

# Effective Advocacy

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# National Partnership for Women & Families

## Our Priorities:

- ✓ Improve health care coverage and quality of care
- ✓ Promote fairness in the workplace
- ✓ Advance policies that help women and men meet the dual demands of work and family

# Goals

- Explore advocacy opportunities
- Identify best practices
- Share consumer examples

# Advocacy Opportunities

- AF4Q Governance and Project
- Broader Community
- Consumer Constituencies



# Advocacy Opportunities

## AF4Q Project and Governance

- Project goals
- Representation on Workgroup/Leadership Team/Board
- Decision-making
- Deliverables: website, materials, etc.
- Budget allocation
- Events: convenings, media, etc.

# Advocacy Opportunities Broader Community

- Accountable Care Organization formation
- Patient Centered Medical Home pilots
- Quality Improvement initiatives—ambulatory and hospital
- Health Information Technology—Beacon, registries, etc.

# Advocacy Opportunities Consumer Constituencies

- Advocate for health care quality improvements and serve as “AF4Q ambassadors” with consumer constituencies.

# Advocacy Best Practices

- Prepare, Ask for Support
- Understand the decision-making process
- Stay calm



# Advocacy Best Practices

- Deploy personal stories judiciously
- Align with like-minded stakeholders
- Stay connected with your constituents and reference them when relevant
- Understand your interests *\*and\** the other stakeholders' interests

# Advocacy Best Practices

- WIIFM
- Be clear on the specifics
- Leverage diverse connection opportunities



# Thank You!

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