

365-Day Advocate Education and Engagement

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Who we are...

- 75,000 members
 - Registered Dietitian Nutritionists
 - 53 affiliates
 - Optimize health through food and nutrition
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Grassroots Advocacy

Training and Education Plan

- Advocacy 101
- Position trainings
- Fly-in
- Open forums
- Quarterly legislative updates
- Annual Conference



Public Policy Weekly News

Action Alerts

- 69,000 letters sent last year

Communication Tools

- Message map
- Issue Briefs
- Leave
before/behinds
- 3 Key Messages



ANDPAC Power Story – the Older Americans Act



Congress passes the bill and assigns funding



The bill supports nutrition programs and interventions



Registered Dietitian
Nutritionists work in programs



Our nation's seniors are healthier –
thanks to ANDPAC and your support!

If dietetics is your profession, policy should be your passion!

Challenge: More Advocacy – Less Money

- Restructured fly-in
- Quarterly advocacy days
 - Issue specific
 - Planned with strategic partners
- Strategic measures



Strategic Measures

- Describe **member engagement** in policy initiatives
 - Allow for **comparison** of affiliates against performance goals in a standard approach
 - Identifies **opportunities** for improved member engagement
 - Provides **direction** for grassroots advocacy training and education
 - **Higher levels of engagement** strengthen the voice of the organization
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Strategic Measures



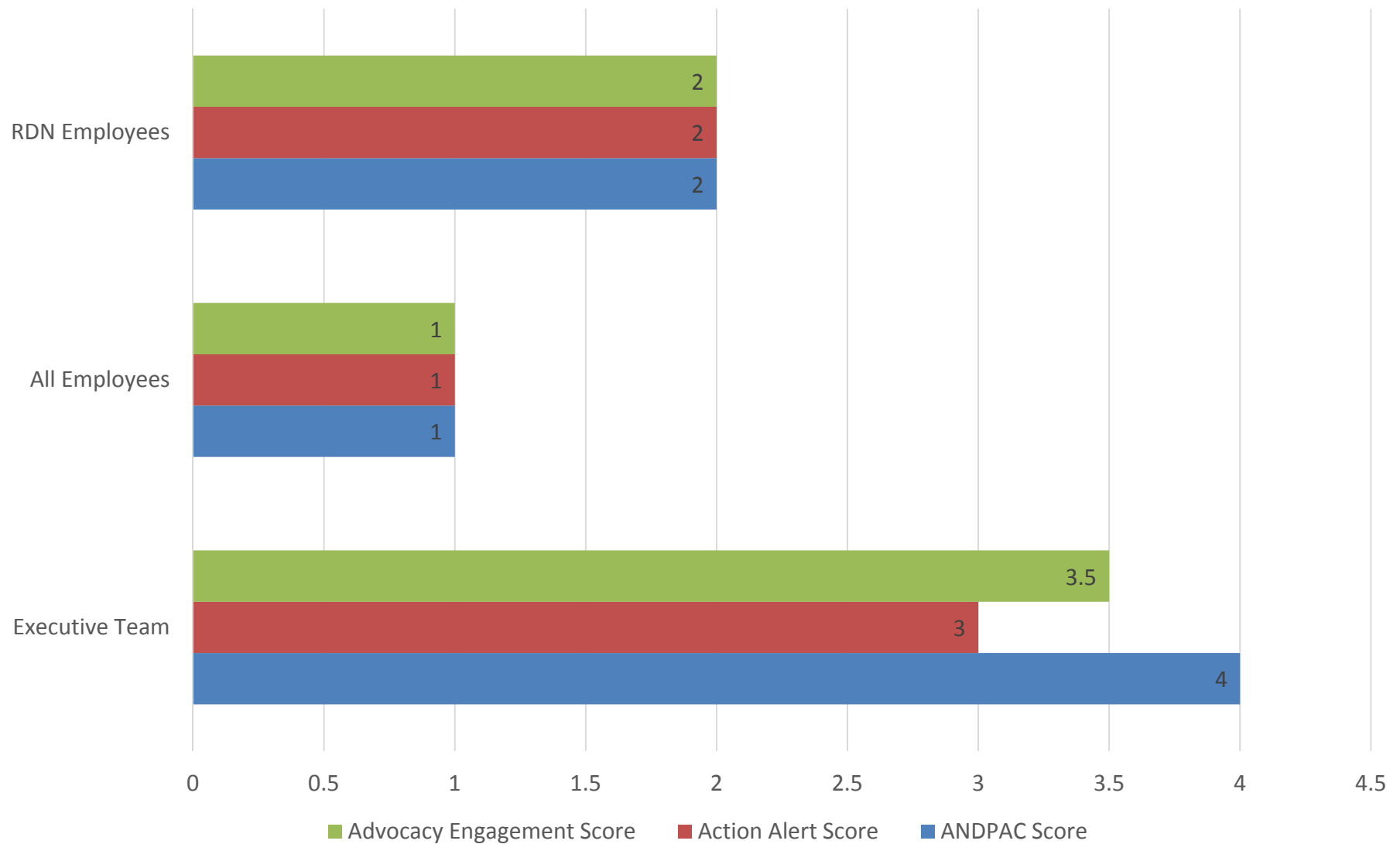
All Stakeholders

- Action Alerts
- ANDPAC participation

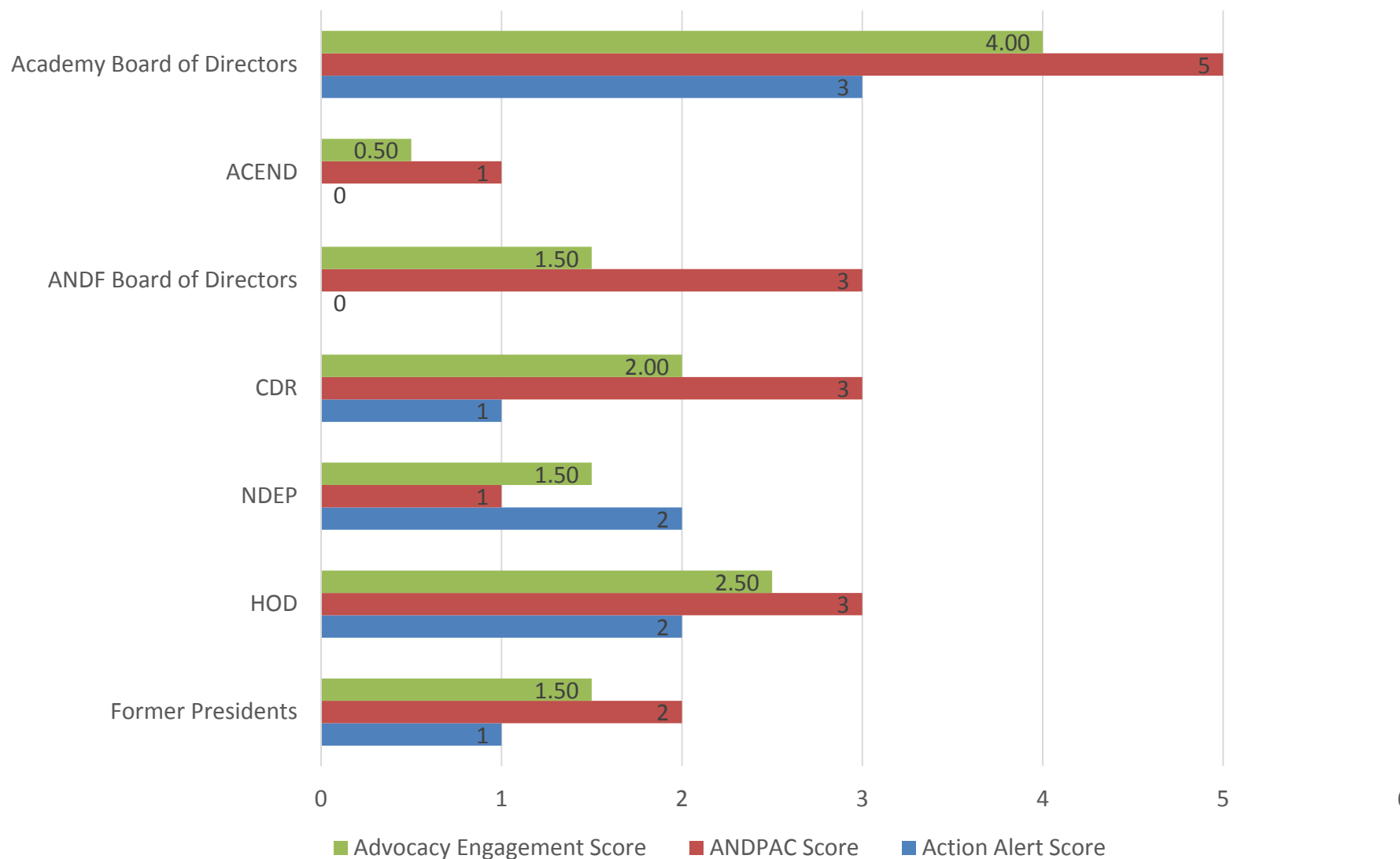
Affiliates

- State
- Federal
- Consumer protection and licensure

E-Team and Employees Engagement

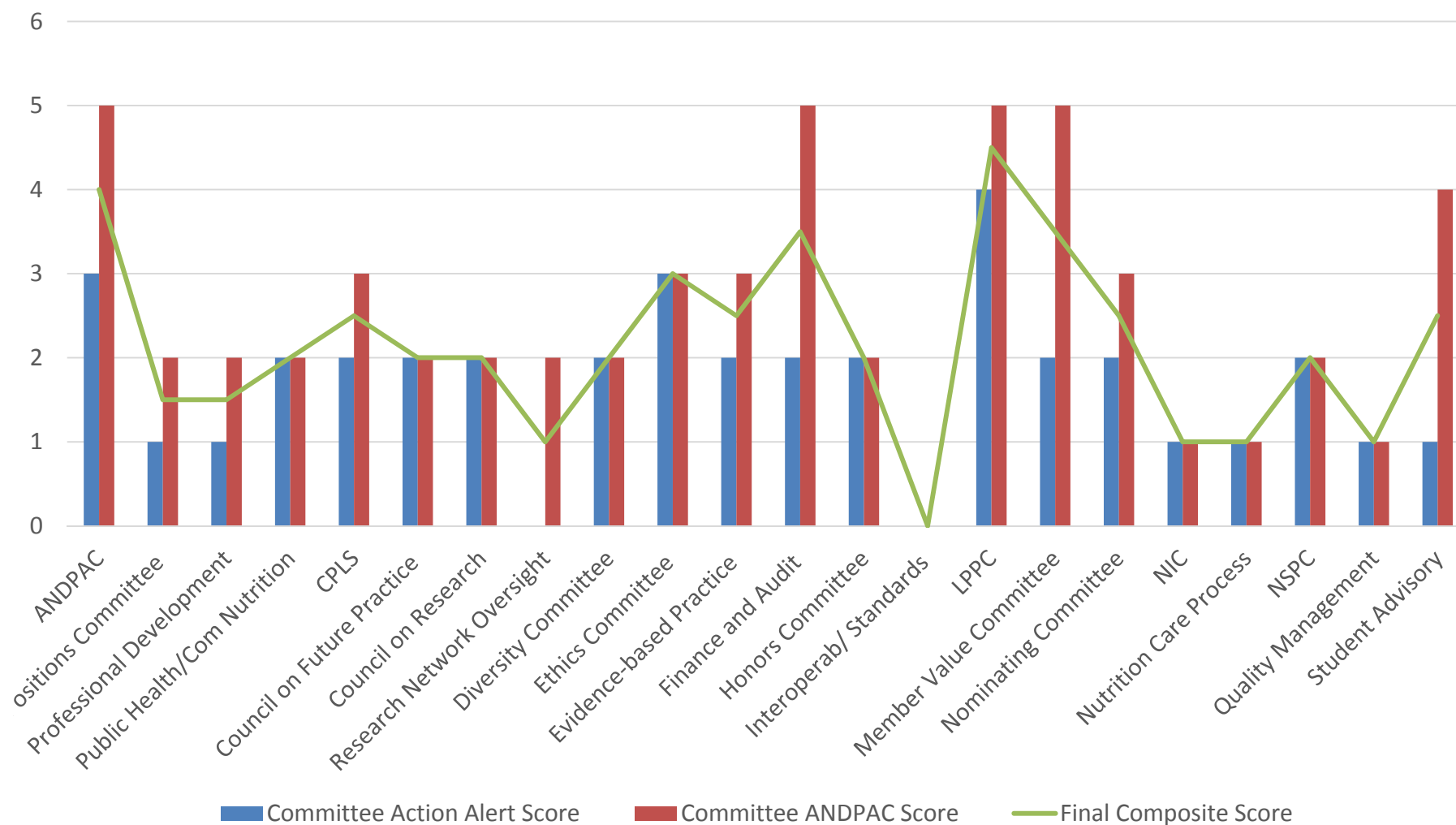


Leadership Advocacy Engagement



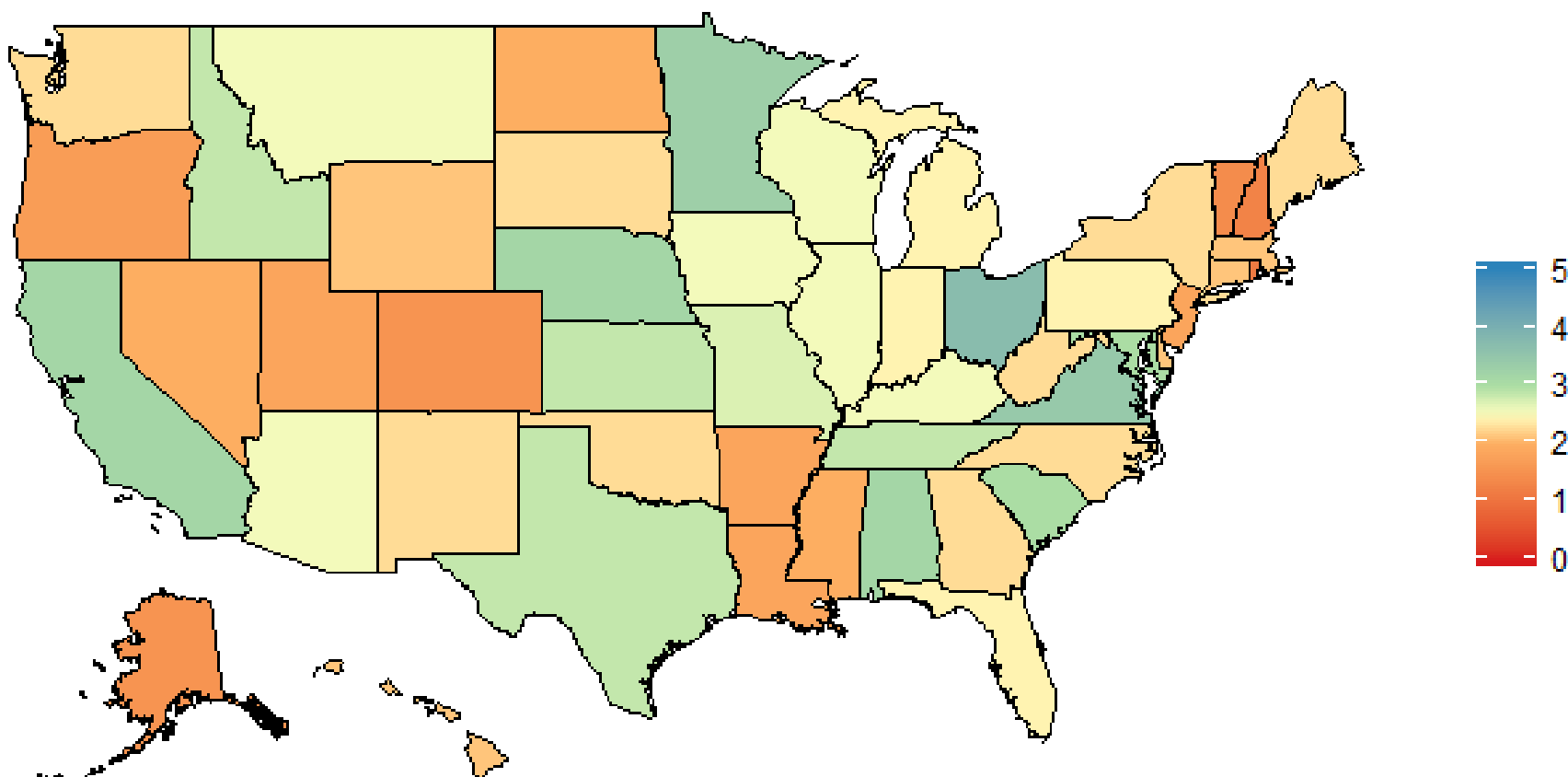
Committee Advocacy Engagement

Academy Committee Engagement Scores



Affiliate Advocacy Engagement Score

Affiliate Advocacy Engagement Score



Sample Engagement Score Card

Affiliate Advocacy Engagement Measures Report	
June 1, 2015 - May 31, 2016	
Alabama Dietetic Association	
Affiliate Advocacy Engagement Index	Score
1. Affiliate Public Policy Panel Leader Action Alert Score	5
2. Affiliate Public Policy Panel Leader ANDPAC Score	4
3. Affiliate Member Action Alert Score	3
Affiliate Member Action Alert Percentage Participation	5.97%
4. Affiliate Member ANDPAC Score	2
Affiliate Member ANDPAC Percentage Participation	3.93%
5. Affiliate State Advocacy	3
• Offered education/training to affiliate members on state and federal policy issues	1
• Met with state legislators	1
• Met with Governor's office	1
• Met with other state agency officials	0
• Submitted comments on state regulatory issues or provided verbal testimony	0
6. Affiliate Federal Advocacy	2
• Requested and attended an ANDPAC event	0
• Contributed ANDPAC administrative fund	1
• Met with both U.S. Senators (1 point for each)	0
• Hosted "Take your Congressman to Work" or ANDPAC fundraiser for member of Congress	1
7. Affiliate Consumer Protection and Licensure Advocacy	3
• Appointed a consumer protection coordinator (CPC)	1
• Maintained a mechanism and system for reporting unsafe and unethical practice	0
• Provided education or training on the importance of consumer protection and safe ethical practice	1
• Met with executive branch or legislative branch on consumer protection and safe ethical practice	0
• Affiliate representative in attendance at all public meetings of the licensure/certification board	1
Affiliate Advocacy Engagement Score	3.14

Next Steps

- “Big take aways” for each measure
- Development of proposed tactics
- Refinement of measures



Question?

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