



**Wisconsin  
Cancer  
Collaborative**  
REDUCING THE BURDEN TOGETHER

# Breakout Session C | The Power of Advocacy

1:00-2:00

# SPEAKERS



**Carmyn Berg**  
**Regional Advocacy Director**  
*The Leukemia & Lymphoma Society*



**Maureen Busalacchi**  
**Prevention Coordinator for the Wisconsin**  
*Director for the Wisconsin Alcohol Policy Project*

# NAVIGATING EFFECTIVE ACTION: WORKING IN POLICY & CANCER CONTROL



Maureen Busalacchi  
Director Wisconsin Alcohol Policy Project  
Co-Chair WPHA Policy and Advocacy Committee

# WISCONSIN ALCOHOL POLICY PROJECT



Tools, Training, & Technical Assistance to Reduce  
Excessive Alcohol Consumption

# AGENDA



ENGAGING IN  
POLICY



ADVOCACY AND  
LOBBYING



KEEPING TRACK OF  
WHAT'S HAPPENING

# ENGAGING IN ADVOCACY



# DETERMINE YOUR GOAL



Focus your energy on advocating for a particular topic



Determine organization(s) focus on that issue



Be intentional about your engagement

Success in advocacy is people working together.

# ADVOCACY IS A TEAM SPORT – KNOW THE RULES!



- Learn roles
- Learn the rules
  - ❑ Internal organizational policies and rules
  - ❑ Advocacy and lobbying rules



# PUBLIC POLICY ADVOCACY ROLES



Public Health  
Expert



Community



Educator



Educating  
Policy Makers



Leader



Organizer



Convener



Facilitator

# PEOPLE WHO WORK IN CANCER CONTROL!

- People who can:
- Tell stories
- Translate data
- Know impact on families
- Understand the problems
- Suggest solutions



# RULES & POLICIES



Lobbying Rules



Organizational Policies



Volunteering

# CLARITY ON DIRECT LOBBYING

**CDC Guidance has 3 simple statements that are clear/helpful:**

1. Refers to specific legislation or other executive order;

2. Reflects a point of view;

3. Contains an overt call to action.

*APHA Presentation from ChangeLab Solutions, APHA 2020 Annual Meeting;*  
<https://www.apha.org/Policies-and-Advocacy/Advocacy-for-Public-Health>

# WHAT'S GRASS ROOTS LOBBYING?

- Federal: IRS **Grass roots** lobbying refers to efforts to influence legislation through an attempt to affect the opinions of the general public or any segment of the general public.



# WHAT IS ADVOCACY AND NOT LOBBYING IN WISCONSIN

Communicating with legislators in a personal capacity;

Mass communications through the media;

Requests for information from the legislature, legislative employee, or an agency official;

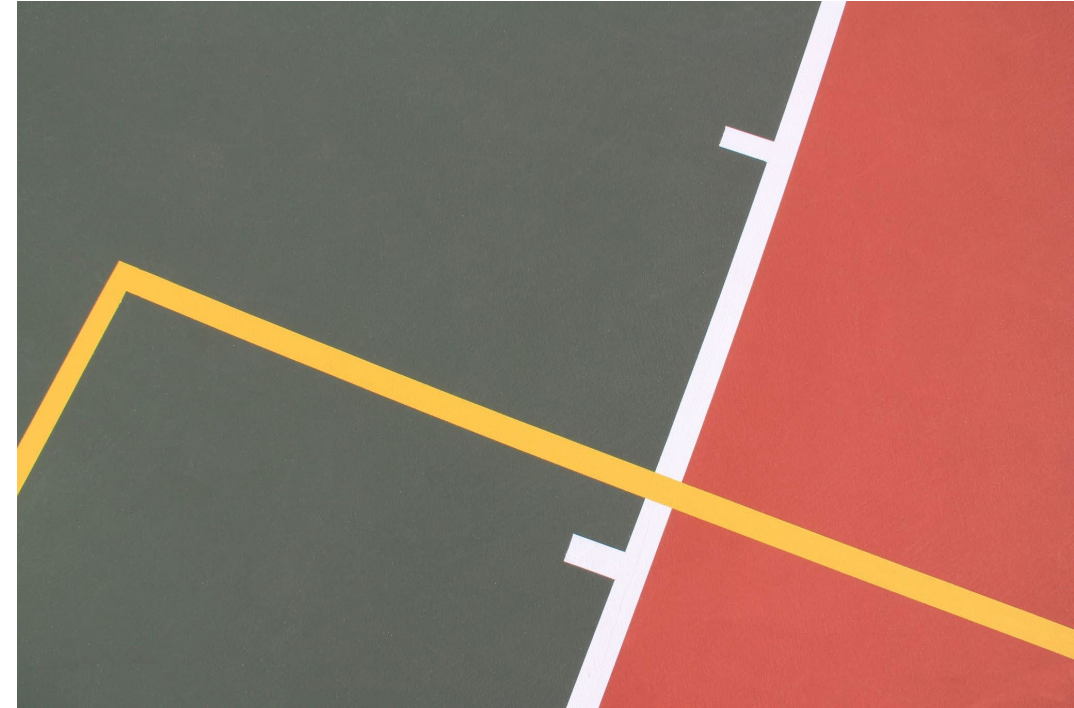
Participation as a member in the deliberations of a committee of the legislature;

Lobbying of an agency official by another agency official a different agency or the same agency; and

An elective state official or legislative employee acting in an official capacity.

# ORGANIZATIONAL POLICIES

- Rules differ if organization has a lobbyist on staff.
- Know organizational policies.
- Work with Governmental and Communications teams.
- Additional restrictions may be based on your funding.



# VOLUNTEERING



Even as a volunteer in for an organization, be familiar with the rules around lobbying.



No more than 5 days in a 6-month period



Own Time, Dime and Equipment



# KEEP TRACK OF WHAT'S HAPPENING



# WHO HAS THE POWER TO MAKE THE CHANGE?

## IDENTIFY WHO CAN MAKE THE CHANGE



HEALTH  
SYSTEM



CITY COUNCIL



STATE  
LEGISLATURE



COMMUNITY  
ORGANIZATION

# YOU CAN ACT IF YOU TRACK!



Legislative website

<https://legis.wisconsin.gov/>



Follow organizations



Read the news



Follow decision makers



Read newsletters

# EFFECTIVE WAYS TO ADVOCATE



Work With Advocacy  
Organizations



Work Within Your  
Employer For  
Opportunities



Get involved so that  
key people know  
your expertise

They can't call on you  
if they don't know  
what you bring to the  
party.

THANK YOU!

[MBUSALACCHI@MCW.EDU](mailto:MBUSALACCHI@MCW.EDU)

[MCW.EDU/WISAPP](https://www.mcw.edu/wisapp)



MEDICAL  
COLLEGE  
OF WISCONSIN

# Questions?