Be the Change You Want to See:
Getting Started in Public Policy

DIFM Public Policy Task Force
March 13, 2018

Lisa Shkoda, RDN and Chris Benson, RDN
Speakers

**Lisa Shkoda, RDN, CSP, CNSC, FAND** is the Policy and Advocacy Leader for DIFM and Assistant State Policy Representative for the Virginia Academy of Nutrition and Dietetics. Lisa is a dietitian at the University of Virginia Cancer Center in Charlottesville, VA. Lisa is passionate about public policy and believes that is where we all can make a lasting difference.

**Chris Benson, RDN, MPH** is the Nutrition Coordinator for the Washington State Department of Health and a member of the DIFM Public Policy Task Force. She has worked with a number of organizations researching and supporting programs and policies to improve food environments, including the University of Washington’s Center for Public Health Nutrition, the Childhood Obesity Prevention Coalition and the Academy of Nutrition and Dietetics.
Outline for Today’s Presentation

● The Importance of Public Policy
● Ways to Participate
  ○ Federal
  ○ State and Local
● Additional Resources
The Importance of Public Policy Participation

- Affects every nutrition professional - make your voice heard!
- Influence your community
- Shape the future of dietetics profession
  - Increase reimbursement
  - More funding for nutrition services: Breakfast and Lunch Programs, SNAP, WIC
  - Increase access to whole foods
  - Food as medicine
  - RD services in prevention
- Strength in numbers
The Importance of Public Policy Participation

https://www.eatrightpro.org/advocacy/legislation/all-legislation

Legislation and Public Policy Issues

Members of the Academy of Nutrition and Dietetics have the responsibility to urge consumers and lawmakers to learn about the positive role nutrition plays in healthy lifestyles and disease management.

- All Legislation
- Current Legislation
- Legislation by Subject Area
Ways to Get Involved in Public Policy

Federal

- Action Alerts
- Academy Events
- ANDPAC
- Share your knowledge and expertise
- Other ways to participate
Participate in Action Alerts

https://www.eatrightpro.org/advocacy/action-center/take-action

Use Google Chrome, Firefox, or Internet Explorer 9+. Contact Nate Stritzinger at nstritzinger@eatright.org if you experience any technical difficulties.
Participate in Action Alerts

2.

Action Center

Welcome to the Advocacy Action Center

Action Alerts  Find My Legislators

Click To Start

Updated Action Center March 2017
Directions to assist you with the updated version of the Academy’s Action Center.

1. Click on the “Click to Start” button on the right side of the page.
2. Academy member records have previously been loaded in the Action Center.
3. Enter your Email address, Zip Code and press “Submit”. A green box with your first name should be displayed if your record is found. If the system cannot find your email address and zip code, you may need to add your record.
4. Once your name appears in the green box on right side of screen you will proceed to the action alerts listed below.
5. Click on the Take Action "Envelope Icon" below and to the right of the title of the action alert. Please be patient, the screen will change to a dark grey and it will take approximately 10 seconds to load. When the action alert is loaded, you will see an action alert message template and the list of your legislators.
6. If you wish to personalize each letter, click on the “Pencil Icon” to the right of each name to make your edits. Once the letters are personalized, please press “Send All”.
7. A thank you for taking action message will appear on the screen.

Action Center

Welcome to the Advocacy Action Center

Action Alerts  Find My Legislators

Click To Start

Login
If you have been to this site before, we can search for your information.

Email
Zip (5-digit)

REGISTER

SUBMIT

Updated Action Center Directions to assist you with the updated version of the Academy’s Action Center.

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Participate in Action Alerts

3. Support nutrition education programs, nutrition assistance programs and nutrition research in the farm bill

Congress is currently working on the 2018 farm bill, which is the primary legislative focus.

Take Action!

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3. Co-Sponsor Cost-Saving Treat and Reduce Obesity Act

The bipartisan Treat and Reduce Obesity Act of 2017 (H.R. 1953; S. 830) in both houses of Congress.

Take Action!
Participate in Action Alerts

5.

Co-Sponsor Cost-Saving Treat and Reduce Obesity Act

The bipartisan Treat and Reduce Obesity Act of 2017 (H.R. 1953; S. 830) in both the U.S. House and Senate will allow a registered dietitian nutritionist or other qualified nutrition professional to provide intensive behavioral counseling services for Medicare beneficiaries with obesity. Let your members of Congress know where you stand and urge them to support this bill to improve health care access and reduce health care costs.

Co-Sponsor Cost-Saving Treat and Reduce Obesity Act (H.R. 1953; S. 830)

Dear (Legislator Title and Name will be added by system when communication is sent)

As a constituent and a member of the Academy of Nutrition and Dietetics I urge you to co-sponsor the Treat and Reduce Obesity Act of 2017 (H.R. 1953; S. 830), sponsored by Representatives Paulsen and Kind and Senators Cassidy and Carper. Your support of this bill will help to reduce obesity rates and treatment costs and will improve care for older Americans by facilitating Medicare beneficiaries’ access to qualified, effective practitioners.

The Treat and Reduce Obesity Act offers simple, clinically- and cost-effective solutions to the obesity epidemic by removing unnecessary barriers to obesity treatment with the medically-indicated combination of (1) intensive behavioral therapy (IBT) provided by registered dietitian nutritionists and other qualified Medicare providers and (2) access to covered, safe, effective FDA-approved weight loss medications that complement IBT. According to a new whitepaper (Link: https://cdn.ihs.com/www/pdf/BudgetaryImpactAnalysisMedicareAnti-ObesityDec17.pdf), a newly validated microsimulation model predicts that increasing Medicare beneficiaries’ utilization of these clinically effective obesity treatments could save Medicare $19 to $21 billion over the next 10 years!

Thank you for considering co-sponsoring this important legislation. If you have questions, please contact me or our Vice President for Policy Initiatives and Advocacy, Jeanne Blankenship, at jblankenship@eatright.org.

Sincerely,

Ms. Lisa Shkoda
Participate in Action Alerts

Thank You for Taking Action Today!

Academy of Nutrition and Dietetics
Feb 26 (7 days ago)

Thank you for asking your Senators and Representatives to support the Treat and Reduce Obesity Act. As a reminder, you can make a difference today by supporting ANDPAC.

Make a contribution to ANDPAC. Help the Academy fight against obesity by expanding the role dietitians can play in treatment, reduction and prevention. We need you to support our future -- every job in dietetics is affected by food and nutrition policy.

Co-Sponsor Cost-Saving Treat and Reduce Obesity Act

Advocacy Message Sent
Senator Mark Warner (VA-00)
Senator Tim Kaine (VA-00)
Representative Thomas Garrett (VA-05)

Thank You Message Sent
Not Applicable

The Academy of Nutrition and Dietetics Political Action Committee (ANDPAC) is a separate segregated fund of the Academy of Nutrition and Dietetics used to support candidates and elected officials. Academy members are not required to contribute to ANDPAC and there is no reprisal for not contributing. Amounts recommended for contribution in Academy publications are merely suggestions and there is no minimum contribution level.
Public Policy Events

Public Policy Workshop (annual)
Advocacy Events (quarterly)
State Legislative Days (annual)
Public Policy Workshop

United We Stand at the 2016 Public Policy Workshop
Public Policy Workshop
Public Policy Workshop

Attend PPW 2018!

October 24th

Washington, DC

(the day following FNCE)
DIFM PPW Scholarship

Apply for DIFM Scholarship to attend PPW

More details are coming soon
Quarterly Advocacy Days
State Legislative Days

Advocacy Day

IAND Legislative Seminar and Advocacy Day

Licensure, legislation, and public policy impact our jobs, no matter what setting we work in. Learn how to effectively communicate with legislators to educate them about our profession and how we positively impact the health of their constituents. Share with them that we are available to be their nutrition experts and gain their support on legislation important to the dietetics profession and the nutritional health of Illinois citizens.

SAVE THE DATE:
Advocacy Day 2018: Tuesday, April 17, 2018

To register: CLICK HERE (Members Area)

David J. Toscano @deltoscano · Feb 21
My stand-in (and my chief of staff) got to see the registered dieticians and nutrition experts from UVA Health System this afternoon--thank you very much to @VA_Dietitians for bringing them to the Capitol today.
State Legislative Days

Virginia Academy of Nutrition and Dietetics - Legislative Day 2014
Getting Ready for the Visits with Legislators

- Get to know your legislators
- Come prepared, practice
- Find a personal connection
- Share stories
- Bring students and interns
- Don’t underestimate the role of legislators’ staff
- Be organized
- Don’t be afraid!
The Power of PAC

If dietetics is your profession, policy should be your passion!
PACs: Part of the Political Process

Organizations use PACs

- Health Professionals
- Nutritional & Dietary Supplements
- Pharmaceutical / Health Products
- Food & Beverages
- And many, many more...

PACs = Access to Congress.
If dietetics is your profession, policy should be your passion!

In 2017, nearly 3,000 members contributed $118,164 to ANDPAC.

How Your Contribution is Used

- Members Contribute to the PAC
- Important Relationships Determined
- PAC funds used to gain access and influence
If dietetics is your profession, policy should be your passion!

ANDPAC Strengthens Advocacy

Meetings on Capitol Hill

In District Meetings

PAC Events

“This is the group that is going to cure diabetes. This is the group that is going to get Congress to score prevention programs. I want to be associated with people like you who are on the ground making a difference!” — Rep. Lujan Grisham
We Need You to Help Our Profession!

Let’s collectively use our VOICE to shift POLICY towards protective dietary patterns for health and healing!!

Let's ACT to Strengthen Our VOICE:
A ~ Advocacy Activities – ignite and inspire!
C ~ Contribute to ANDPAC annually!
T ~ Take Action!
We Need You to Help Our Profession!

Join the March 2018 DIFM ANDPAC campaign to make our VOICE louder!

Your support makes a difference – in any amount!

We will only make that if every DIFM member makes a contribution....

Jump In!
If dietetics is your profession, policy should be your passion!
Share Your Knowledge and Expertise

- Public comment opportunities
  - Regulations.gov
- Be a content expert
  - Register with Academy
- Stay informed
  - Newsletters (Eat Right Weekly, FRAC, CSPI, Food Politics)
Other Ways to Participate

- Contact your Representatives (visit, call, write, text)
- Host a site visit
- Support a campaign
- Run for office (federal or with the Academy)
- Vote!
Ways to Get Involved

State and Local

- Participate in local government
- Engage with your community
- Grow your expertise
- Attend State Legislative Days organized by your affiliate AND
Participate in Local Government

- Attend public hearings, meetings, advocacy days
- Provide expert commentary or testimony
- Serve as expert for local governments
- Start a petition or propose a new policy
  - alec.org
- Run for office
- Vote!
# Engage with Your Community

## Join a board or organization
- Parent Teacher Association
- School Board
- Government board
- Non-profit
- Neighborhood association
- Food or health coalition

## Start a program in your community
- Community garden
- After school program
- Gleaning program
- Grocery store tours
- Cooking classes
- Emergency Preparedness

## Volunteer
- Schools
- Food bank
- Food pantry
- Soup kitchen
- Farmers market EBT program
- Advise businesses/groups
Grow Your Expertise

- Stay Informed
  - Local News
  - CPEs

- Become an Expert
  - Certificates of Training
  - Advanced Degrees
  - Additional Credentials

*The more you expand your knowledge the more you have to contribute!*
Additional Resources

https://www.eatrightpro.org/advocacy

- Current Issues
- Policy 101
- Local Advocacy
Questions?

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Chris.Benson@doh.wa.gov