



## **Suggested Advocacy Tactical Metrics and Process/Procedures Submitted by the MOAA Healthcare Committee**

1. The current approach to advocacy work has the majority of efforts related to responding to MOAA Calls to Action with messaging created by MOAA staff. Accounting for participation in these endeavors rests with participants able to their profile information when logged in. Additionally, with major campaigns during the year, we are asked to respond to MOAA messaging and participating in a variety of methods of connecting with legislators directly or with their staff members. A comprehensive accounting methodology was created for the 21 Advocacy in Action efforts. Using a similar approach for accounting for individual participation in annual efforts would be helpful in marketing our year round advocacy efforts.
2. Suggested Tactical Metrics:
  - a. Summary of messages forwarded to legislators using Call to Action items in the Thursday Newsletter.
  - b. Collecting individual contacts with legislators using regular email messages.
  - c. Collecting individual contacts with legislators using telephone contacts.
  - d. Collecting individual contacts with legislators during office visits, to include visiting home offices and staff.
  - e. Collecting contacts with legislators by sending snail mail letters.
3. Tactical Metrics at the Chapter Level:
  - a. Identify how many legislative reports were provided at chapter meetings in the calendar year.
  - b. Identify how often legislative updates were provided in chapter newsletters.
  - c. Identify how often Council/Chapter websites provide legislative update reports.
  - d. Identify how often legislators are invited to present at Chapter meetings.
4. Tactical Metrics at the Council Level:
  - a. Identify the frequency of legislative topics are presented as part of the Council meeting agendas.
  - b. Identify the frequency of legislative topics found on Council Newsletters.
  - c. Identify the frequency of legislative topics found on Council websites.
5. Clearly it is apparent that there would need to be a Cross Functional Team approach to this topic to optimize some of the already established initiatives. We recommend membership from the Council and Chapters Committee; Government Relations team; Communications Team; Informatics Team. For example:
  - a. What tactical metrics could be asked for in submitting packets for the Communication Awards?
  - b. What tactical metrics could be asked for in submitting packets for the Level of Excellence Awards.
  - c. Should we consider developing a separate Advocacy Award?