



# Advocacy Skills and Resources to Enact Legislative Change in Your State

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# Disclosure Information (Required)

- ◆ Presenter 1: Stephanie Stewart MD, MPHS, FASAM
  - ◆ “No Disclosures”
- ◆ Presenter 2: Kaylin Klie, MD, MA, FASAM
  - ◆ “No Disclosures”

# Learning Objectives

- ◆ 1. Describe the legislative process including the role and importance of addiction specialist involvement. Identify tools and support available to actively participate in advocacy.
- ◆ 2. Apply skills demonstrated in workshop when participating in state-level advocacy such as how to identify local representatives, track a bill through the legislative process, and testify in committee.
- ◆ 3. Synthesize current interest and newly-acquired skills when developing a SMART goal to guide future advocacy efforts.

# Policy impacts our patients!

Imagine a patient with  
SUD

What contacts with any  
type of policy might they  
have?



# Policy impacts our patients!

## Examples:

- ◆ Criminal justice
- ◆ Employment urine drug screening/safety-sensitive job requirements
- ◆ Child protective services
- ◆ OTP takeout policies
- ◆ Insurance coverage (prior authorizations, formulations/types of MAT available)
- ◆ Housing

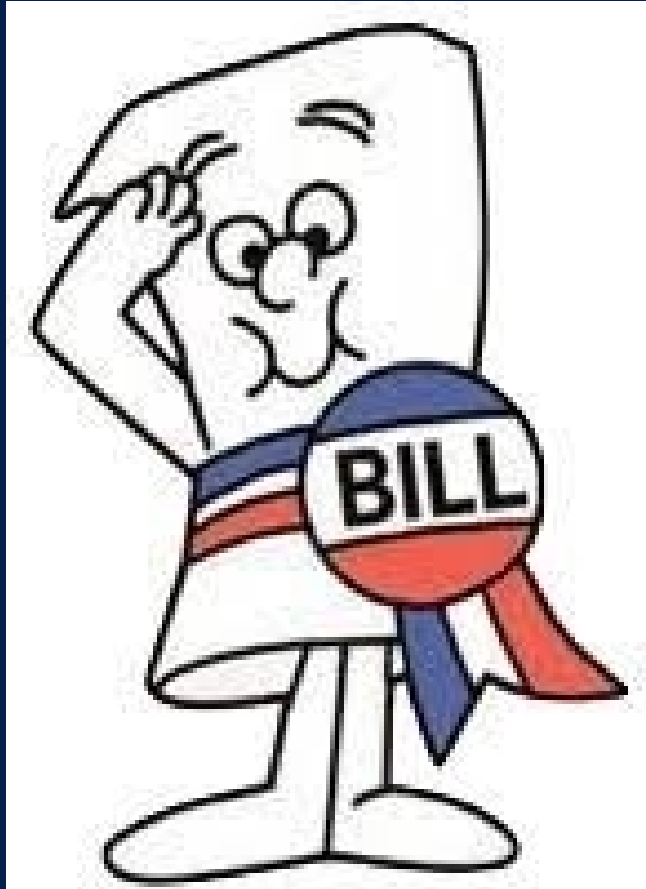


# Advocacy is essential to move addiction care forward

- ◆ With COVID-19 pandemic, federal agencies (SAMHSA, DEA) have issued updated guidance at an unprecedented rate
  - ◆ Eg [Methadone Take-Home Flexibilities Extension Guidance](#)
- ◆ ASAM's [public policy statement](#) on advancing racial justice in addiction medicine is explicit that “addiction medicine professionals *should* [emphasis added] advocate for policies” that ensure access to addiction care, especially for black, indigenous, and other people of color
- ◆ Legislation surrounding addiction care is rapidly evolving.
  - ◆ For example, in Colorado, over a dozen opioid-specific bills have been enacted in the past three years



# Overview of Legislative Process



- ◆ Bills are introduced by one or more legislators
- ◆ Assigned to and considered by committees in each chamber
- ◆ Voted on by members
- ◆ Governor/President signs/vetos passed legislation

<https://www.youtube.com/watch?v=OgVKvqTltto>

# HOW A BILL BECOMES A LAW

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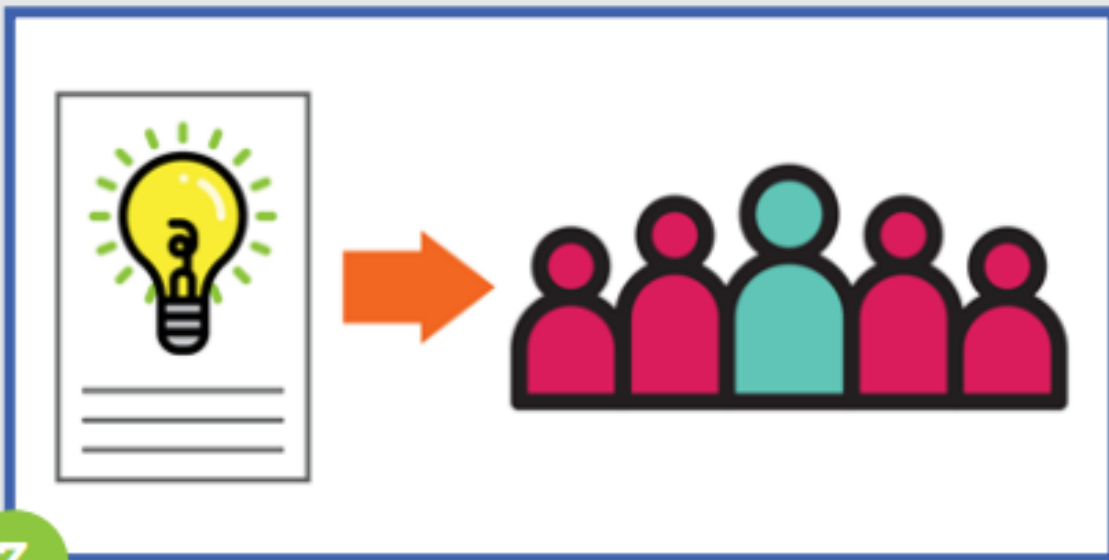
1

A good idea is introduced



2

A legislator writes that idea up into a bill



3

That bill is introduced to the first legislative chamber & assigned to a committee



4

Committee considers the bill





5 Committee passes the bill



6 Bill enters second chamber for more consideration and voting



7 Any differences between the bills passed in the two chambers are reconciled

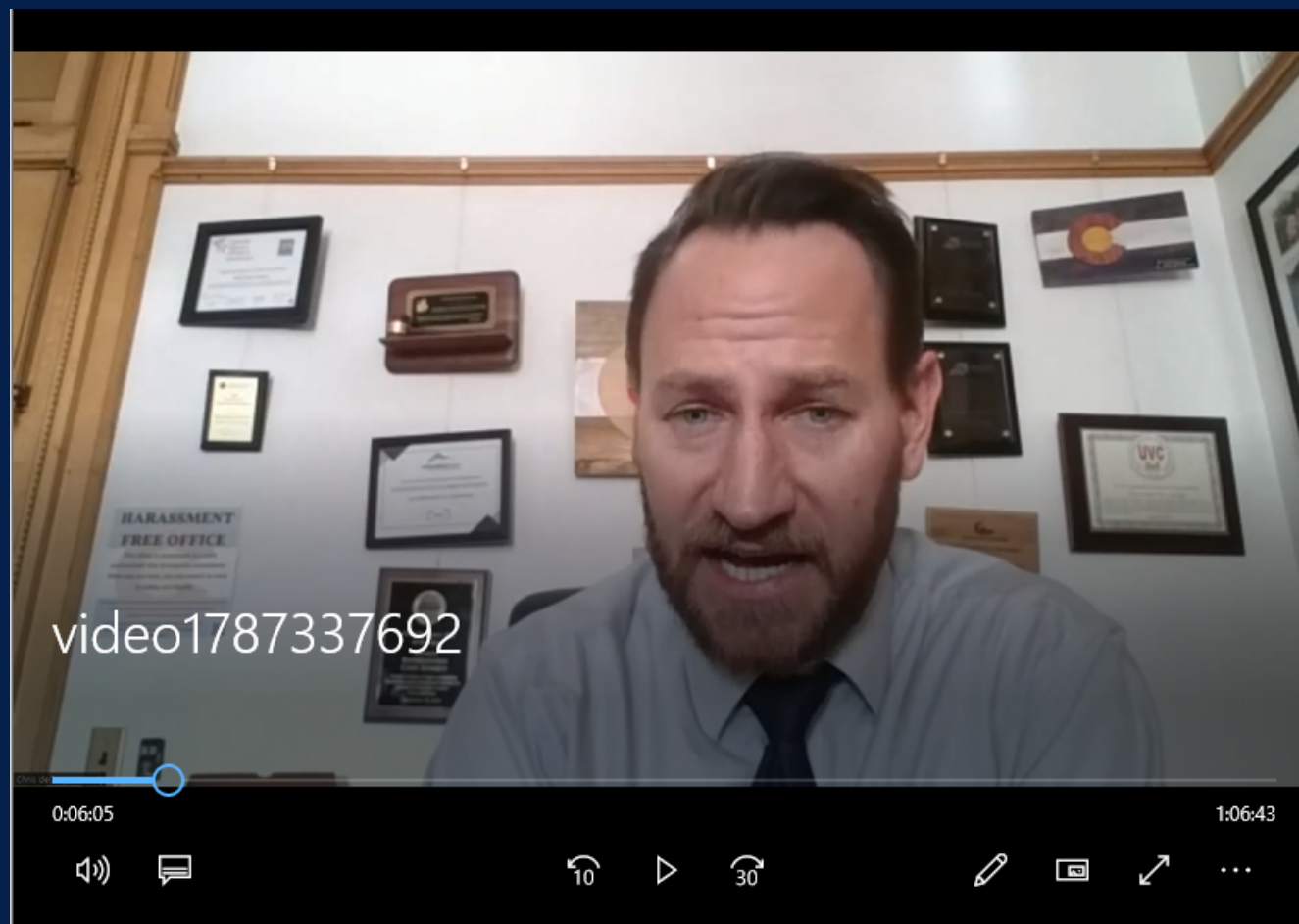


8 Bill sent to Governor to sign



9 Bill becomes law!

# Importance of Addiction Specialist Expertise



# What is Storytelling?

Storytelling is a practice of leadership that draws on personal experiences and encourages listeners to feel an emotional response that moves people to take action.

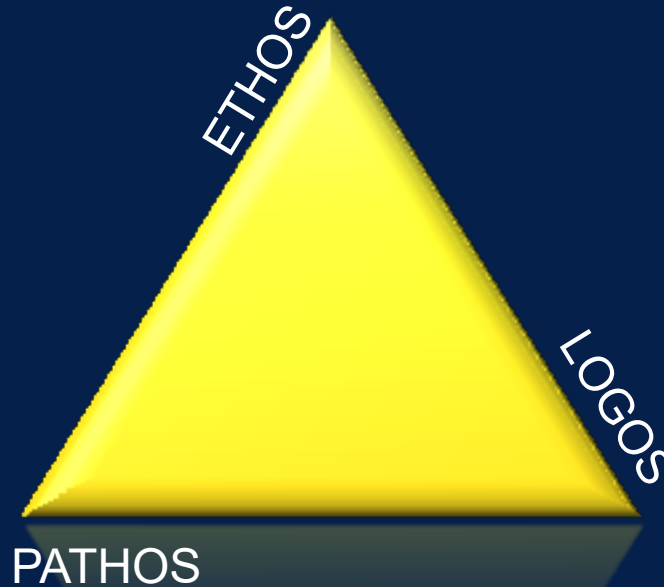
# Why Storytelling for Advocacy?

- As addiction specialists, you have unique and important personal experiences to share.
- Storytelling can be an effective tool to confront stigma, improve understanding & increase empathy.
- A powerful story can motivate and encourage action.



# Elements of Persuasion

**ETHOS:** Greek for “ethics,” refers to **credibility** of the spokesperson. Established through various factors (status, awareness, professionalism, celebrity endorsement, etc.)



**LOGOS:** Greek for “logic,” refers to the facts, research, and other message elements that provide proof or evidence for a claim.

**PATHOS:** Greek for “emotion,” refers to how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.

# Storytelling while understanding your audience and connecting to policy/ask

Think about why you are telling your story and what you want your audience to take away.

*Do you want them to:*



Support a policy?



Better understand  
an issue?



Advocate on your  
behalf?

Tailor your story to support your ask.



# Example of addiction specialist testimony in committee

- ◆ <https://www.c-span.org/video/?518293-1/addiction-specialists-testify-drug-suicide-risk#>!

# When you go to the Capitol

- ◆ Business cards
- ◆ Introduce yourself to everyone and collect their cards
- ◆ Consider wearing scrubs or white coat or whatever makes you feel comfortable/confident/professional

# Supporting Patient Advocacy

- ◆ While clinician storytelling is important, PATIENT storytelling is compelling, and puts faces of real people in front of legislators.
- ◆ Connecting patients with an organizations for persons/family members impacted by addiction that does advocacy
- ◆ Considering how to appropriately ask patients to participate (avoid coercion)
- ◆ Be considerate if interacting with patients in this space (discuss ahead of time how want to acknowledge patient/clinician relationship, etc)
- ◆ Persons impacted by addiction have the primary story, and our role can be to leverage professional advantage on behalf of our patients.

# How ASAM Staff Can Help!

- ◆ Can prepared written testimony for committee
- ◆ Can help you prepare for oral testimony, develop strategy, etc.
- ◆ Cannot directly interact with legislators as they are not licensed state lobbyists

# Coordinating advocacy with ASAM

- ◆ Must be consistent with ASAM public policy
- ◆ Policy statements: <https://www.asam.org/advocacy/public-policy-statements>
- ◆ Also consider any conflicts/concerns with your employer/academic affiliation (there is likely a policy and a lobbyist there)
- ◆ You can represent yourself as a private concerned citizen!

# Collaborating with other specialty societies

- ◆ Addiction is well-positioned to collaborate with other physician/professional groups due to a broad representation of physician specialties.
- ◆ Consider collaborating with your state's chapter of AMA, AAFP, APA, etc. These groups have additional membership and may have additional resources, including lobbyists.



# Finding Your Representatives and Session Dates

- ◆ National: <https://www.congress.gov/members/find-your-member>
- ◆ State: [https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)
- ◆ State Legislative Session Dates: <https://www.ncsl.org/about-state-legislatures/2022-state-legislative-session-calendar>

# Activity Time!

- ◆ Write the names and emails of your state legislators and the approximate dates of their states' legislative session
- ◆ Identify any personal/local resources (e.g. colleagues involved in advocacy, state specialty societies, nonprofit organizations)
- ◆ Make a SMART goal (specific, measurable, attainable, realistic, time-based) for how you personally will participate in legislative process
- ◆ Discuss at round table
- ◆ Discussion/feedback as a whole group

# GME Trainees report insufficient advocacy training

- ◆ The majority of trainees (94%) agree, "as a physician I have a duty to advocate"
- ◆ Few reported receiving adequate advocacy training in medical school (18%) or residency (12%) (Garg 2019)
- ◆ University of Colorado Addiction Fellowship has implemented a longitudinal advocacy experience to bridge this gap

# University of Colorado Policy/Advocacy Longitudinal Experience 2022-2023

## Leveraging ASAM Support to Enact Change



Kelly Corredor, JD, ASAM  
Stephanie Stewart, MD, MPHS, FASAM

Wednesday, October 5th  
1:30 PM - 3:00 PM MST

## Roundtable with Elected Officials



Representative Yadira Caraveo, MD  
Representative Chris Kennedy

Wednesday, February 1st  
1:30-3 pm MST

## Day at the Colorado State Capitol



Skills building experience to testify for  
Senate/House Committees

**TBD**

# Practice-based learning

- ◆ Introduce yourself to your State Senator and Representative after election day
- ◆ Pick a bill to track
- ◆ Submit oral/written testimony
- ◆ Write an Op-Ed
- ◆ Go on field trip to Capitol!



# Physician voices are powerful!

“It just demonstrates how much power we have that we don't even realize. I can go into any senators' room and they will meet with me because I am a physician. We have so much potential for change, it's important not to forget.”

- Jessica Krueger, MD  
Former Addiction Medicine Fellow



# Advocacy can be meaningful!



Re: **SUPPORT HB21-1107**

Dear Judiciary Committee,

As a preventive medicine physician, I support HB21-1107. This bill protects the critical public health workforce of Colorado. Public health is at the forefront of confronting Colorado's COVID-19 pandemic and **it is essential that we protect those who are charged with safeguarding the health of all Coloradans.**

*“When I received personal responses from legislators to my letter it was thrilling because I felt like my voice was heard (as cheesy as that expression is). I'm very happy the legislation I followed and advocated for became law, but even if it hadn't I would feel satisfied that I had done something meaningful about it. If I had more time it would have been educational and interesting to watch the committee hearings where the bill was discussed but overall I really enjoyed this project.”*

Isaac Armistead, MD, MPH

Former preventive medicine resident



# Advocacy can be energizing!

## PODIUM | Curb flavored nicotine for kids' sake

By Taylour Munro and Stephanie Stewart May 18, 2022 0



Taylour Munro

Though a national ban on flavored cigars and methanol is proceeding slowly, Colorado was poised to protect public health right now by enacting a statewide ban on flavored nicotine products with [HB22-1064](#). Bill sponsors Sens. Kevin Priola and Rhonda Fields and Reps. Kyle Mullica and Jennifer Bacon should be applauded for introducing a common-sense piece of bipartisan legislation to protect the health of Coloradans.

“It was energizing and invigorating to see how we can indeed play a role in shaping the policies that impact our patient’s lives.”  
Taylour Munro, DO  
Former Addiction Medicine Fellow

# References

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4. Mu L, Shroff F, Dharamsi S. Inspiring health advocacy in family medicine: a qualitative study. *Education for Health*. 2011 Apr 1;24(1):534
5. ASAM Advocacy Guide ([asam.org/advocacy](http://asam.org/advocacy))
6. Shatterproof State Advocacy Toolkit (<https://www.shatterproof.org/sites/default/files/2019-03/shatterproof-advocacy-toolkit-v012319-email.pdf>)