire team from their organization for one low, \$50 registration fee per webconference hook-up.

Register at www.chsr.org/events/

AcademyHealth is the professional home for health services researchers, policy analysts, and practitioners, and a leading, non-partisan resource for the best in health research and policy.

Who should participate?

- Health services researchers wanting to expand their political influence and impact the policy process
- Organizations currently working to impact authorizing legislation and appropriations
- Advocates supporting efforts to strengthen the field of health services research

Did you know?

A recent survey of Congressional staff found that, nearly all staffers (96%) believed that if their Member of Congress had not arrived at a firm decision, individualized postal letters would have "some" or "a lot" of influence on the Member's decision.¹

¹Congressional Management Foundation. Communicating with Congress: *How Capitol Hill is Coping with the Surge in Citizen Advocacy*. Washington, DC, 2005.