

# ADVOCACY USING THE EPIC FORMAT\*

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MAPHN ANNUAL CONFERENCE:  
CULTIVATING PUBLIC HEALTH NURSE LEADERS IN 2010  
CAMBRIDGE, MA  
MAY 6, 2009

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\*A nifty framework developed by RESULTS, [www.results.org](http://www.results.org)

# RESULTS: The Power to End Poverty

- Over 25 years of advocating for increased funding for poverty-reduction
  - ▣ Child Survival Account created
  - ▣ TB incorporated into PEPFAR; \$4B authorized
  - ▣ \$25M Gates grant to do TB education and advocacy
- Investigate 3 questions to decide campaigns
- Two main strategies
- [www.results.org](http://www.results.org)

# EPIC Format

- Concise, powerful way to communicate
- Useful for
  - Letters to the editor (LTEs)
  - Educating legislators
  - Elevator pitches, aka “laser talk”
  - Speaking to new acquaintances about your work

# E: Engage Your Audience

- Dramatic fact or respond directly to something in the paper
- Invoke a common value to connect with reader
- One sentence is ideal
- Example?
  - Dear Representative Toomey, I am a constituent and a public health nurse with 18 years experience, and I am concerned about the public structures which have supported our standard of living for decades. Specifically, MA has lost 33% of its funding and nearly all of its surge capacity to deal with infectious disease outbreaks.

# P: State the Problem

- Present the cause of the problem
- Give details as necessary
- Example?
  - Between the federal cuts and the state budget cuts, all of the STD clinics have been closed and case management capacity, required by MA law in some cases, is dwindling.

# I: Illustrate the Solution

- Give a concrete solution; paint a picture
- Develop solution with examples of how and where it has worked
- Studies, reports and first-hand experience
- Example?
  - ▣ With a fully funded State Laboratory budget line item, we could afford critical “maintenance” of our public health structures including: expansion of cost-saving preventative measures, timely conquering of infectious disease outbreaks and relief for a public health workforce stretched to the breaking point.

# C: Call to Action

- Now that you've got the audience's attention, tell them what they can do
- Something specific and timely
- One sentence is best; two maximum
- Example?
  - ▣ Would you please speak directly to Speaker DeLeo in support of the House-level of funding for the State Lab line item, 4516-1000?

# Practice Run...

- \* I appreciate the sentiment in Joan Vennochi's May 23 op-ed column "The power struggle on Beacon Hill." But I think she misses a mark, because there is a genuine constituent call for both reform and for new revenues.
  
- E: Engage Your Audience

\*Published in the Boston Globe, May 30, 2009

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- For example, I worked for increased revenues to support critical public health structures such as our state lab. The task given to this one entity – including infectious disease prevention and control, lead-poison testing, biohazard identification, milk safety, illegal drug testing – serve to protect every last soul in the Commonwealth.
- I: Illustrate the Solution

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- The lab has suffered severe cuts in recent years, with consequences such as the 17 percent increase in tuberculosis cases in 2008...
- P: State the Problem

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- ...It seems to me that the legislative branch has fulfilled its job description: listening to constituents, proposing laws based on the best information available, and passing laws that reflect political compromises.
  
- C: Call to Action

# Thank You!

- [www.results.org](http://www.results.org)
- [tschampl@yahoo.com](mailto:tschampl@yahoo.com)
- Feel free to ask questions now or in the future.

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- \* Thank you for printing the June 1 op-ed calling for Congress not to give a blank check to the International Monetary Fund. Health and education are the two most important development investments a country can make.
  
- E: Engage Your Audience

\*Published in the Boston Globe, June 6, 2009

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- For example, in developing countries, each additional year of education for girls beyond 4<sup>th</sup> grade results in up to 20 percent higher wages, 10 percent fewer child deaths, and a 10 percent reduction in birth rates.
  
- I: Illustrate the Solution

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- The austerity measures that the IMF continues to impose, despite noises to the contrary, are counterproductive since they restrict countries' abilities to invest in these critical public structures.
  
- P: State the Problem

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- I encourage everyone to contact their senators and representative to request IMF reforms be attached to the \$100 billion about to go out the door.
- C: Call to Action