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

HOUSE OF ORIGIN
- Bill introduction
  - First reading
  - Referral to a committee

Committee consideration:
- Committee report
- Adoption of report on floor
- Possible referral to other committees

Second reading
Floor consideration
Third reading (no amendments)

PASSAGE
- Vote required: at least a majority
  - House: 68
  - Senate: 34

SECOND HOUSE
- Message received from the first house
  - Bill introduction
  - First reading

First house's bill replaces second house's companion bill
- either -

In committee
Bill referred to committee
Committee consideration
Committee report(s)
On floor
Bill substituted for companion bill

SECOND READING OF BILL FROM THE FIRST HOUSE
Floor consideration
Third reading (no amendments)

PASSAGE
- Vote required: at least a majority
  - House: 68
  - Senate: 34

HOUSE OF ORIGIN
- Enrollment of Act
  - No
  - Re-passage

Was the bill amended by the second house?
Yes
Re-passage

Concur in amendments?
Yes
Third Reading

CONFERENCE COMMITTEE
- Conference committee report

EACH HOUSE
- Beginning with the House of Origin
- Conference committee report adopted (no amendments)
- Third Reading
- Passage
  - Vote required: at least a majority
    - House: 68
    - Senate: 34

GOVERNOR
- Sign into law
  - No
  - Return veto (during session)
    - an item of appropriation
    - an entire act

Each House
- Vote required: at least 2/3
  - House: 60
  - Senate: 45

Becomes law despite veto
OR...

Neither sign nor veto
- During session: law without signature
- End of biennial session: pocket veto

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

Natural Science:
- fact based
- research based
- decisive decision making

Political Science:
- perception
- opinion based
- 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”

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
Minnesota is a Leader in Tobacco Control

We have had many policy wins over the last ten years
In 2007, Minnesota passed the Freedom to Breathe Act, making all worksites including bars and restaurants smoke-free.
Minneapolis and St. Paul recently voted to restrict the sale of flavored tobacco products to adult-only tobacco shops.
Why Tobacco 21?
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
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
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
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
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.
Benefits of Tobacco 21
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
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
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!!>>
Sources

- Minnesotans for a Smoke-free Generation- Smokefreegenmn.org
- Clearway Minnesota- Clearwaymn.org
- http://www.aafp.org/about/policies/all/fp-definition.html