

Putting Podiatry 1st Campaign

August 2017

Prepared by: Ballard Partners and Dr. Joe Strickland

“ I lost the first race I ever ran, for the Cambridge City Council by 160 votes because I took my own neighborhood for granted. My father took me aside after the election and told me, “All politics is local. ” Don’t forget it!”

Former Speaker of the House, Tip O’Neill

ALL POLITICS IS LOCAL

Grassroots Advocacy

At its essence, grassroots advocacy involves constituents interacting directly with policymakers. Grassroots advocacy is one of the most effective methods of promoting the benefits and value of podiatric medicine as elected officials are more inclined to listen to concerns expressed by their constituents rather than those of paid lobbyists and attorneys. Successful advocacy strategies involve state component podiatric members interacting with their legislators.

Remember that the best time to advocate for the profession is when you have nothing to ask for. Spending time meeting with your elected officials pays off later when an issue arises and they already know you and understand the care you provide.

There are numerous ways to be part of podiatric medicine's grassroots movement at the state level. The following activities are ways you can and should engage with your elected officials:

Grassroots Advocacy

1. Make a phone call to introduce yourself and voice your opinion on an important issue affecting podiatric medicine and health care generally.
2. Make a personal connection. Invite your state legislator to your office or clinic for a tour. Visit your state legislators' offices at the state capitol or in their district office.
3. Meet with your state legislators on an annual basis to maintain these relationships. Ask your state component society whether you should raise any specific issues or convey certain messages to your legislator.
4. Always send a thank you letter and take the opportunity to include the FPMA website, www.FPMA.com.

Legislative Visit Checklist

- Talk with FPMA about your interest in hosting a office tour
- Pick a range of date(s) for your office tour
- Prepare yourself by reading through the legislator's biography, areas of interest, and committee assignments. FPMA can also help with this.
- Plan for tour: choose "hook" and activities
- Mail invitation
- Call to follow up on invitation
- Prepare office for visit (e.g. a welcome sign, snacks and water, etc...)
- Draw up simple agenda
- Work with FPMA to prepare packet of materials for the legislator and their staff
- Exchange business cards with all attendees
- Follow up with the legislator's office on any information you agreed to "get back to them" with;
- Send thank you notes and pictures
- Debrief with FPMA

FPMA Office Visit Request

Sample Letter

[YOUR STREET ADDRESS]
[YOUR CITY, STATE, ZIP]

[ELECTED OFFICIAL'S NAME]
[STREET ADDRESS]
[CITY, STATE, ZIP]

[DATE]

Dear [REP./SEN. NAME]:

With health care such a high priority this year, we would like to extend an invitation to you and your staff to visit our Podiatric Foot and Ankle office, [CLINIC NAME].

INSERT THE SHORT DESCRIPTION OF YOUR OFFICE.

We welcome the opportunity to have you visit us, see our office, visit with your constituents, and [INSERT YOUR OWN GOAL/PURPOSE HERE]. I realize your schedule is extremely hectic, but I will gladly work to find a time that's best for you in the month of August. If you are unable to join us, please direct us to a staff member who might be able to visit our offices and learn more about the importance of Foot and Ankle Specialist care for constituents in your District.

Will you please contact me at [PHONE #] or [E-MAIL] to confirm a meeting time?

Thank you for your consideration and we will be contacting your office shortly to follow up.

Sincerely yours,

[YOUR NAME]

AUGUST

AUGUST

AUGUST

AUGUST

AUGUST

2017 FPMA Components

AUGUST: Area Legislators

▶ BREVARD

- Representative Thad Altman (R-52)
- Representative Randy Fine (R-53)

▶ BROWARD

- Senator Gary Farmer (D-34)
- Representative Kristen Jacobs (D-96)
- Representative Katie Edwards (D-98)
- Representative Evan Jenne (D-99)

▶ CENTRAL FLORIDA

- Representative Mike Miller (R-47)
- Representative Amy Mercado (D-48)

▶ CHARLOTTE

- Representative Michael Grant (R-75)
- Representative Dane Eagle (R-77)

▶ COLLIER

- Senator Kathleen Passidomo (R-28)

▶ DADE

- Representative Nick Duran (D-112)
- Representative Kionne McGhee (D-117)

▶ EAST CENTRAL FLORIDA

- Representative MaryLynn Magar (R-82)

2017 FPMA Components

AUGUST: Area Legislators

▶ EMERALD COAST

- Senator George Gainer (R-2)
- Representative Mel Ponder (R-4)

▶ GULF COAST FLORIDA

- Representative Lorrane Ausley (D-9)

▶ HERNANDO

- Representative Ralph Massullo (R-34)

▶ HILLSBOROUGH

- Senator Dana Young (R-18)
- Representative Ross Spano (R-59)
- Representative Jackie Toledo (R-60)

▶ LAKE-SUMTER

- Senator Dennis Baxley (R-12)

▶ LEE

- Representative Ray Rodrigues (R-76)
- Representative Dane Eagle (R-77)

▶ MANASOTA

- Senator Bill Galvano (R-21)
- Representative Alex Miller (D-72)
- Representative Julio Gonzalez (D-74)
- Representative Michael Grant (R-75)

2017 FPMA Components

AUGUST: Area Legislators

▶ NORTH CENTRAL FLORIDA

- Senator Keith Perry (R-8)
- Senator Dennis Baxley (R-12)

▶ NORTHEAST FLORIDA

- Representative Paul Renner (R-24)
- Representative Clay Yarborough (R-12)

▶ NORTHWEST FLORIDA

- Representative Frank White (R-2)
- Representative Jayer Williamson (R-3)

▶ PALM BEACH

- Senator Bobby Powell (D-30)

▶ PINELLAS

- Senator Jack Latvala (R-16)
- Representative Ben Diamond (D-68)

▶ POLK

- Representative Mike LaRosa (R-42)
- Representative Jake Raburn (R-57)

▶ ST. JOHNS

- Senator Aaron Bean (R-4)
- Representative Paul Renner (R-24)

▶ VOLUSIA

- Senator Dorothy Hukill (R-14)
- Representative Tom Leek (R-25)
- Representative David Santiago (R-27)

Recap...

1. Be Proactive
2. Implement a plan to deliver a pro-podiatry message in 2017 and beyond
3. Make one call, write one letter to a legislator
4. August, August, August!

FPMA, the legislative committee, the political committee, and Ballard Partners will provide any information or materials as needed.

THANK YOU!