

Public Policy, Advocacy and Leadership for the Affiliate President-Elect

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Chicago, IL

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Objectives

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1. Define the roles of the Affiliate President in providing guidance and leadership in advocacy
2. Learn when/how to turn to the Academy's various resources
3. Utilize proven strategies for successfully working with members to support grassroots legislative and advocacy activities



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Academy's Strategic Plan

Vision: "A world where all people thrive through the transformative power of food and nutrition"

Mission: "Accelerate improvements in global health and well-being through food and nutrition"

Academy of Nutrition and Dietetics Strategic Plan

Vision: A world where all people thrive through the transformative power of food and nutrition
Mission: Accelerate improvements in global health and well-being through food and nutrition
Principles: The Academy of Nutrition and Dietetics and our members:
 • Amplify the contribution of nutrition and dietetics practitioners and expand workforce capacity and capability
 • Integrate research, professional development, technology and practice to stimulate innovation and discovery
 • Collaborate to solve the greatest food and nutrition challenges now and in the future
 • Focus on system-wide impact across the food, well-being and health care sectors
 • Have a global impact in eliminating all forms of malnutrition.

Focus Areas:
 The Strategic Plan includes three areas where the Academy will focus efforts to accelerate progress towards achieving the vision and mission through impact goals in Prevention and Well-being, Health Care and Health Systems and Food and Nutrition Safety and Security. The Plan, goals and strategies correlate to the principles. Through 2025, the Academy will prioritize programs and initiatives to demonstrate significant impact in:

FOCUS AREAS	Prevention and Well-being	Health Care and Health Systems	Food and Nutrition Safety and Security
IMPACT GOALS	<ul style="list-style-type: none"> Develop and advocate for policies that support prevention and well-being initiatives Increase equitable access to nutrition and lifestyle services Reduce prevalence of overweight and obesity and associated chronic diseases Reduce all forms of malnutrition 	<ul style="list-style-type: none"> Elevate the role of nutrition status in quality health care throughout the lifecycle Identify and treat all forms of malnutrition Leverage data to demonstrate effectiveness of dietetic and nutrition interventions Improve health equity through access to medical nutrition therapy services 	<ul style="list-style-type: none"> Increase equitable access to and utilization of safe nutritious food and water Advance sustainable nutrition and resilient food systems Leverage innovations in the reduction of food waste and loss Champion legislation and regulations that increase food and nutrition security throughout the lifecycle

www.eatrightPRO.org/StrategicPlan

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Three Focus Areas

1. Prevention and Well-being

2. Food and Nutrition Safety and Security

3. Health Care and Health Systems

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1. Prevention and Well-being

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- Fund cost-effective nutrition interventions that focus on improving health practices and reduce the prevalence and severity of chronic disease
 - Appropriations Advocacy
- Advocate for legislation and regulations that work to improve long-term health outcomes
 - Preventive Health Savings Act
- Be the evidence-based voice of nutrition in the prevention and well-being policy space
 - Dietary Guidelines for Americans 2020-2025

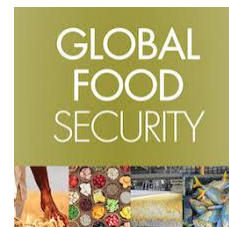


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2. Food and Nutrition Safety and Security

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- Increase equitable access to and utilization of safe and nutritious food and beverages
 - School Food Modernization Act
- Leverage innovations in the reduction of food waste and loss
 - Food Date Labeling Act of 2019
- Champion legislation and regulations that increase food and nutrition security throughout the lifecycle
 - Child Nutrition Reauthorization
 - Older Americans Act



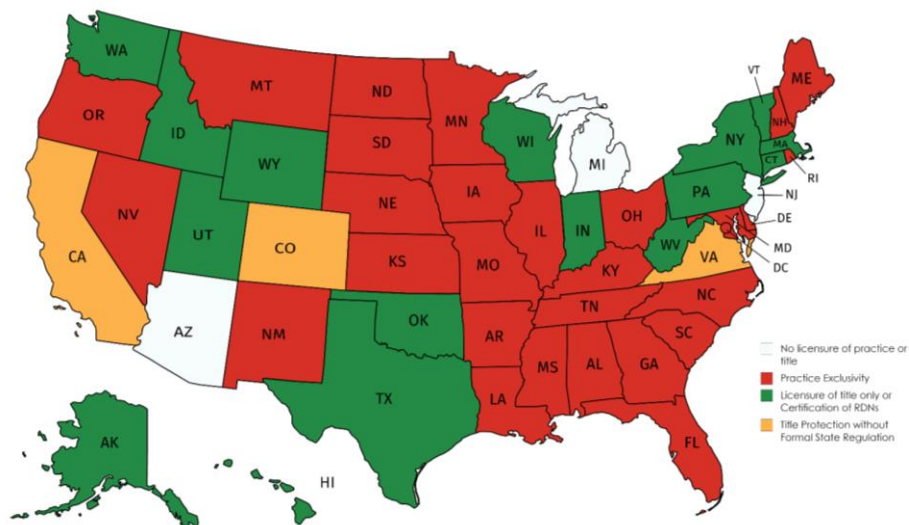
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- Improve patient access to services RDNs provide
 - TROA
- Introduce and support legislation that increase payment for MNT and other RDN services
 - Nutrition CARE Act
 - MNT FIRST Bill
- Protect consumers by ensuring that nutrition education, counseling and interventions are delivered by qualified and competent providers.
 - State Licensure Bills



Dietetics Licensure/Certification

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Key Developments: "Licensure 2.0"

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New Issues, New Stakeholders

- National licensure strategy
- Telehealth
- Multi-state practice
- Consumers not sufficiently protected
- Standstill in many states
- Changes in political climates
- Changes among other providers
- First Amendment concerns; lawsuits



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New Opportunities: "Licensure 2.0"

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- Significant state legislative activity
- Licensure Webinar Series
- Focus on the Future → Compact consideration
- Without ignoring the present → Enhancing/streamlining Endorsement
- New and improved Academy resources

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Affiliate Grassroots Structure

The Affiliate Public Policy Panel

- Affiliate President (AP)
- Public Policy Coordinator (PPC)
- State Policy Representative (SPR)
- State Regulatory Specialist (SRS)
- Consumer Protection Coordinator (CPC)
- Reimbursement Representative (RR)
- Affiliate Delegate
- Others



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Public Policy Panel

Affiliate President (AP)

- Serves as link between affiliate board and PPP
- Provides leadership and guidance

Public Policy Coordinator (PPC)

- Affiliate's liaison of federal policy issues with your members
- Work with PIA to manage grassroots activities

State Policy Representative (SPR)

- Affiliate's key liaison of state legislative and advocacy efforts
- Acts as liaison with PIA office on state legislation

State Regulatory Specialist (SRS)

- Serves as the affiliate leader on state regulatory work
- Work with PIA staff on regulatory issues

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Public Policy Panel

Consumer Protection Coordinator (CPC)

- Serves as monitor of consumer protection issues and state licensure issues

Reimbursement Representative (RR)

- Local resource on MNT, Medicare Part B, and other coding and coverage issues
- Coordinates local advocacy efforts to expand state (Medicaid) and local (private payer) nutrition coverage policies

Affiliate Delegate

- Serves as the affiliate voice in HOD
- Ensures alignment of public policy activities with Academy legislative priorities

Others

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Your Role as Affiliate President

- ✓ Offer leadership and guidance to the PPP
- ✓ Appoint members of the PPP (as appropriate) during your term; ensure all positions have been filled by capable and qualified candidates
- ✓ Assist in Public Policy Plan of Work development process and promote policy and advocacy efforts in your affiliate
- ✓ Maintain strong lines of communication with Academy PIA Staff

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Your Role as Affiliate President

- ✓ Encourage panel members to attend policy leader training webinars
- ✓ Work with districts to develop goals for grassroots participation
- ✓ Be an engaged member!
 - Assist with member "Call to Action"
 - Complete Action Alerts
 - Contribute to ANDPAC

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AP: Leader and Great Connector

Set the policy agenda



Connect the PPP and the Affiliate Board

Assist with developing a communication strategy for affiliate

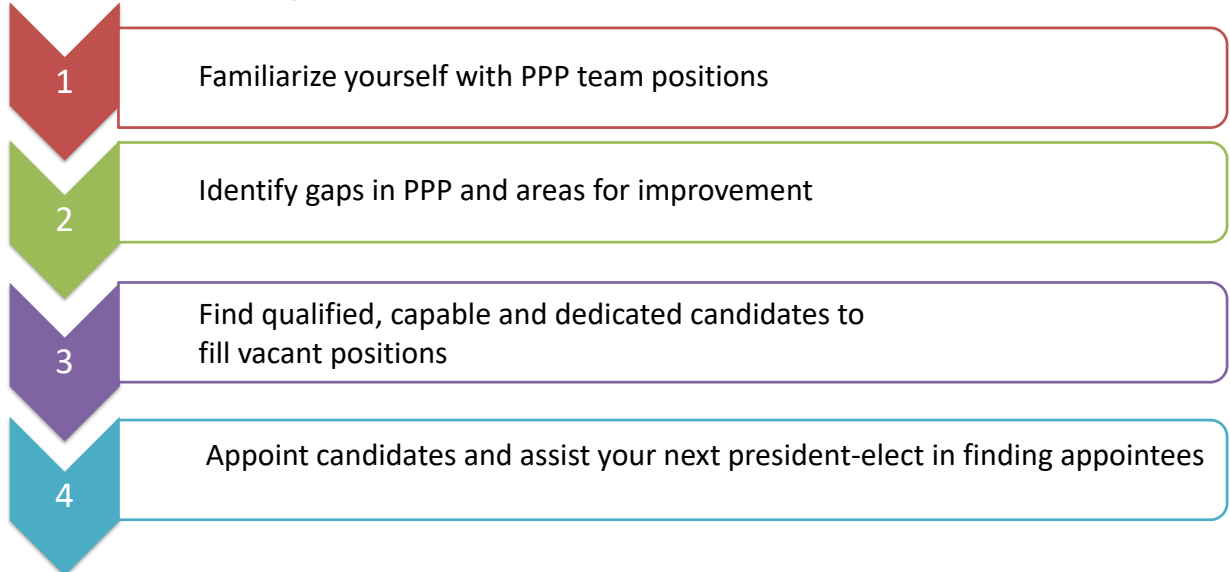
Be a policy mentor



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Appointing for Success(ors)!



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Prioritize Policy and Advocacy

- Prioritize public policy strategies
 - Identify goals
 - Be realistic
 - Identify your resources
 - Assist with Public Policy Plan of Work
 - PPC submits to PIA Staff annually
- Allocate financial resources for affiliate efforts
 - State Legislative Day
 - Meetings with Governor and other elected/appointed officials
 - Nutrition and Dietetics Advocacy Summit
 - Lobbyist or Legislative Monitor
 - Donate to ANDPAC Administrative Fund

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Advocating to Policymakers

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- Walk the Walk: take action on Action Alerts
- Attend advocacy events and meetings
 - Meet with your state and federal legislators
 - In-district events (e.g., town halls, forums)
 - Work with PPC to request ANDPAC funds to attend in-district
 - Nutrition and Dietetics Advocacy Summit
- Become a trusted resource through in-person and online communication
 - e.g., follow up after Hill visit, email staff with new report on your program or alert them to new health-related data
 - Social media



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Keys to Success

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- Develop relationships with elected and appointed officials
 - Attend meetings with members of Congress
 - Participate in State Legislative Day
 - Meeting with Governor and other agency officials
- Assist with public policy plan of work
 - Seek affiliate board approval
 - Submit to PIA annually

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State Advocacy Success

- Monitor federal and state activities and check in with SPR
- Contact PIA
 - Questions and support
 - Before finalizing affiliate positions
 - Legislative issues
 - Regulatory issues
- Academy speaks with one voice

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Strategic Measures Goals

Describe **member engagement** in policy initiatives

Allow for **comparison** of affiliates and DPGs against performance goals in a standardized approach

Identifies **opportunities** for improved member engagement

Provides **direction** for grassroots advocacy training and education

Ultimately **higher levels of engagement** strengthen the voice of the profession on important policy issues with stakeholders and policymakers

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Strategic Measures: Affiliate Advocacy Engagement Academy of Nutrition and Dietetics

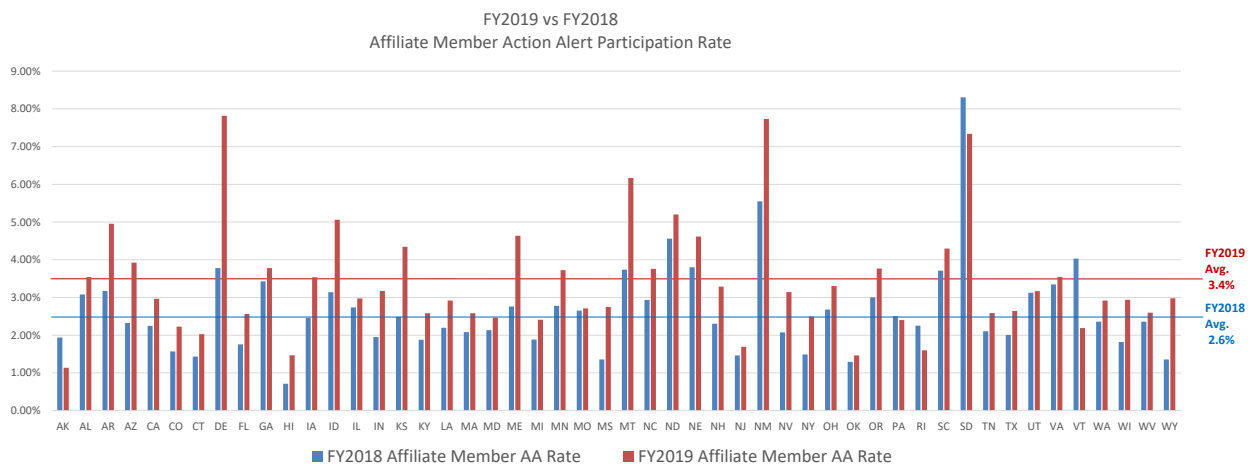
Goals for each of the 7 areas are outlined and evaluated annually:

- Affiliate Member Action Alert Participation
- Affiliate Member ANDPAC participation
- Public Policy Panel Leader Action Alert Participation
- Public Policy Panel Leader ANDPAC participation
- Affiliate State Advocacy
- Affiliate Federal Advocacy
- Consumer Protection and Licensure Advocacy

A composite score is calculated based on an average of the scores in each of the 7 areas

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FY2019 Affiliate Member Action Alert Participation Academy of Nutrition and Dietetics

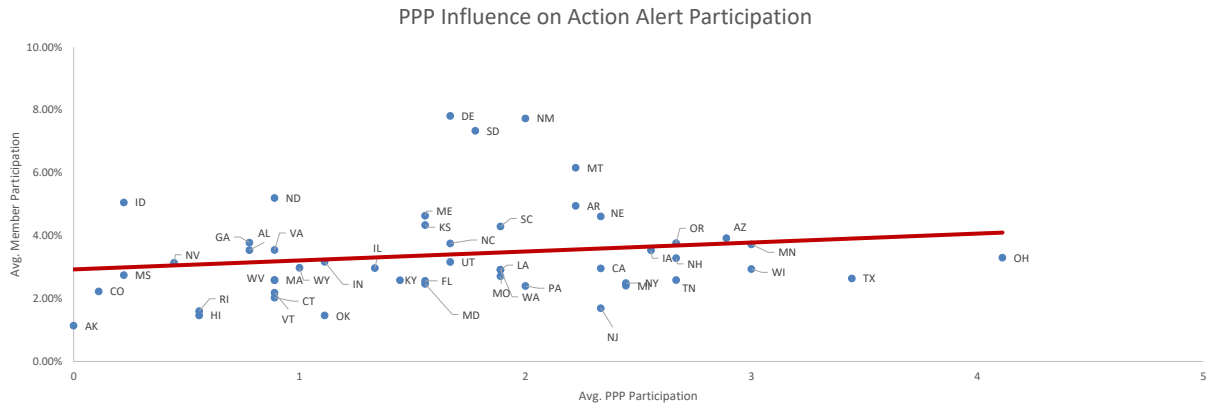


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FY2019 Affiliate Panel Influence Action Alert Participation

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As PPP participation in action alerts increases, member participation increases

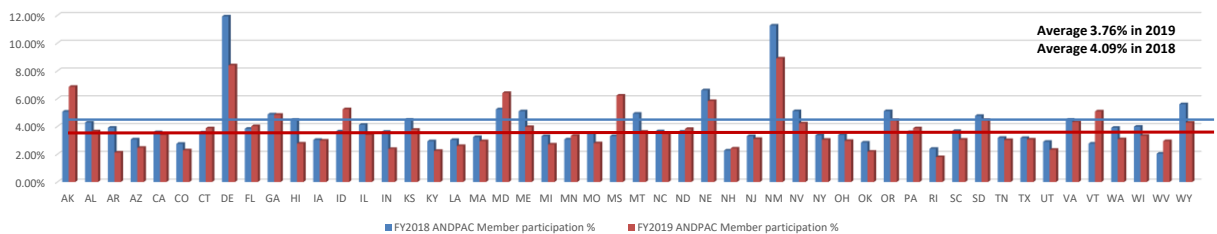
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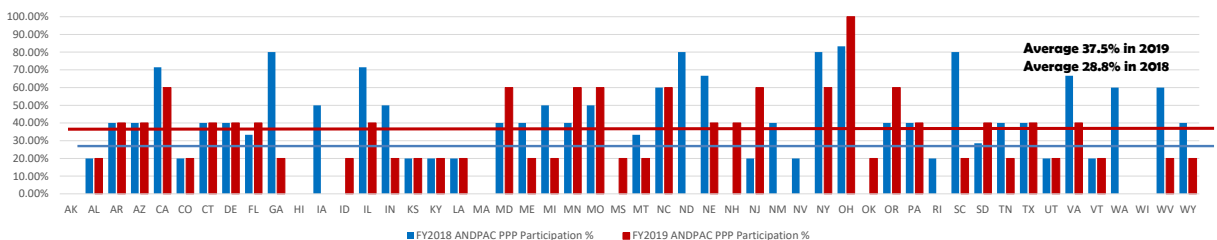
ANDPAC Participation

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ANDPAC Affiliate Member Participation - FY2018 vs FY2019



PPP Member ANDPAC Participation Rate FY2018 vs 2019



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ANDPAC Makes it Count

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ANDPAC Contributions Open The Door & Help Build Relationships

Academy member contributions to ANDPAC support candidates for federal congressional office who align with the Academy's mission, vision, and public policy priorities.

Make a Donation

<https://eatrightPRO.org/ANDPAC/donate>



For more information: <https://www.eatrightpro.org/advocacy/political-action-committee/>

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Affiliate Advocacy Goals

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Federal Advocacy

1. Submit your affiliate's public policy plan of work to PIA staff
2. Make an affiliate financial contribution to the ANDPAC administrative fund
3. Meet with both U.S. Senators in home state (i.e., not at PPW) – 2 points, 1 for each senator
4. Host a "Take your Congress member to Work" event
OR request funds to attend a fundraising event for a member of Congress in-district OR host an ANDPAC fundraiser for a Congress member



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Affiliate Advocacy Goals

State Advocacy

1. Offer education or training session to affiliate members on state and federal policy issues (education session to be eligible for 1 CPE minimum)
2. Meet with state legislators (not U.S. Senators or Representatives)
3. Meet with Governor or Governor's office
4. Meet with other state agency officials
5. Submit comments on state regulatory issues or provide verbal testimony regarding state regulatory issues



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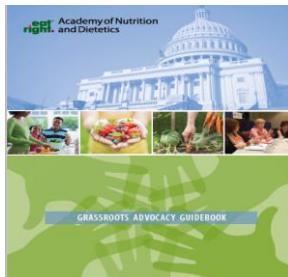
Affiliate Advocacy Goals

Consumer Protections and Licensure Advocacy

1. Identify a leader for consumer protection and licensure (CPC)
2. Maintain a mechanism and system for reporting unsafe and unethical practice
3. Provide education or training to members on the importance of consumer protection and safe ethical practice (education session to be eligible for 1 CPE minimum)
4. Meet with executive branch or legislative branch on issues related to consumer protection and safe ethical practice
5. Affiliate representative attends all public meetings of the licensure/certification board (Adjustments will be made if there is no licensure/certification board)

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Tools of the Trade



- Reach out to your predecessor
- Affiliate President Training Webinar for Policy and Advocacy
 - Summer 2020
- Grassroots Advocacy Guidebook
- Grassroots Advocacy Guidebook
 - Public Policy Panel Community
 - <http://pia.webauthor.com/>

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Tools of the Trade

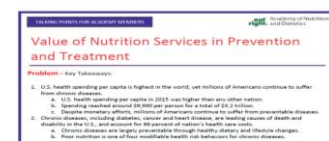
- ERW – Eat Right Weekly
- PPWN – Public Policy Weekly News
- Academy Website: <http://www.eatrightpro.org>



Issue Brief



Leave Behind



Talking Points

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CY2020 Webinar Series

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Date	Time (Eastern Time)	Professional Development Training, Update or Forum	Who should attend?
January 21, 2020 Register Here	Noon – 1 p.m.	Strategic Measures: New Opportunity, New Year	Public Policy Panel
January 29, 2020 Register Here	2-3 p.m.	So You Think You Want a Lobbyist? - Part 1	CPC; Public Policy Panel
February 18, 2020 Register Here	Noon – 1 p.m.	Reaching Congress in Your Backyard: Using ANDPAC and TYCTW to Build Social Capital	Public Policy Panel
February 26, 2020 Register Here	2-3 p.m.	So You Think You Want a Lobbyist? - Part 2	CPC; Public Policy Panel
March 3, 2020 Register Here	Noon – 1 p.m.	Q4 Policy and Advocacy Update: Reimbursement for MNT	Public Policy Panel (mandatory)
April 14, 2020 Register Here	Noon – 1 p.m.	How to Build Your Base and Recruit a Strong Public Policy Panel	Public Policy Panel
April 22, 2020 Register Here	2-3 p.m.	Writing the Statute (MPA) and Other Nitty Gritty Statutory Details	CPC; Public Policy Panel
May 19, 2020 Register Here	Noon – 1 p.m.	Planning Makes Perfect: Developing Your Policy Plan of Work	Public Policy Panel

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Connect with PIA Grassroots Staff

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