



Welcome to the webinar!

HEP B ADVOCACY 101: TELLING YOUR STORY TO LAWMAKERS

June 28, 2018

Audio / Phone Option



Call-In #: +1 (415) 655-0052

Attendee Access Code: 253-843-571

All attendees are muted.

Questions?



Questions? Submit questions in the chat box at anytime throughout the webinar.

Hep B United Overview

Hep B United is a national coalition that was established by the Hepatitis B Foundation and the Association of Asian Pacific Community Health Organizations to address the public health challenge of hepatitis B.



- Dedicated to reducing the health disparities associated with hepatitis B by increasing awareness, screening, vaccination, and linkage to care for high-risk communities across the United States.
- Comprised of over 35 community-based multi-sectoral coalitions and national partner organizations working across 18 states and 27 cities address and eliminate hepatitis B.

Hep B United Policy Priorities

1. Increase funding for hepatitis B surveillance and prevention (testing and linkage to care) programs.

It is estimated that there are up to 2.2 million Americans infected with the hepatitis B virus (HBV), with over 50,000 new infections occurring each year and more than 10 deaths each day as a direct result. Even though there is a hepatitis B vaccine that is over 90% effective, little to no progress has been made in reducing rates of chronic HBV infection in the U.S.

2. Find a cure for hepatitis B and increase funding for hepatitis B and liver cancer research.

There is the need, the know-how, and the tools to find a cure that will bring hope to more than 250 million people worldwide suffering from hepatitis B. A cure was accomplished for hepatitis C with increased federal attention and funding. It can be accomplished for hepatitis B as well.

3. Increase funding to improve adult hepatitis B vaccination coverage.

Despite the availability of a highly effective vaccine, barriers to preventing hepatitis B infection in the U.S. remain. These barriers include low rates of hepatitis B vaccination coverage among adults and increased rates of injection drug use – a major risk factor for hepatitis B (HBV), hepatitis C (HCV), and HIV infections – as the opioid epidemic in the U.S. continues.

Featured Speaker



RACHNA CHOUDHRY

Co-founder and Chief Marketing Officer, POPVOX

Hep B Advocacy 101: Telling Your Story to Lawmakers

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What is advocacy anyway?

- ☑ Share your own story. Why does this issue matter to you?
- ☑ Organize. Empower your networks to speak up.
- ☑ Educate lawmakers. Provide information on issues.
- ☑ Invite lawmakers to your facility.
- ☑ Educate the public about the legislative process.
- ☑ Produce and share research, resources.
- ☑ Organize a rally to increase public awareness.
- ☑ Talk to regulators. Take action at the agencies.
- ☑ Educate the community on the issues. Write an Op-Ed or Letter to the Editor.
- ☑ Educate voters (nonpartisan, of course!).



- ☑ Host a conference. Gather with others to share information and plan campaigns.
- ☑ Conduct or attend trainings to be a spokesperson or to meet lawmakers.
- ☑ Litigate—take it to court.
- ☑ Write a letter to lawmakers or influencers.
- ☑ Lobby. Advocate for or against specific legislation.

1. You are the issue expert. Share your story.

Alice's Story: #justB Grateful

Alice comes from a Chinese family where talking about illness is taboo. It was only when she became pregnant with her first child that she discovered she has hepatitis B. She learned then that her mother also has the virus and that it was probably transmitted to her at birth. Fortunately, Alice's two children were screened and vaccinated at birth and tested negative for hepatitis B. Today, they are all committed advocates for prevention and care.

Alice's story is available in English and Cantonese.

English



2. Your personal story matters to lawmakers.

“It’s the constituent’s sincerity that gets a letter noticed.”

— Anna Vetter, Congressional staffer (@arvetter)

***“Each time a constituent calls and shares their story, my colleagues and I become a part of that story...
Their concerns are our concerns.”***

— Eric Harris, Congressional staffer
(Washington Post, 3/16/2017)

“Every member is different... If you ask politely, most Members will tell you what works. Me? A personal story and a stamp.”

— Heather Wilson, former Congresswoman, NM (@heatheranwilson)

3. Appeal to the heart, rather than the head.



“If I look at the mass, I will never act. If I look at the one, I will.”

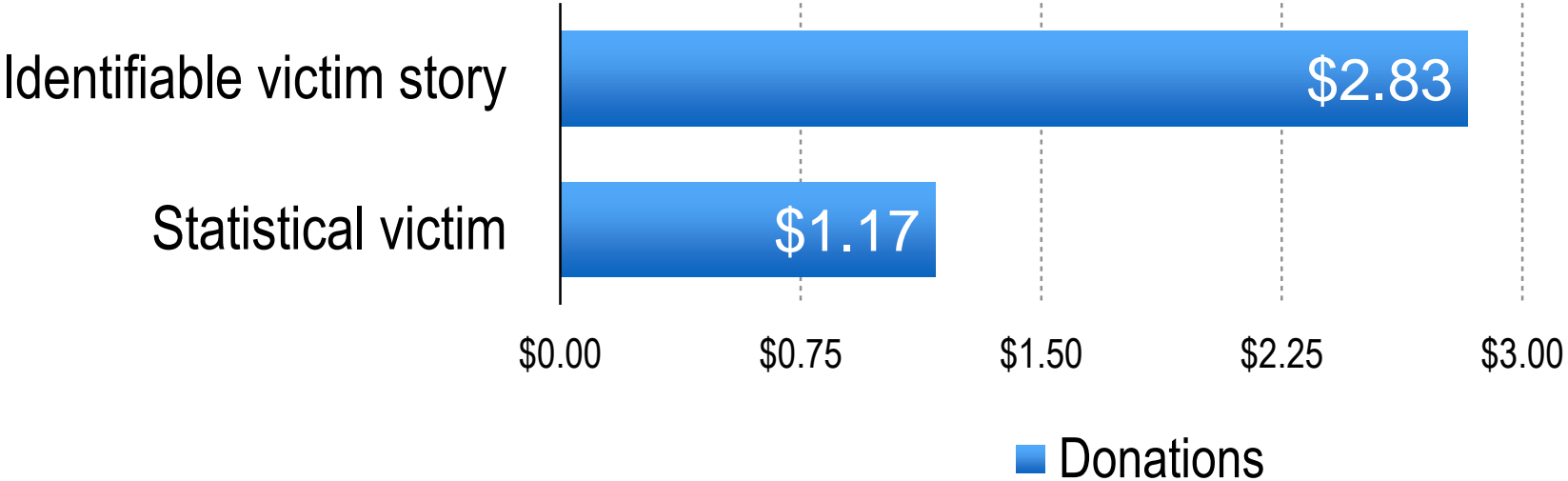
— Mother Teresa

4. Storytelling is twice as effective as statistics.



VS.

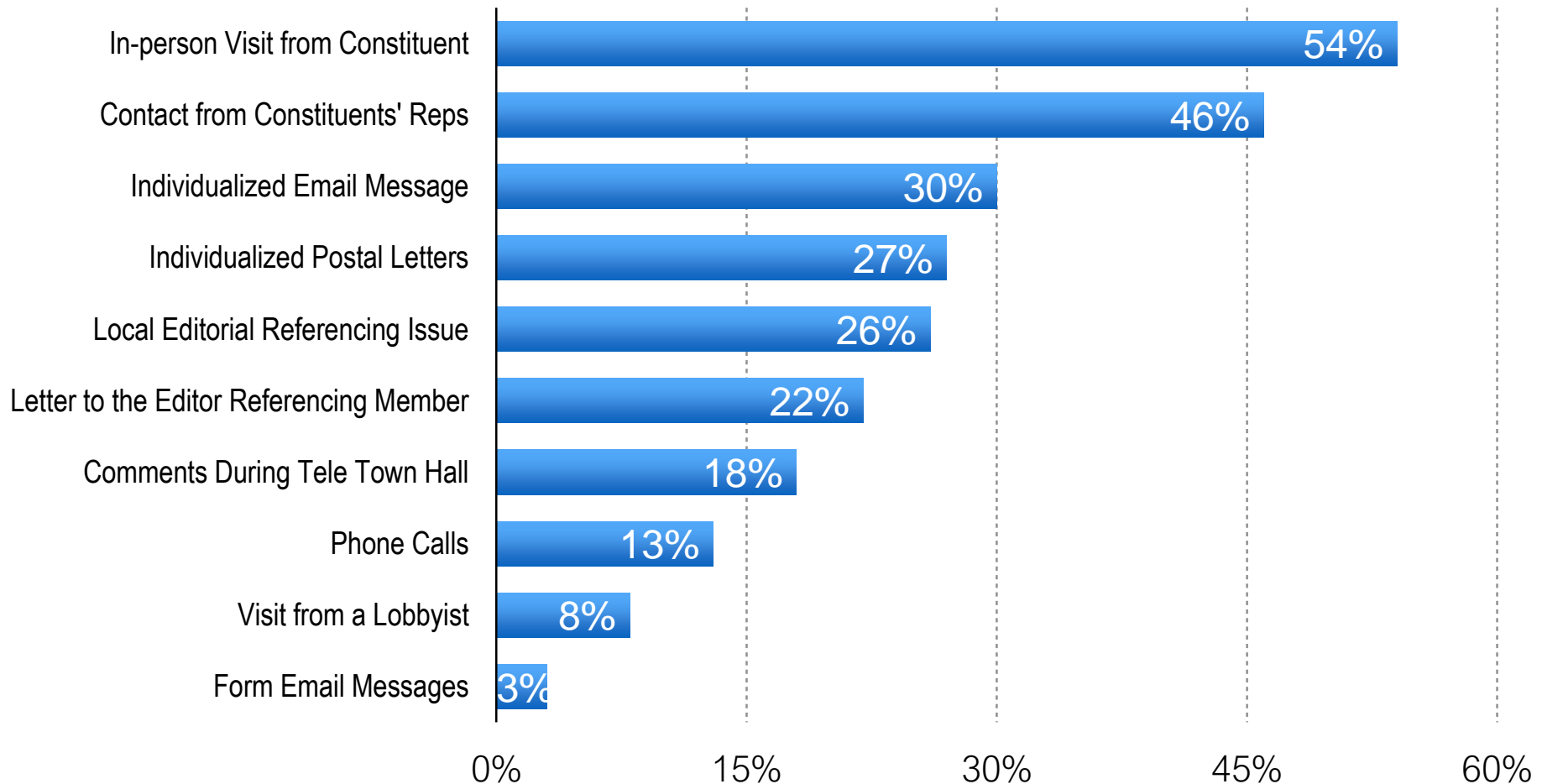
Food shortages in Malawi are affecting more than 3 million children. In Zambia, severe rainfall deficits have resulted in a drop in maize production from 2000. As a result, an estimated million Zambians face hunger...



Source: Wharton Professor Deborah Small

5. How you deliver your message matters.

Q. If your Member/Senator hasn't already arrived at a decision on an issue, how much influence might the following advocacy strategies have on his/her decision?



Source: Congressional Management Foundation, 2017

■ A Lot of Positive Influence

6. Focus on quality not quantity.



The image shows the header of Congressman Earl Blumenauer's website. On the left is a portrait of Earl Blumenauer, a man with glasses wearing a suit and a patterned bow tie. To his right, the text reads "CONGRESSMAN EARL BLUMENAUER 3RD DISTRICT OF OREGON" in a mix of green and black fonts, with a green outline of the state of Oregon. In the top right corner, there is a search box with the word "Search" inside. Below the header is a dark green navigation bar with three buttons: a home icon, "ABOUT", and "CONTACT".

Volume Does Not Necessarily Equal Effectiveness

Highly controversial issues can result in a flood of communications to a congressional office. Many offices consider the numbers when making a decision, but only to a point. Sometimes ten thoughtful and well-argued letters can have an equal impact to that of hundreds of calls or postcards.

7. Don't rely on social media.

(Lawmakers want to hear only from their constituents.)



Use social media to *amplify* your message.
#hepBunite #justB

8. Don't rely on petitions.

PETITION

1. Reopen our government to serve the people.
2. Pay our debts on time to avoid another financial crisis.
3. Pass a bipartisan and comprehensive long-term budget deal by the end of the year.

James P. McLaughlin, Chris Lih
Doris S. Davis, Carrie Wray
Stephanie Egan, Nataniel M.
JC McLaughlin, An. Q. (Ultra Soft)
Ricardo M., Montsen Corbella
Yasmin M.,
Jane P. Spalding, Wade Adams
El Shabshini
SUNDRINE, BUTT McQUICK
Caitlin M. James
MARTIN JAMES
SAD FART
Sue Bell

9. Making policy change is hard — so stay at it!

- Medicare: **20 years (1965)**

LBJ went to Truman, who originally proposed it, for the signing ceremony.



Photo credit: LBJ Library Photo by Unknown.

- Family and Medical Leave Act: **9 years to pass (1993)**
- Firearms Owners Protection Act: **7 years to pass (1986)**
- Violence Against Women Act: **4 years to pass (1994)**
- American with Disabilities Act: **2 years to pass (1990)**
- Gun control since Sandy Hook (2012): **?? years to pass***

*one bill passed, to renew an expiring ban on plastic firearms (2013)

Coming to the Capitol?

- Meetings are usually 15 - 30 minutes long.
- Bring your “one-pager” to leave behind.
- Dress professionally, but wear comfy shoes!



Do your homework about your lawmaker and District.

- Is the Member or their family a part of the medical community?
- Does the Member have any personal connections to Hepatitis or liver cancer?
- How has the opioid epidemic affected your community or District?
- Which committees does the Member serve on?
- Is the Member part of any Congressional Caucuses (e.g. Hepatitis Caucus, Congressional Asian Pacific American Caucus, Congressional Black Caucus)?

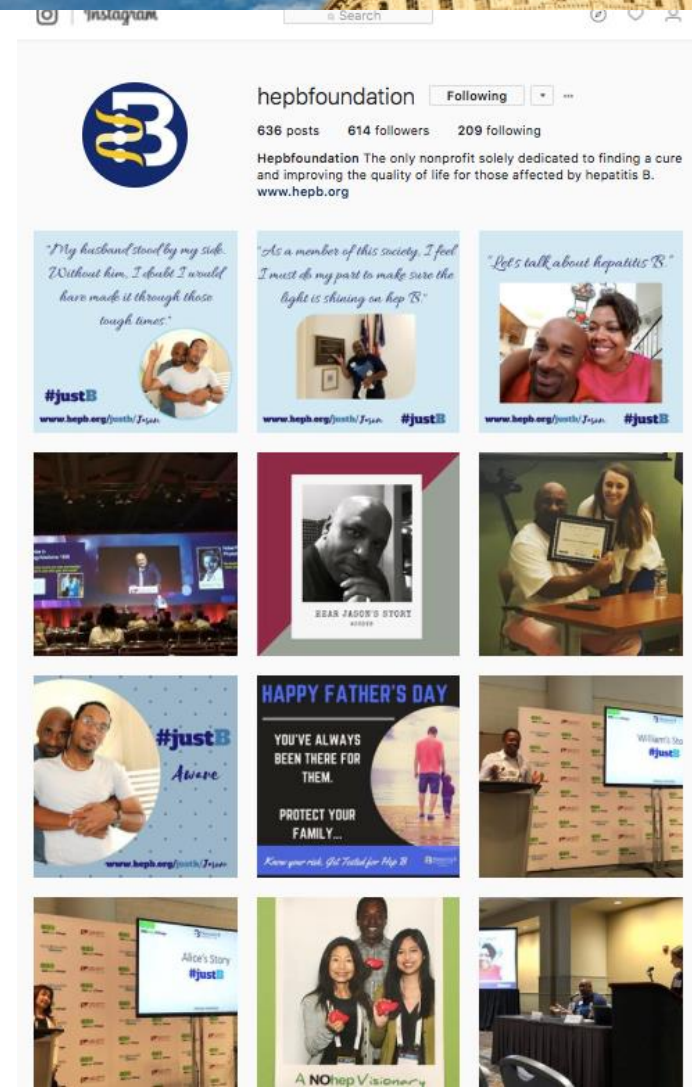


Representative Jack Kingston (Democrat of Georgia) fishing with Stephen Colbert at the Reflecting Pool in Washington DC on October 3, 2014.

Can't come to DC?



- Sign up for the Hep B United [Action Center](#).
- Show your support in your community.
- Amplify the message on social media: #hepBunite #justB.
- Talk to your friends and networks; share resources.
- Write a Letter to the Editor.
- Meet with your lawmaker's District office—invite them to your clinic.
- Attend a town hall.





Got questions?
Rachna Choudhry
rachna@popvox.com
[@rachnacDC](https://twitter.com/rachnacDC)

Hep B United Action Center



Become a Hep B Advocate! Sign up below to receive the latest news and updates about hep B policy issues, learn about upcoming advocacy events, and be notified of opportunities to take action and show your support for our [policy initiatives](#).

We'll provide resources, information, and tools to help you:

- Communicate effectively with your elected officials
- Educate and engage your community on hep B policy issues
- Recruit and organize other hep B advocates and champions in your community
- Promote and participate in ongoing national, state, and local advocacy efforts

Join the Hep B United Action Center



First Name* Last Name*

Email Address*

Country*

City* State* Zip Code*

Organization/Affiliation Title/Occupation

How did you hear about the Hep B United Action Center?

Sign me up to receive policy and advocacy news/updates from Hep B United!



ACTION ALERT



Sign-on Letter for Viral Hepatitis Funding

Hep B Advocates:

A "[Dear Colleague](#)" letter is currently circulating in the House requesting support for the hepatitis community's ask of \$134 million for the CDC Division of Viral Hepatitis in the FY 2019 appropriations bill. Read the full letter [here](#).

The deadline to sign on to the letter is COB Thursday, March 15th, so please take action **TODAY** to encourage your Representative to support this ask.

Send a message to your Representative today!

We just need a few pieces of information to connect you with their office.

First Name*

Last Name*

Email Address*

Address, line 1*

City*

State*

Please select state/province

Zip Code*

This message will be sent to your Representative in the House. Members who have already signed on to the letter are not included in this list.

1 recipient



This email will be delivered to 1 recipient:



Rep. Kay N. Mullendore Granger

R - US Representative

(202) 225-5071

Subject: Please Support Funding for the Division of Viral Hepatitis
Message:

Dear Representative:

I am writing to ask for your support to combat the viral hepatitis epidemics in our district. There are over 5 million people in the U.S. living with hepatitis B and hepatitis C, and 80 to 90% are unaware of their status. Our nation's public health infrastructure continues to be significantly underfunded and insufficient to combat the growing number of viral hepatitis cases in the country. It is critical now to strengthen our resources and respond to the recent explosion of opioid use in the United States that has fueled increases in new hepatitis B and hepatitis C infections.

Please sign on to the "Dear Colleague" letter (http://hepbunited.org/wp-content/uploads/2018/03/DVH-Funding_Dear_Colleague.pdf) requesting an increase of \$134

Remaining: 1724

Take Action

Q & A

Please submit questions in the chat box.



Thank You!

Connect with us

advocate@hepb.org

www.hepbunited.org

