


# Strategies to Advance ST Certification in Oregon

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# Overview

- The Issue
- Where are we?
- How Did We Get Here?
- Public Policy Approaches
- Grassroots Strategy
  - Advocacy
  - Barriers
  - Opportunities
- The Campaign for Surgical Patient Safety

# HB 2876: Certification of Surgical Technologists

- Scope of practice of surgical technologists
- Certification of surgical technologists practicing in all hospitals and ambulatory surgical centers
  - Graduates of accredited surgical technology programs, AND
  - Certified by the National Board of Surgical Technology and Surgical Assisting
  - Military trained
- Entry to practice model
  - Grandfather provisions (currently working)
  - Exception for licensed professionals
  - Grace period for students
- Continuing education (CST or 15 hours annually)
- Rural/medically underserved exception

# Where we are:

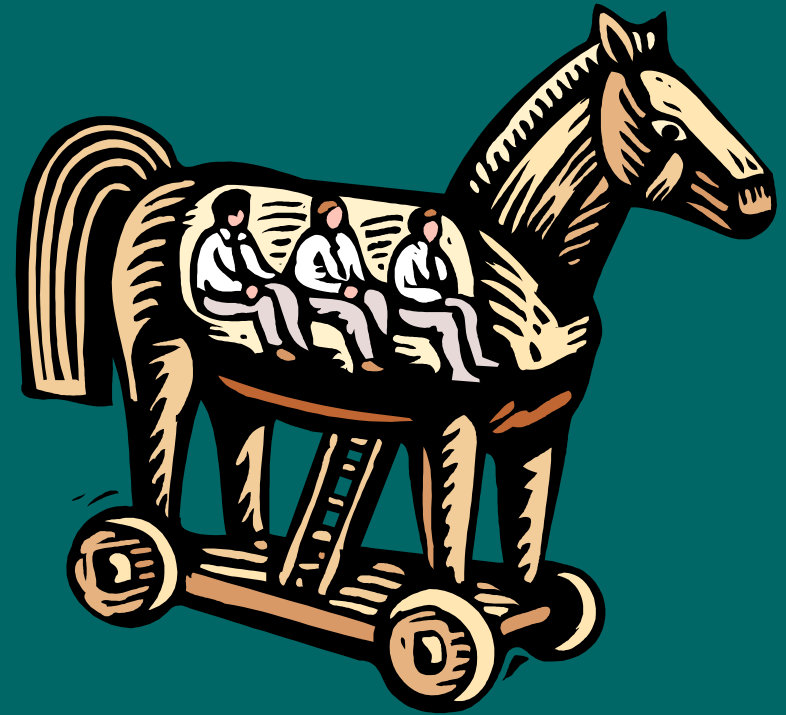
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- 2015 session
- Representative Greenlick's assessment
- Position of stakeholders
  - Who is for us
  - Who is against us
- Outstanding regulatory issues

# The Current State of Affairs

- HB 2876 filed – Rep. Greenlick, sponsor
- Set for Hearing March 9, 2015
- What our legislators are telling us

# What Next? Strategy!



# Types of Public Policy Strategies

- Brute Force
  - “You can get a lot farther with a smile and a gun than you can with a smile alone.” - Al Capone
- Money Talks, Everybody Walks
  - Corporate PACS and Political Influence
- Logrolling and Backscratching
  - Political Patronage, Payola, Perks and the Public Trough
- The Power of Constituency
  - “No single type of political influence activity is nearly as effective as a well-executed effort at the grassroots.”

# What Drives Legislative and Public Policy Initiatives?

## GRASSROOTS!!

*Grassroots* is individuals coalescing around a specific issue using a common argument and/or message to achieve a common goal guided by a singular strategy.



# So You Want to Be in Politics....

- You are the experts:
  - You have the education
  - You have the experience
  - You know the issues
- Surgical Technology is YOUR profession
- YOUR stories make the issues real
- Your profession is at stake



# Involvement in Public Policy is your Right and Obligation

- “Politics ought to be the part time profession of every citizen.” Dwight D. Eisenhower
- “It is the duty of every citizen according to his best capacities to give validity to his convictions in political affairs.” – Albert Einstein
- “Never underestimate the power of a few committed people to change the world. Indeed, it is the only thing that ever has.” – Margaret Mead

# Grassroots in Action

- Ready! (Preparation)
- Set! (Position)
- GO!!!!



# READY: Preparing for Grassroots Involvement

- Identify the issues that affect you
- Identify a champion for the issue – it could be you!
- Become an expert on the subject matter of the issue
- Identify colleagues, stakeholders, potential coalition members, public agencies affected

# SET: Positioning the Issue

- Establish yourself as the expert in the field
  - Goal: “What does AST say?”
- Build networks of those with similar interests
  - Hold interested stakeholder meetings to increase involvement
- Make yourself visible and KNOWN to the decision-makers
  - Attend committee hearings, study sessions
  - Identify and research key decision makers
  - Volunteer for political campaigns

# NOW!! Advancing HB2876

- Rally the troops
- Visit legislators
- Write/call legislators
- Engage stakeholders to support you
- Attention (lots!) to the issue is key
- Make some noise!!

# The 3 “Hs” of Decision-making for Legislators

## (1) Head

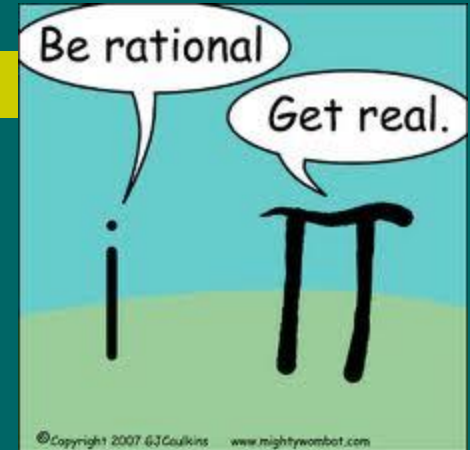
- Is this good policy?
- Is this a smart course of action?
- Does this make logical sense?

## (2) Heart

- Is this the right thing to do?
- Is this an issue that I am passionate about?
- Is this a moral or ethical issue?

## (3) Health

- Is this a politically healthy thing to do?
- Will my position on this keep me in office?
- How will this issue affect my reputation?



# The Oregon Campaign 2015: Five strategies

- Legislative meetings: In-District and Capitol
- Letter writing campaign
- Phone advocacy
- Stakeholder support and involvement
- Uncontested bill
- Whitewater rafting



# SO, HERE'S HOW IT'S DONE

## Visiting Lawmakers

- Preparation and execution
  - Schedule your appointments
  - Do your homework
  - Practice, practice, practice
  - Be organized – stay on point
  - Be professional – don't argue, or disparage your colleagues or opponents
  - Use the power of data
  - Make the ASK!
  - You helped them get elected; they'll try to help you
  - Offer yourself as a resource for follow-up



# Writing Effective Letters

- Formal address and salutation
- Bill name and number
- Your profession (surgical technologist) and place of employment
- Purpose for writing the letter
- Your personal story
- A clear “ask”
- A thank you
- Your return address- identifies you as a constituent
- A one-page letter is best. AST WILL ASSIST!!

***“A single handwritten letter is seen by the recipient as representing the position of 50 constituents.”***

# Making Effective Telephone Calls

- Capitol office or district depends on time in session
- Don't be intimidated! But practice beforehand.
- State your name and reason (issue) for calling
- Be brief / to the point / professional
- Request support or opposition from decision-maker (you will probably talk to staff so be clear and concise so that the message is delivered properly)
- Leave contact information
- Request follow-up
- Thank them for their time

# Stakeholder Support

- Stakeholders include surgeons, hospital administrators, nurses, OR managers, educators, patients
- OAST champions enlist members to contact stakeholders
- Letter writing campaign
  - AST GAPA can formulate message, collect letters
- Stakeholder testimony at hearings

# Public Support

- Mock surgery
- Media: articles/letters
- Visits to Surgical Technology Programs
- Patient groups (AARP, etc.)
- DATA!

# Barriers to Effective Advocacy

## The “I’s” Have It

- Ignorance
  - “You can educate ignorance, but you can’t teach stupid.”
- Inertia
  - “I never lost a football game, I just ran out of time.” – Joe Paterno
- Inconsistency
  - “I feel strongly both ways.”
- Inattention
  - “A bill not considered today is a bill not considered today.”
- Indifference
- Interference
- Intimidation
- Intractability

**BUT NOT  
IMPOSSIBILITY!!**

# FINAL THOUGHTS: GRASSROOTS STRATEGY FOR ST CERTIFICATION

- Grow your own grassroots
  - State Assembly members and leadership
  - Champions become grassroots spearhead committee
- Identify your colleagues and partners
  - Surgeons, OR team members, nurses, OR managers, administrators, educators, patients, other?
  - Set meetings for stakeholders and share ideas
- Become the expert – show me the data!!
- Bend the data to your issue
  - ACA, preventable medical errors, HAIs, SSIs
- Become the champion – “ham and eggs”

# A LITTLE INSPIRATION MUSIC PLEASE

- "Great works are performed, not by strength, but by perseverance." -- *Samuel Johnson*
- "It does not require a majority to prevail, but rather an irate, tireless minority keen to set brush fires in people's minds." -- *Samuel Adams*
- "Spontaneous combustion of grassroots politics is the future. " -- *Dick Morris*
- **No! Try Not -- Do, or Do Not; There is no Try.** – **Yoda**



# Resources: AST Government Affairs

- Research and support
  - Legislative tracking
  - Grassroots mobilization
- Initiative Tools
  - Policy Profiles
  - Q&As
  - Talking Points
  - Sample/draft letters—the five minute rule!!!!
- AST Public Policy Website
  - Grassroots advocacy and communication tools
  - Legislative interactive map

# Questions? Now or Later....

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