2015 Congressional Recess
Advocacy Toolkit
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Introduction

Congressional recess periods are the perfect opportunity to communicate directly with your Members of Congress while they are at home in their respective district or state to show your support for the Title VIII nursing workforce development programs at the Health Resources and Services Administration (HRSA). Health inequities, inflated costs, and poor health care outcomes are intensifying because of today’s shortfall of appropriately prepared licensed vocational/practical nurses (LVNs/LPNs), registered nurses (RNs), advanced practice registered nurses (APRNs), and nurse faculty. The nursing and nurse faculty shortage continues to outpace the level of federal resources allocated by Congress to help alleviate it. Funding for nursing education is inconsistent with the health care reality facing our nation today. We need your support to continue to encourage Congress to build and sustain an infrastructure of qualified nurses and nurse faculty for the nation.

As a nurse educator and a constituent, you have an important voice. During the upcoming Congressional recess periods (May 25 – 29, June 29 – July 3, and August 3 (House) or August 10 (Senate) – September 7), the NLN needs you to talk to your Congressional Members about

- HRSA’s Title VIII nursing workforce development programs and their contribution to building the infrastructure of nurses our country needs
- Cosponsor H.R. 2713, the *Title VIII Nursing Workforce Reauthorization Act* (in the House of Representatives only) and
- Becoming a member of the House or Senate Nursing Caucus.

In this toolkit you’ll find resources to engage with your Members of Congress including:

- Fact sheet on the Title VIII programs
- List of House and Senate Nursing Caucus Members
- Sample phone scripts and e-mails for contacting your Members of Congress
- Tips for meeting with your Members of Congress
- Tips for attending a town hall meeting

These resources will help to prepare you for the upcoming Congressional recess periods. Thank you for your assistance in advocating for a nursing infrastructure that the country needs.
Title VIII – Nursing Workforce Development Programs
FY 2016 Funding

REQUEST

➢ Fund HRSA’s Title VIII nursing workforce development programs at the FY 2010 funding level of $244 million in FY 2016.

ISSUE

➢ For the last 50 years, the Title VIII nursing workforce development programs at the Health Resources and Services Administration (HRSA) have provided training for entry-level and advanced degree nurses to improve the access to, and quality of, health care in underserved areas.

➢ Health inequities, inflated costs, and poor health care outcomes are intensifying because of today’s shortfalls of appropriately prepared licensed vocational/practical nurses (LVNs/LPNs), registered nurses (RNs), advanced practice registered nurses (APRNs), and nurse faculty.

➢ The nursing shortage continues to outpace the level of federal resources allocated by Congress to help alleviate it. Appropriations for nursing education are inconsistent with the health care reality facing our nation today.

➢ A strong nursing workforce is essential to a health policy that provides high-value care for every dollar invested in capacity building for a 21st century nurse workforce. Insufficient federal investments in the nursing workforce are a shortsighted course of action that further jeopardizes access to and the quality of the nation’s health care delivery system.

RATIONALE

➢ With 4.5 million active, licensed RNs/LVNs/LPNs, nurses are the primary professionals delivering quality health care in the nation.¹

➢ According to the Bureau of Labor Statistics (BLS), the RN workforce is projected to grow by 19.4 percent from 2012 to 2022, resulting in 1,052,600 job openings due to growth and replacement needs.² BLS also calculates the LVN/LPN workforce will grow by 25 percent resulting in 363,100 job openings³ and the APRN workforce will grow by 31 percent with 124,600 job openings⁴ during the same timeframe.

➢ This increase is fueled by technological advancements for treatments, preventive care needs, expanding demand from new health reform enrollments, and accelerating demand from the two million Baby Boomers aging into Medicare every year.

➢ The situation is further affected by the needed replacement of some 526,800 jobs vacated by RNs, 182,900 vacated by LPNs, and 47,600 vacated by APRNs who will leave the profession and/or retire by 2022.

➢ BLS projects a need of 35 percent more faculty members to meet the expected increase in demand. In addition, with 10,200 current faculty members expected to retire, 34,200 new nursing instructors will be needed by 2022.⁵

➢ The Title VIII Programs are evidence-based, cost-effective best practices that hold substantial promise for mitigating the complex factors contributing to the current and expected nurse and nurse faculty shortages.
Nurse Employment Projections
Percent change in employment, projected 2012-22

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<tr>
<td></td>
<td></td>
<td></td>
<td>Percent</td>
<td>Numeric</td>
</tr>
<tr>
<td>Nursing instructors and teachers, postsecondary</td>
<td>67,800</td>
<td>91,800</td>
<td>35</td>
<td>24,000</td>
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<tr>
<td>Advanced practice registered nurses</td>
<td>151,400</td>
<td>198,900</td>
<td>31</td>
<td>47,600</td>
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<tr>
<td>Licensed practical and licensed vocational nurses</td>
<td>738,400</td>
<td>921,300</td>
<td>25</td>
<td>182,900</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>2,711,500</td>
<td>3,238,400</td>
<td>19</td>
<td>526,800</td>
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Note: All Occupations includes all occupations in the U.S. Economy.

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<tr>
<td>Advanced Education Nursing</td>
<td>$57,060</td>
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<td>$61,880</td>
<td>$64,440</td>
<td>$64,440</td>
<td>$64,050</td>
<td>$63,469</td>
<td>$59,943</td>
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<td>$36,640</td>
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<td>$39,900</td>
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<td>$14,984</td>
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<td>NURSE Corps (formerly Nurse Education Loan Repayment &amp; Scholarship Program)</td>
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<td>$30,510</td>
<td>$37,130</td>
<td>$93,860</td>
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<td>$83,135</td>
<td>$77,957</td>
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<td>Comprehensive Geriatric Education</td>
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<td>$4,570</td>
<td>$4,540</td>
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<td>$4,248</td>
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<td>$11,500</td>
<td>$25,000</td>
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<td>$24,553</td>
<td>$23,256</td>
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<td>Total, Title VIII</td>
<td>$149,680</td>
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<td>$156,050</td>
<td>$171,040</td>
<td>$243,880</td>
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<td>$231,099</td>
<td>$217,501</td>
<td>$223,278</td>
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House Nursing Caucus

The House Nursing Caucus was established in January 2003 to educate Congress on the issues important to nurses and the impact nurses have on other important issues, such as homeland security preparedness efforts. The Caucus holds regular briefings on matters such as the nursing shortage, smallpox vaccinations, Medicare, and health care workplace issues. The current list of members appears below.

If your Representative is not a member, please urge him/her to join by contacting either Chris Cooper, office of Rep. David Joyce (R-OH), 202-225-5731 or Ms. Adriane Casalotti, office of Rep. Lois Capps (D-CA), 202-225-3601.

CO-CHAIRS
Rep. David Joyce (R-OH-14)
Rep. Lois Capps (D-CA-24)

ARIZONA
Rep. Raul M. Grijalva (D-AZ-3)

CALIFORNIA
Rep. Xavier Becerra (D-CA-34)
Rep. Lois Capps (D-CA-24)
Rep. Susan Davis (D-CA-53)
Rep. Darrell Issa (R-CA-49)
Rep. Grace Flores Napolitano (D-CA-32)
Rep. Loretta Sanchez (D-CA-46)
Rep. Mike Thompson (D-CA-5)

CONNECTICUT
Rep. Joe Courtney (D-CT-2)
Rep. Rosa DeLauro (D-CT-3)

DISTRICT OF COLUMBIA
Del. Eleanor Holmes Norton (D-DC)

GEORGIA
Rep. Hank Johnson (D-GA-4)
Rep. John Lewis (D-GA-5)

GUAM
Del. Madeleine Bordallo (D-GU)

ILLINOIS
Rep. Danny K. Davis (D-IL-7)
Rep. Dan Lipinski (D-IL-3)
Rep. Janice D. Schakowsky (D-IL-9)

INDIANA
Rep. André Carson (D-IN-7)

IOWA
Rep. David Loebsack (D-IA-2)

KENTUCKY
Rep. Brett Guthrie (R-KY-2)
Rep. Edward Whitfield (R-KY-1)
Rep. John Yarmuth (D-KY-3)

MARYLAND
Rep. Elijah Cummings (D-MD-7)
Rep. Chris Van Hollen, Jr. (D-MD-8)

MASSACHUSETTS
Rep. Michael Capuano (D-MA-7)
Rep. Richard E. Neal (D-MA-1)

MICHIGAN
Rep. Dale E. Kildee (D-MI-5)
Rep. Candice Miller (R-MI-10)

MINNESOTA
Rep. Tim Walz (D-MN-1)
MISSISSIPPI
Rep. Alan Nunnelee (R-MS-1)

MISSOURI
Rep. Emanuel Cleaver (D-MO-5)

NEW JERSEY
Rep. Frank A. LoBiondo (R-NJ-2)
Rep. Frank Pallone, Jr. (D-NJ-6)
Rep. William Pascrell (D-NJ-9)
Rep. Christopher Smith (R-NJ-4)

NEW YORK
Rep. Eliot Engel (D-NY-16)
Rep. Richard Hanna (R-NY-22)
Rep. Nita Lowey (D-NY-17)
Rep. Carolyn B. Maloney (D-NY-12)
Rep. Charles B. Rangel (D-NY-13)

NORTH CAROLINA
Rep. Renee Ellmers (R-NC-2)
Rep. David Price (D-NC-4)

NORTHERN MARIANA ISLANDS
Del. Gregorio K. C. Sablan (D-NMI-At Large)

OHIO
Rep. David Joyce (R-OH-14)
Rep. Timothy J. Ryan (D-OH-13)
Rep. Steve Stivers (R-OH-15)
Rep. Patrick Tiberi (R-OH-12)

OREGON
Rep. Earl Blumenauer (D-OR-3)
Rep. Peter DeFazio (D-OR-4)

PENNSYLVANIA
Rep. Lou Barletta (R-PA-11)
Rep. Mike Doyle (D-PA-14)
Rep. Bill Shuster (R-PA-9)

PUERTO RICO
Del. Pedro R. Pierluisi (D-PR-At Large)

RHODE ISLAND
Rep. Jim Langevin (D-RI-2)

TENNESSEE
Rep. Diane Black (R-TN-6)
Rep. Steve Cohen (D-TN-9)
Rep. Jim Cooper (D-TN-5)

TEXAS
Rep. Michael K. Conaway (R-TX-11)
Rep. Lloyd Doggett (D-TX-35)
Rep. Gene Green (D-TX-29)
Rep. Eddie Bernice Johnson (D-TX-30)
Rep. Pete Sessions (R-TX-32)

VERMONT
Rep. Peter Welch (D-VT)

VIRGINIA
Rep. Randy J. Forbes (R-VA-4)
Rep. Bob Goodlatte (R-VA-6)

WASHINGTON
Rep. Jim McDermott (D-WA-7)
Rep. Cathy McMorris Rogers (R-WA-5)
Rep. Adam Smith (D-WA-9)

WEST VIRGINIA
Rep. David McKinley (R-WV-1)

WYOMING
Rep. Cynthia Lummis (R-WY-At Large)
Senate Nursing Caucus
In 2010, U.S. Senators Jeff Merkley (D-OR), Mike Johanns (R-NE), Barbara Mikulski (D-MD), and Olympia J. Snowe (R-ME) announced the creation of the Senate Nursing Caucus "to strengthen the nursing profession and advance the goals of the nursing community." According to the caucus members, the Senate Nursing Caucus will come together to discuss issues affecting the nursing community and explore ways to enhance the role nurses play in the delivery of high-quality health care. The Senate Nursing Caucus will provide a forum to address issues such as the nursing shortage, burdensome tuition debt for nursing education, and patient safety issues. It will also serve as a forum for the nursing community to present ideas and share concerns about issues affecting the nursing profession. The current list of members appears below.

If your Senator is not a member, please urge him/her to join by contacting Susan Lexer, office of Sen. Jeff Merkley, 202-224-3753.

CO-CHAIRS
Sen. Jeff Merkley (D-OR)
Sen. Barbara Mikulski (D-MD)

MAINE
Sen. Susan Collins (R-ME)

MARYLAND
Sen. Barbara Mikulski (D-MD)

MICHIGAN
Sen. Debbie Stabenow (D-MI)

MINNESOTA
Sen. Al Franken (D-MN)
Sen. Amy Klobuchar (D-MN)

MISSISSIPPI
Sen. Roger Wicker (R-MS)

NORTH DAKOTA
Sen. Heidi Heitkamp (D)

OREGON
Sen. Jeff Merkley (D-OR)

VERMONT
Sen. Bernie Sanders (D-VT)
Talking Points on HRSA’s Title VIII Nursing Workforce Development Programs

 Allocate $244 million for the Title VIII nursing workforce development programs at HRSA in FY 2016. This is the same funding level the programs received in FY 2010.

 With technological advancements for treatments, preventive care needs, expanding demand from new health care enrollments, as well as accelerating demand from the two million baby boomers aging into Medicare every year, the demand for nurses will grow exponentially.

 With 4.5 million active, licensed RNs/LPNs, nurses are the primary professionals delivering quality health care in the nation.

 Due to growth and retirements from 2012 – 2022, the Bureau of Labor Statistics (BLS) projects:

 - 34,200 or 35 percent new nursing instructors needed (this equals 85 percent of the NLN’s membership),
 - 124,600 or 31 percent new APRNs needed,
 - 363,100 or 25 percent new LPNs/LVNs needed, and
 - 1.1 million or 19 percent new RNs needed.

 The Title VIII programs are evidence-based, cost-effective best practices that hold substantial promise for mitigating the complex factors contributing to the current and expected nurse and nurse faculty shortages.

Talking Points on H.R. 2713, the Title VIII Nursing Workforce Reauthorization Act (House of Representatives Only)

 For the last 50 years, HRSA’s Title VIII nursing workforce development programs have provided education and training for entry-level and advanced degree nurses to improve access to, and quality of, health care in underserved areas.

 H.R. 2713 reauthorizes the Title VIII nursing workforce development programs at HRSA.

 H.R. 2713 also amends the Advanced Educating Nursing (AEN) grants to include Clinical Nurse Specialists and Clinical Nurse Leaders in the AEN definition.
H.R. 2713 ensures the Title VIII nursing workforce development programs will continue to address the specific needs of the nursing and nurse faculty workforce as well as patients in our communities.

Talking Points on the House and Senate Nursing Caucus

▷ Ask your Representative/Senators for support nursing by becoming a member of the House or Senate Nursing Caucus. (Caucus member lists are located on pages 7 – 9 of this document.)

▷ The purpose of the House and Senate Nursing Caucus is to discuss issues affecting the nursing community and explore ways to enhance the role nurses play in the delivery of high-quality health care.

▷ Thank your Representative/Senators if they are already a member of the House or Senate Nursing Caucus.
Taking Action

Calling Your Members of Congress

A phone call to your policymakers or their staff is an effective way to influence legislation. Legislators regularly ask their staff to report on the opinions of constituents calling the office and to keep track of the numbers of constituents weighing in on either side of a particular issue.

To call your Senators’ and Representative’s Washington, D.C., office, call the U.S. Capitol Switchboard at 202-224-3121 and ask for the office of your Representative/Senator.

You can also find additional contact information for your Congressional Member, including their district office locations, by visiting http://nln.capwiz.com/nln/dbq/officials/.

Sample Phone Script

Hello, my name is <your name> and I am a constituent and nurse educator in your <state/district>.

I am calling today to urge Senator/Representative <last name> to support a funding level of $244 million for the Title VIII nursing workforce education programs at the Health Resources and Services Administration in the fiscal year 2016. This funding is needed to ensure that our nation has a strong nursing and nurse faculty workforce to provide high quality care that the public needs and deserves.

For calls to the House of Representatives only – I am also calling to urge your support of the Title VIII programs by cosponsoring H.R. 2713, the Title VIII Nursing Workforce Reauthorization Act of 2015. H.R. 2713 ensures the Title VIII nursing workforce development programs will continue to address the specific needs of the nursing and nurse faculty workforce as well as patients in our communities.

Additionally, I urge you to consider becoming a member of the House/Senate Nursing Caucus.

Thank you for your attention to my request and I look forward to hearing Senator/Representative <last name>’s position on funding for the Title VIII programs and becoming a member of the Nursing Caucus.

{Leave your name, home address and phone number so the office can follow up with you.}
Sample E-mail to Your Members of Congress

Dear <Member of Congress>,

As a nurse educator and constituent, I am writing to urge you to support a funding level of $244 million for the Title VIII nursing workforce education programs at the Health Resources and Services Administration in fiscal year 2016.

Health inequities, inflated costs, and poor health care outcomes are intensifying because of today’s shortfall of appropriately prepared licensed vocational/practical nurses (LVNs/LPNs), registered nurses (RNs), advanced practice registered nurses (APRNs), and nurse faculty. The nursing and nurse faculty shortage continues to outpace the level of federal resources allocated by Congress to help alleviate it. Funding for nursing education is inconsistent with the health care reality facing our nation today. A strong nursing workforce is essential to a health policy that provides high-value care for every dollar invested in capacity building for a 21st century nurse workforce. Insufficient federal investments in the nursing workforce are a shortsighted course of action that further jeopardizes access to and the quality of the nation’s health care delivery system.

I strongly urge you to support a funding level of $244 million in fiscal year 2016 for the Title VIII programs. This investment will allow the nation to meet our mounting health care needs for a strong nursing and nurse faculty workforce.

Additionally, I encourage you to cosponsor H.R. 2713 which reauthorizes these important programs as well as consider becoming a member of the House/Senate Nursing Caucus.

If you need more information about the health care demands and capacities of our <district/state>, please do not hesitate to contact me to assist you in health issues.

Sincerely,

Your Name
Address
City, State  ZIP Code
Phone number
E-mail
Meeting with Your Congressional Members

One of the most effective ways to influence the policy-making process and build a relationship is to visit with your Members of Congress and/or their staff in person.

Tips for Arranging a Meeting

- **Call or e-mail to request an appointment.** Contact the appointment secretary/scheduler of each office that you intend to visit. If you are planning to visit with the legislator in their district/state, send the meeting request to that district/state office. Feel free to use the template letter below.

- **Follow up by phone.** Do not hesitate to call the office if you do not receive a response to your initial response.

- **Identify yourself as a constituent.** Be sure to include information about who you are, your purpose of the meeting, and when you would like to meet. Arranging a meeting is easier for Congressional staff if they know what you want to discuss and your relationship to the area or interests represented by the Member of Congress.

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**Template Meeting Request Letter**

**DATE**

The Honorable <name>
U.S. House of Representatives/Senate
Address
City, State ZIP Code

Dear Representative/Senator <last name>:

As a nurse educator and constituent, I am writing to request a meeting with you on <insert date> to discuss federal issues affecting the current nursing and nurse faculty shortage.

As background information, health inequities, inflated costs, and poor health care outcomes are intensifying because of today’s shortfall of appropriately prepared licensed vocational/practical nurses (LVNs/LPNs), registered nurses (RNs), advanced practice registered nurses (APRNs), and nurse faculty. The nursing and nurse faculty shortage continues to outpace the level of federal resources allocated by Congress to
help alleviate it. A strong nursing workforce is essential to a health policy that provides high-value care for every dollar invested in capacity building for a 21st century nurse workforce.

I would welcome the opportunity to discuss the investments our nation must make in order to meet our mounting health care needs. As a nurse educator with expertise about the health needs and capacities in our <district/state>, I am also eager to better understand your health care policy interests in order to identify how I might be a resource to assist you and your staff in addressing the health issues of your constituencies. I appreciate your consideration and look forward to hearing from you.

Sincerely,

Name
Address
City, State ZIP Code
Phone Number
E-mail
Tips for Successful Meetings with Congressional Members

Promptness and Patience

➢ Be punctual for the meeting and be patient. It is common for a Member of Congress to be late, or to have a meeting interrupted, due to the Member’s crowded schedule. If interruptions do occur, be flexible. When the opportunity presents itself, continue your meeting with a Member’s staff.

➢ If you are going to be late to an appointment, call the office and let them know.

Preparation

➢ Prior to the meeting, you should agree with anyone attending the meeting with you on what points will be made and which one each of you will discuss.

➢ Have a plentiful supply of your business cards with you.

➢ If you meet with a Member of Congress, it makes a great “photo opportunity” if you have a camera with you.

During the Meeting

➢ Be sure to introduce yourself and anyone with you. Explain why you are concerned about the issue and why you have expertise regarding the issue. Be concise, polite and professional.

➢ Clearly explain the issue you are bringing to their attention.

➢ Be prepared to answer questions. If you are asked a question that you do not know the answer to, inform the person you are meeting with that you will follow up with that information.

➢ Offer to be a resource for the Member and the staff on this issue.

➢ Provide material to support your position. Leave behind a business card and the Title VIII nursing workforce development programs fact sheet on pages 4 and 5 of the toolkit.

Responsiveness

➢ Follow up the meeting with a thank you letter outlining the different points covered during the meeting, and send along any additional information and materials requested.
The Do’s and Don’ts for Congressional Meetings

Do’s

► Do remember that you are an expert and nurses are the most trusted professionals.
► Do try to personalize the issue by giving examples of how you, your coworkers, and/or your patients are affected.
► Do get a commitment on the issue.
► Do realize that talking to the staff is like talking to the elected official.
► Do be early for meetings.
► Do avoid health care jargon.
► Do leave something behind.
► Do come prepared to defend your position.
► Do be organized and professional.
► Do keep your visit brief and to the point.
► Do disagree respectfully.
► Do say thank you.

Don’ts

► Don’t pretend to know something that you don’t.
► Don’t be afraid to say, “I don’t know.”
► Don’t name-drop unless it is directly relevant.
► Don’t make threats.
► Don’t be argumentative.
► Don’t expect Congressional Members and their staff to be experts.
► Don’t disparage other elected officials.
► Don’t promise something you can’t deliver.
**Tips for Town Hall Meetings**

One way lawmakers get a pulse on what constituents are thinking is to hold town hall meetings when they return to their districts during a Congressional recess. This gives lawmakers and constituents alike a direct line to make their voices heard. To see if there's a town hall scheduled in your district, visit the websites or call the local offices of your Senators and Representative. Visit our [action center](#) to find your members of Congress.

- **Be prepared.** Have thoughtful arguments, specific points, good data, and a clear agenda.

- **Bring your personal stories.** You want to be remembered. They always want to hear your story, whether or not they will act upon it. Think about how the specific policy will affect you, your family, and your community. Limit your story to about 2 minutes and make it genuine and from the heart. Explain why the issue is so important to you personally and how it can make a difference for you and others like you.

- **Use numbers if you can.** Often, you represent more than one person. You can be part of a company, advocacy group, or union—just say the number that you are one of. There is strength in numbers, and legislators are always looking for more numbers to vote them back into office.

- **Be respectful.** People often show up to these town hall meetings with a sense of entitlement to be heard. While this may be true, it will not help you be remembered in a good way unless you are very respectful to the legislator and his or her staff members.

- **Go in groups.** If you show some kind of coalition force, you're more like a force to be reckoned with. It's hard for a legislator to ignore a mass of like-minded people with the same agenda. Build a support group of people who are also interested in attending the meeting.

- **Find staff members.** They will be there. Find them beforehand, talk to them, and make sure you tell your story.

- **Leave paper.** Leave something (talking points, etc.) that can be faxed or sent back to Washington. Staff members at town hall meetings aren’t always directly connected to Washington, so it’s a safe bet to leave something that can forwarded to the legislative assistant specific to your cause.
> **Follow up and be polite.** Reinforce your presence and comments by following up after a town hall meeting with a phone call or email to the congressman’s office. And remember, always be polite. It always helps.

> **Show that you’re not going away.** Keep showing up to town hall meetings, keep displaying interest. It will be hard for you to be ignored if you stick with it and make your interest known persistently.
Additional Advocacy Resources

> The National League for Nursing
  www.nln.org

> NLN Advocacy Action Center
  www.capwiz.com/nln

> NLN Legislative Issues
  http://www.nln.org/advocacy-public-policy/legislative-issues

> NLN Information on Workforce Issues and Title VIII

> HRSA Division of Nursing and Public Health
  http://bhpr.hrsa.gov/nursing/

> HRSA Data Warehouse
  http://datawarehouse.hrsa.gov

> Other Advocacy Resources