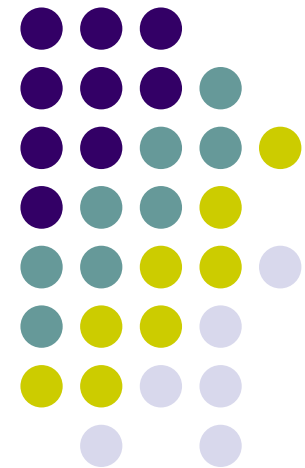


Political Advocacy Panel

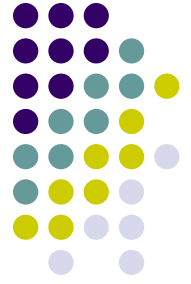
MA Association of Public Health Nurses
2010 Conference



Maddie Ribble, Director of Advocay and Media,
Massachusetts Public Health Association

Contact: mribble@mphaweb.org

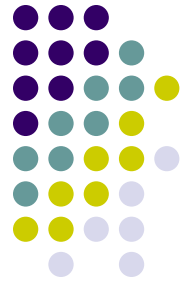
617-524-6696 x111



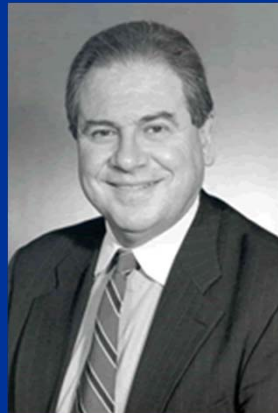
Who ARE these folks?

- Regular people working in a busy environment.
- Speak and vote on complex issues in a way that represents their beliefs and serves their constituents.
- Make many decisions with limited information. They make decisions on issues on which their constituents are split – or silent.

Who ARE these folks? (con't)



- Build alliances with other legislators to move their priorities.
- Want to get re-elected and grow in leadership roles – they need victories.
- To advance political career – move up in rank, impress colleagues and leadership.
- Opportunities to speak publicly, get their name in the press, be seen as a leader.



Therese Murray
Senate President
Plymouth



LEADERSHIP



Robert DeLeo
House Speaker
Winthrop

REVENUE



Sen. Ben Downing
Pittsfield



Rep. Jay Kaufman
Lexington

Sen. Susan
Fargo
Lincoln



Rep. Jeff Sanchez
Boston

PUBLIC HEALTH

EDUCATION



Rep. Marty Walz
Boston



Sen. Robert O'Leary
Barnstable

Sen. Steven
Panagiotakos
Lowell

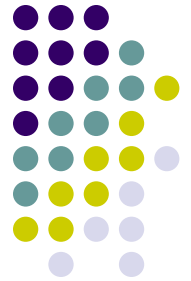


WAYS & MEANS

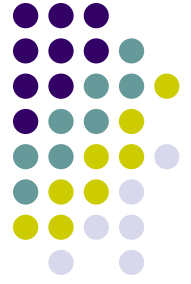


Rep. Charlie Murphy
Burlington

What is our role as citizens and advocates?



What is our role as citizens and advocates?



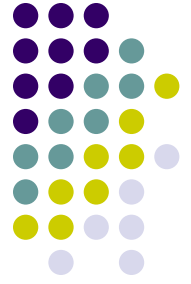
- Provide timely, credible information – proactively and in response.
- Give your input on current or proposed policies – and give concrete examples of how they impact our communities.
- Keep them apprised of the latest news, events, and trends on the ground.
- Remember that decisions will be made with or without our input; often someone will speak for us.

Breaking through the feeling of ineffectiveness



1. Don't do nothing because you can't do everything.
2. Get good information
3. Go wider
4. Go deeper
5. Be smarter

Go Deeper



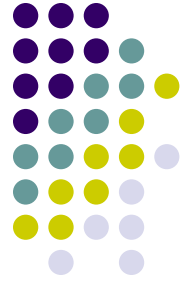
Become a known quantity

- Regularity
- Information they can't get anywhere else
- Remember the staff
- Thank you's and criticism
- Availability
- Follow up
- Invitations

The L Word -- Lobbying

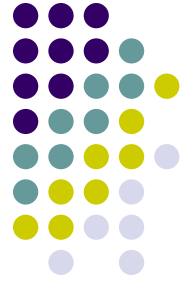


- A communication on a specific policy and a position on that legislation
- Responding to a request for information is not lobbying
- Required to register if you are compensated for lobbying more than 25 hours per 6 month period
- Your organization's policy
- Limitations for public sector, nonprofit, and grant-funding
 - Lobbying
 - Electoral work
 - Ballot questions
- Personal restrictions



What is coming up?

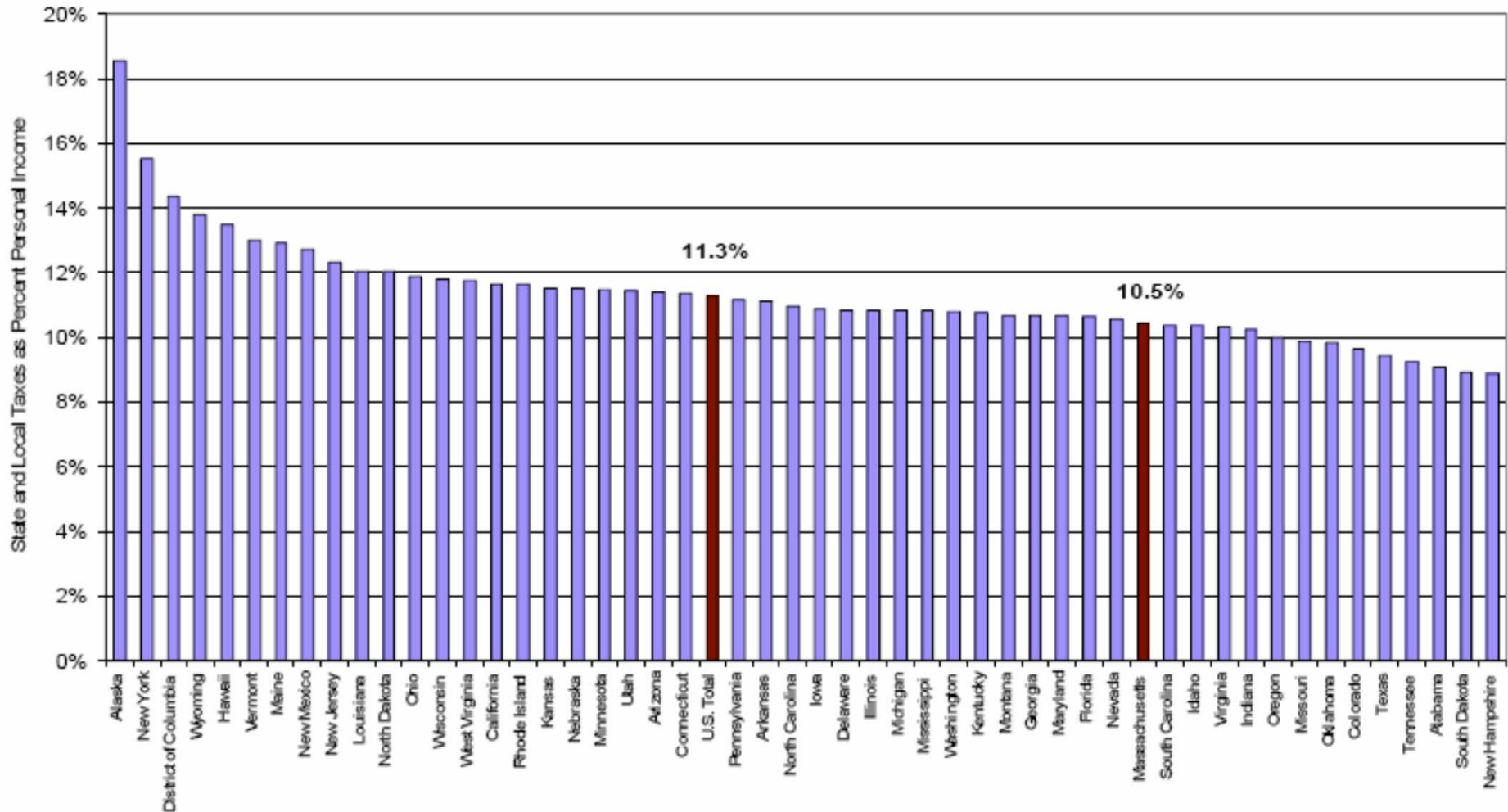
- Senate and conference budget – May and June
- End of the formal session – July 31
 - FPC
 - SN
 - Emergency Prep
- Election year



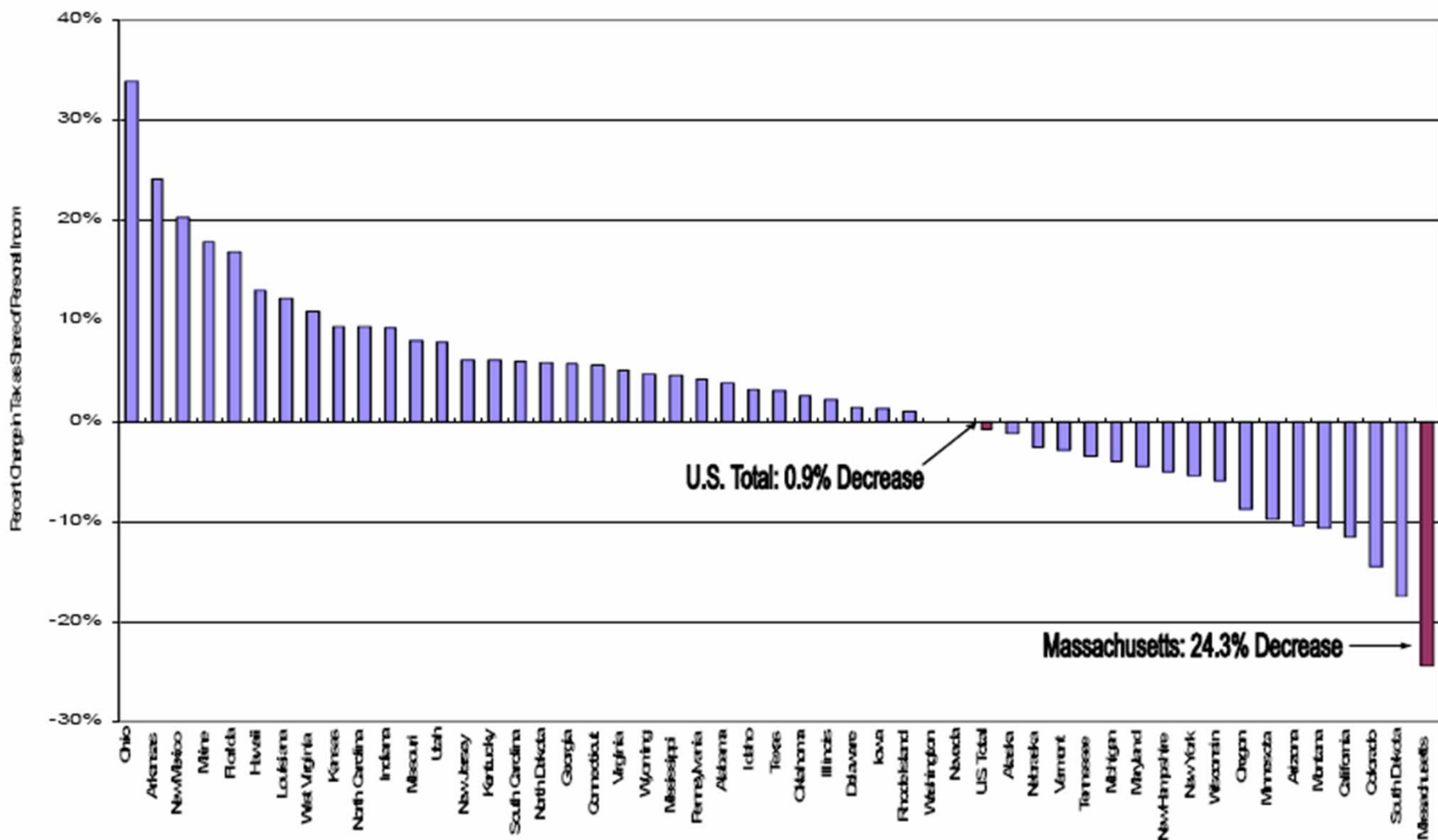
The T word – Taxes

- Our public structures depend on public funding
- Taxes not good or bad – but must be a part of a rational revenue system
 - Fairness, Adequacy, Simplicity, Efficiency, Stability
- Revenue system not only comprised of taxes
- Refue to be pro-tax or anti-tax

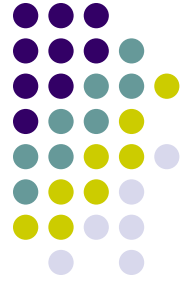
MA Taxes Lower Than U.S. Average



Taxes Declined More in MA than Any Other State: 1977-2007

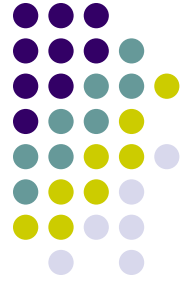


Ballot questions this fall

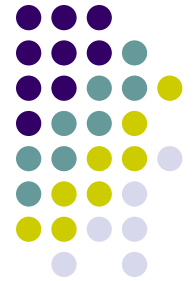


- Roll back the sales tax from 6.25% to 3%
- Exempt alcohol retail sales from the sales tax

Ballot questions this fall



- Roll back the sales tax from 6.25% to 3% -- **\$2.5 billion.**
- Exempt alcohol retail sales from the sales tax - **\$90 million. Effect on underage drinking.**



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