Fostering Legislative Leaders - Tobacco 21

"What Happens in the Legislative Hearing Room Will Affect You in the Patient Exam Room"

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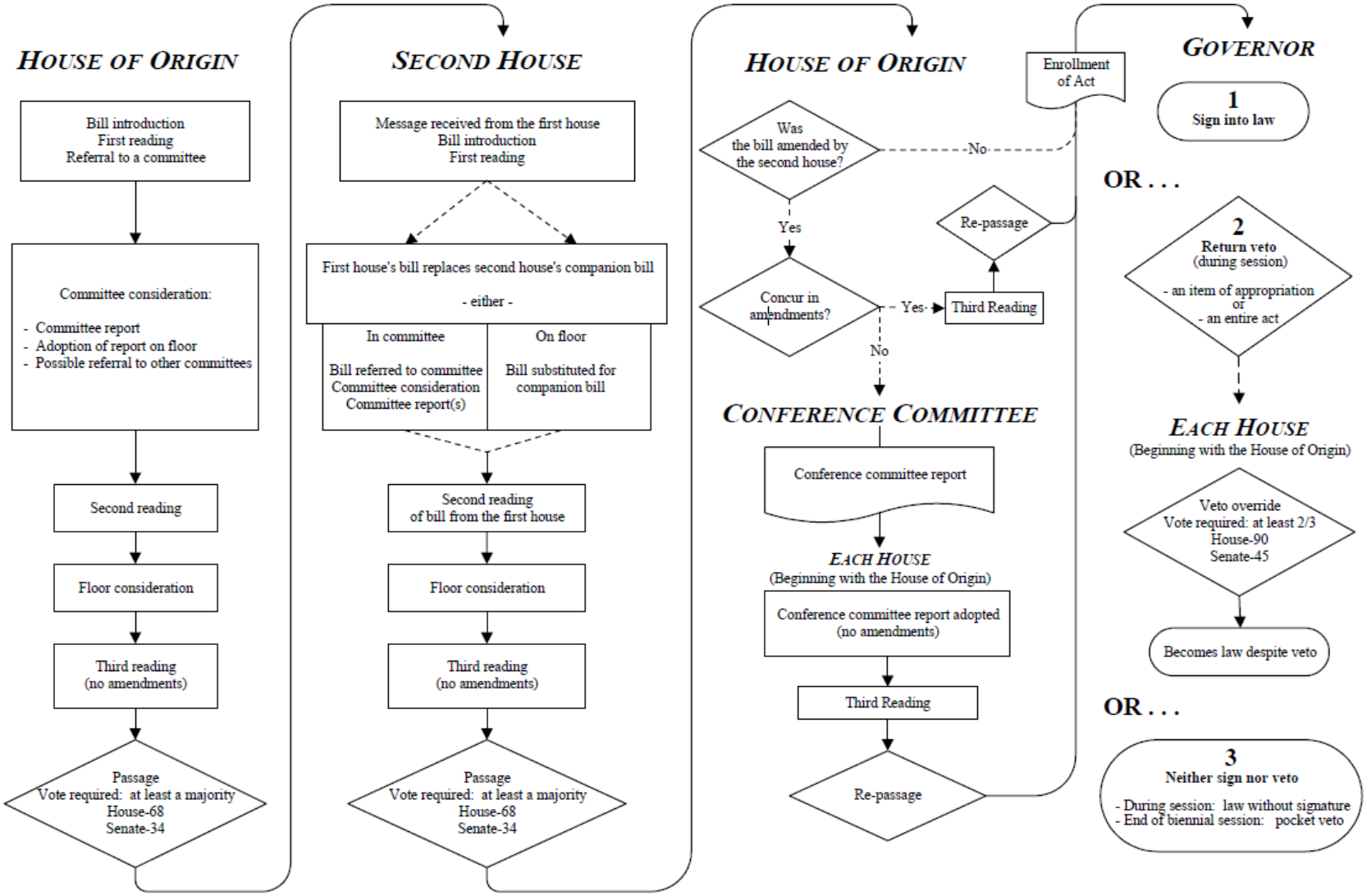
By the end of this presentation you will…

* Understand the meaning of advocacy and grassroots engagement
* Understand the importance of involvement in the process
* Have tips on being an effective advocate
* Understand the importance of raising the age to purchase tobacco to 21, and family physicians role in that effort

Overview of the Legislative Process



Minnesota House of Representatives - Research Department - November 2002

Define Terms

* “Purposeful actions by health professionals to address determinants of health which negatively impact individuals and communities by either informing those who can enact change by initiating, mobilizing, and organizing activities to make change happen, with or on behalf of the individuals or communities with whom the health professionals work.” 2005 Oandansen.

* ADVOCACY: “The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support” FreeDictionary.com

Define Terms

* GRASSROOTS: "*The ordinary people as distinct from the active leadership of a party or organization*"
* **AAFP**

"Family physicians…because of their background and interactions with the family, are best qualified to serve as each patient's advocate in all health-related matters, including the appropriate use of consultants, health services, and community resources. (1975) (2014 COD).

Grassroots Advocacy = Ordinary people arguing for a cause

Why Do I Have to Get Involved?

"We in America do not have government by the majority. We have government by the majority who participate."

Thomas Jefferson

Challenges of Physician Legislative Engagement

Natural Science	**vs.**	**Political Science**
-fact based		-perception
-research based		-opinion based
-decisive decision making		-compromise and slow

"Why me? I don't like politics!"

If not you, whom?

* Well respected in community
* Front-line practitioner who can talk about how legislation impacts patients
* "Put a face" to health care policy issues

"I don't understand how the legislative process works"

Remember

* Legislators want to hear from you
* They admit they are not the experts on health care
* They want local physicians who can help guide them.

"I don't like my legislator!
-He's/She's a Republican! A Democrat"

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Most health care issues are not partisan

* How to protect the physician/patient relationship
* How to make sure that medical decisions are made by practitioners and not insurers
* Policies that promote the health of the public

"I don't have the time"

Just like building a relationship with your patient, it takes time/effort to build a relationship with your legislators

Why Family Physician?

* Public roles are example of professionals taking control of their domain, promoting health of patients.
* Public should be considered part of patient care.

1) patient problems are related to social determinants of health

2) physician expertise counts

3) leadership is a way for physicians to regain public trust

Gruen 2004

STEP 1: Be Informed

* Know the issue
  * How does it affect your practice?
  * How does it affect your patient?
* Know your legislator?
  * Democrat or Republican?
  * What type of district?
  * Are they on HC committee?

STEP 2: Know Your Audience

How does the issue affect your legislator?

* Is this the right thing to do?
* How does this affect my district and my constituents?
* How much will it cost/who will pay for it?
* Who are the opponents? What do they think?
* Does anyone back home care about the issue?

STEP 3: Prepare Your Message

DO

* Know how to address your legislator
* Be yourself
* Treat them with respect
* Be concise (but avoid one-word answers)
* Provide concrete examples AND STORIES
* Thank them for their time
* Follow up

DON'T

* Talk down to or belittle
* Use medical jargon
* Look at your watch, seem to be in a hurry
* Be afraid to say "I don't know—will get back to you"
* Discuss fundraising at the Capitol or during session

STEP 4: Deliver Your Message

* Personal meeting, email, call, write
* Be concise
* Include your “ask” near the top
* USE STORIES on how it effects practice/patients
* Offer to help

* **“You don’t arrive as an advocate- you develop into an advocate.”**

Oandansen 2003

Tobacco 21

Raising the age to purchase tobacco reduces youth smoking

MINNESOTANS FOR A SMOKE-FREE GENERATION

Minnesota is a Leader in Tobacco Control

We have had many policy wins over the last ten years

MINNESOTANS FOR A SMOKE-FREE GENERATION

The Freedom to Breath Act

In 2007, Minnesota passed the Freedom to Breathe Act, making all worksites including bars and restaurants smoke-free

MINNESOTANS FOR A SMOKE-FREE GENERATION

Bold Local Policies

Minneapolis and St. Paul recently voted to restrict the sale of flavored tobacco products to adult-only tobacco shops

JENNI PINKLEY, STAR TRIBUNE

Young people gather on the steps of Minneapolis City Hall after a council vote Friday to ban the sale of flavored tobacco.

Mpls. bans convenience stores from selling flavored tobacco

10:40AM

MINNESOTANS FOR A SMOKE-FREE GENERATION

Why Tobacco 21?

MINNESOTANS FOR A SMOKE-FREE GENERATION

The Majority of Smokers Start Young

* 95% of adult smokers begin smoking before they turn 21
* Many smokers transition to regular use during the ages of 18-21

MINNESOTANS FOR A SMOKE-FREE GENERATION

Youth Smoking is Still a Problem in Minnesota

Tobacco use is the number one cause of preventable death and disease

* In Minnesota, 19 percent of high-school students used tobacco in the past 30 days
* Experimentation with e-cigarettes is increasing
* Flavored products like grape cigars and cherry chew are attractive to young people

MINNESOTANS FOR A SMOKE-FREE GENERATION

Big Tobacco Targets Youth

* Tobacco companies target teens and young adults with enticing products and advertising
* They spend $135 million/year on marketing in Minnesota alone
* If they don't hook them young, they never will

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Many States and Cities have Passed Tobacco 21 Laws

* California
* Hawaii
* Over 175 cities across the country
* Cities in the Midwest include Ann Arbor, Kansas City, Evanston and Chicago

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The Public Supports Tobacco 21

* A 2014 national survey shows that 75 percent of adults favor increasing the minimum purchase age for tobacco to 21
* Even 70 percent of smokers are in support of raising the minimum legal age

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Benefits of Tobacco 21

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Reduce Youth Smoking

* A report from the Institute of Medicine shows that increasing the legal age to purchase will mean fewer teenagers start to smoke
* Research predicts a 25% reduction in smoking initiation among 15-17 yr-olds alone
* 223,000 fewer premature deaths

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Early Evidence Shows it Works

* Needham, Massachusetts raised the age to purchase tobacco to 21 in 2005
* Within 5 years, tobacco use among high-school students was reduced by **nearly half**

MINNESOTANS FOR A SMOKE-FREE GENERATION

What Can You Do?

* Become a medical expert for the media and public- offer your voice!
* Write letters to the editor
* Write letters to legislators
* **<<Sign postcards today!!>>**

MINNESOTANS FOR A SMOKE-FREE GENERATION

Sources

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Questions & Discussion

MINNESOTA ACADEMY OF FAMILY PHYSICIANS

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