

Creating Legislation and Testimony





**American
Heart
Association.**

Who we are

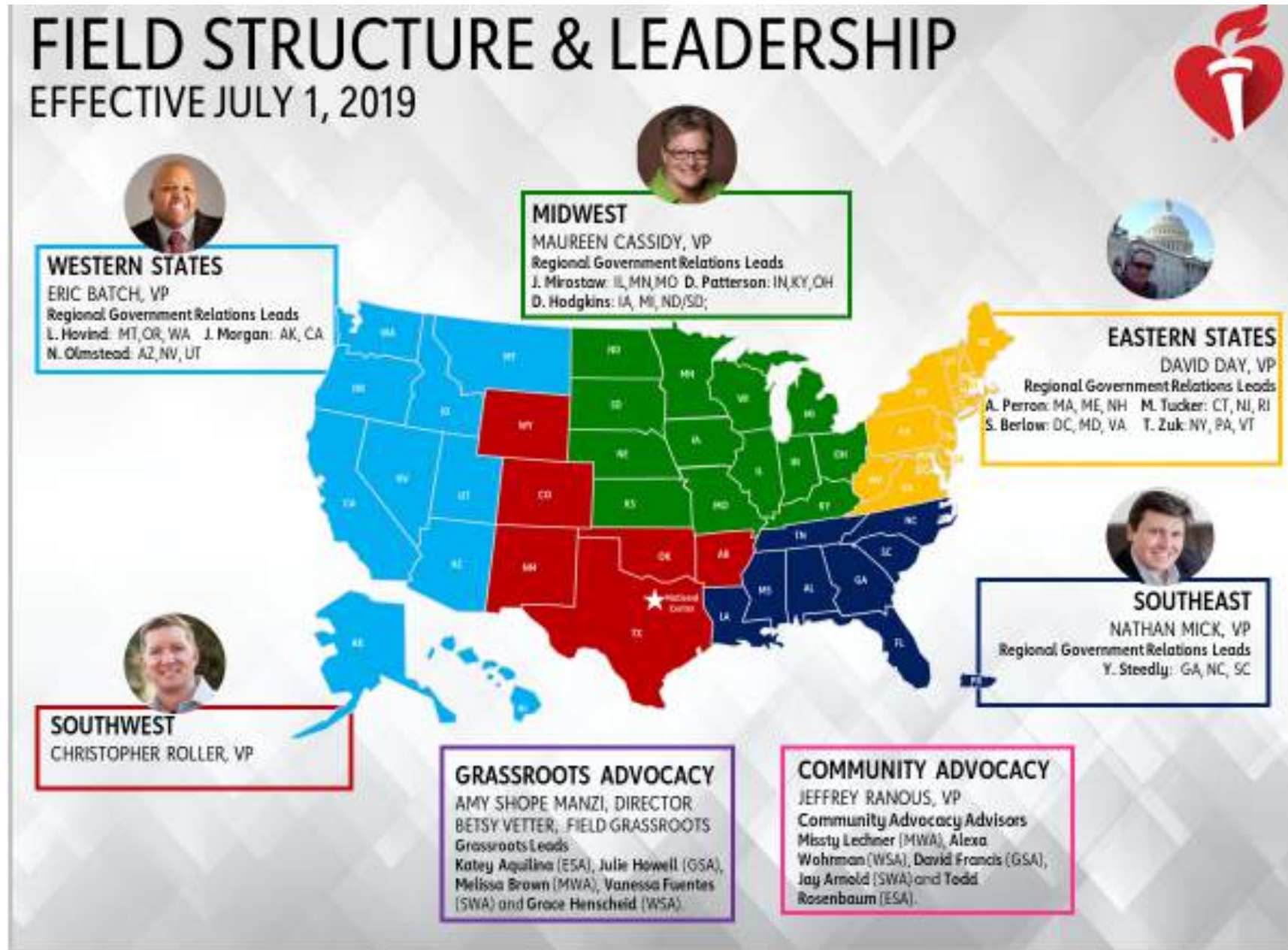
The American Heart Association/
American Stroke Association is not
just a charity. We are crusaders,
innovators, scientists and partners.

Our Mission

**To be a relentless force for a world
of longer, healthier lives.**



AHA Field Advocacy Leadership



State and Community Policy Priorities



- Tobacco Free
- Quality Acute Systems of Care
- Healthy Eating
- Active Living
- Access to Health Care
- Environmental Air Quality
- Social Determinants of Health
- Focus on Preemption (preserving local decision-making)

Through our advocacy efforts

3.8 million

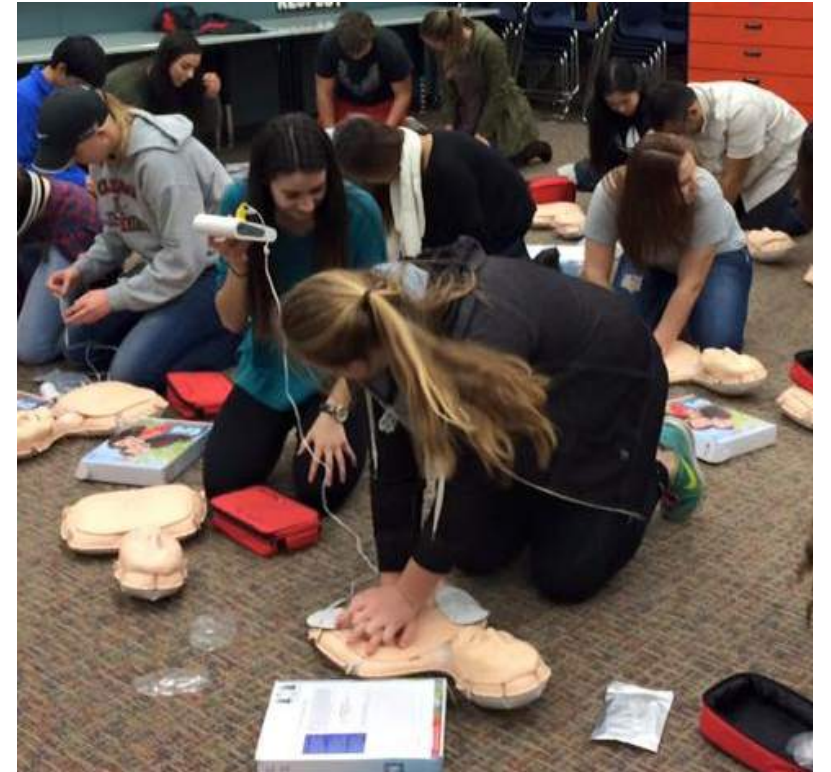
babies are screened for congenital heart defects.

210 million

Americans live in smoke-free communities.

2.5 million

students are trained in CPR every year.



Creating Legislation: Role of a National Organization



- Starts with a good idea
- Does comparable policy already exist?
- Develop policy bottom line
- Go to the lawyers
- Roll out to staff in 50 states
 - State staff conduct analysis
 - Do you need a new law?
 - Or can you change an existing one?
 - If moving forward, write a campaign plan

Getting a Bill Introduced



- Identify authors - be strategic
- Identify messenger
- Get the bill drafted
 - Identify appropriate office for drafting (research, revisors' office/Office of Legislative Counsel)
 - Use a model when available, and if not, use similar legislation from other similar states (caution: legislation in other states may be a product of compromise)
 - Some offices do not like to get draft language, but like to do themselves
 - Have a sense of model language and success from other states or jurisdictions
- Do your homework on and be aware of pitfalls, lessons learned, and success ahead of implementing the legislative creation process or making the ask.
- Give yourself time: this can take a few weeks

Creating Testimony: know your states rules and culture



- Different states take testimony at different times in the process
- Time is often limited
- In most states, provide a copy of your remarks
- Understand expectations for how testimony is delivered

Creating Testimony: be prepared



- Understand your opposition, both on the committee and in the audience
- Orchestrate ahead of time as much as possible with your elected allies on a committee
 - Get their comments prepared to align with your testimony.
 - Get the questions planted you need asked
- Be prepared for questions
- Coordinate with partners
- Consider the right messenger

A stylized graphic on the left side of the slide. It features a large red heart shape. Overlapping the heart is a white torch with a red flame. The background is a solid dark gray. There are also some decorative red curved lines and a dotted white line in the background.

THANK YOU
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