Effective Messaging for Legislators, Regulators, Media & Colleagues
Overview

Introduction

Advocate vs. spokesperson

Focus on messaging

Focus on advocacy

Focus on media

Q&A
Introduction

Your role as a nursing leader
The media & advocacy environment
The importance of messaging
Preparation is paramount
You are the expert
Role of the Nursing Leader

ADVOCATE

Talk about the issues

Gain support/minimize opposition

Influence policy outcomes
Role of the Nursing Leader
SPOKESPERSON

Control the agenda
Deliver the message
Reach the real audience
Focus on Messaging
Every audience needs to know

The issue

ANA’s position

What it means

Why it matters
Make the audience

Think

Feel

Act
General Messaging Rules

One Main Point

Three supporting messages

Consistency + Repetition = Impact

Keep it Simple

Prepare, prepare, prepare
Key Message
Your single point

Key Facts
Your supporting detail

Sparkler
Your anecdote or personal perspective

Advanced practice registered nurses should be able to practice to the full extent of their education and training.
Building a Strong Message

Key Message
Your single point

Key Facts
Your supporting detail

Sparkler
Your anecdote or personal perspective

Advanced practice registered nurses should be able to practice to the full extent of their education and training.

- There is a looming shortage of primary care providers at the same time there are increased demands on the health care system
- Evidence-based studies show improvements in patient outcomes when barriers to APRN practice are removed
- A growing number of states do not require any physician oversight of APRNs
Building a Strong Message

**Key Message**
Your single point

**Key Facts**
Your supporting detail

**Sparkler**
Your anecdote or personal perspective

Advanced practice registered nurses should be able to practice to the full extent of their education and training.

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As an APRN in a rural area, I often have to fill the role of a primary care provider simply because there are none in my area.
General Messaging Rules

- Question ≠ answer
- Acknowledge + bridge
- + key point + sparkler
- Repetition, repetition, repetition
Controlling the Agenda

Acknowledge

“Yes”

“No”

“Perhaps”

“That is important”
Controlling the Agenda

Bridge

“And in addition to that...”

“Let me explain.”

“But here’s what really matters.”

“Here’s why”
“The most important thing is...”

“We’ve covered a lot of ground today, but what it really comes down to is...”
Controlling the Agenda

Close

Thank you and please remember...”
Focus on Advocacy
Concise
Why are you there? Make it clear, quickly.

Constituent Focus
Why should the legislator care?
Show how the issue is relevant to his/her constituents.

Context
How does your issue fit the big picture?
Gain credibility by establishing political awareness.

Communicate the “Ask”
What do you want the legislator to do? Be clear.
Advocacy Briefing Basics

Respect time constraints
  Follow legislator’s lead
  Don’t let interruptions bother you
  Be prepared to “walk and talk”

Embrace role of staff
  Gatekeepers and allies

Follow a game plan

Leave position summary
  Know and address your opposition

Conclude with thank you
  Follow up promptly with requested info
Focus on Media
Media Interview Basics

Probe

Why are we doing this?
Who is the audience?
What is our message?
What can we expect?
Media Interview Basics

Prepare

Script the message(s)

Learn the background

Study the news
Media Interview Basics

Practice

Opening
Bridging
Anticipating negative
Media Interview Basics

During the interview

<table>
<thead>
<tr>
<th>Role</th>
<th>Advice</th>
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</thead>
<tbody>
<tr>
<td><strong>You</strong> are the expert</td>
<td>Be clear</td>
</tr>
<tr>
<td><strong>You</strong> are in charge</td>
<td>Be brief</td>
</tr>
<tr>
<td><strong>Your</strong> words, not theirs</td>
<td>You are never off the record</td>
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</tbody>
</table>
The Telephone Interview

- Insist on a call back
- Avoid filling gaps
- Stand up
- Stick to a schedule
- Use cheat sheet
Never off the record
Answer negative questions with positives
Be yourself
Be courteous
Expect to be recorded
The Radio Interview

Usually by telephone
Limited time
Steer the interview
Turn off your radio, phone, etc.
Use a “cheat sheet”
The Television Interview

Impressions outweigh substance
Stick to three main messages

The 3 C’s:
- Commercials
- Control
- Cosmetics
Things to Remember

- Know your stuff
- Stick to your points
- Speak to your audience
- Stay cool
- Always on the record
- **YOU** are the expert
Questions?
<table>
<thead>
<tr>
<th>GROUP 1</th>
<th>GROUP 2</th>
<th>GROUP 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
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<tr>
<td>APRN Scope of Practice</td>
<td>Staffing</td>
<td>Community Paramedic</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
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<td><strong>Audience</strong></td>
</tr>
<tr>
<td>Legislators</td>
<td>Media/Public</td>
<td>Colleagues/Nurses</td>
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<tr>
<td><strong>Mentor</strong></td>
<td><strong>Mentor</strong></td>
<td><strong>Mentor</strong></td>
</tr>
<tr>
<td>Peter</td>
<td>Janet</td>
<td>Lori</td>
</tr>
</tbody>
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Let’s Do It!