

# Effective Advocacy Tips

## Effective Advocacy is Vital to the Practice of Chiropractic



Decisions made by the Tennessee General Assembly **affect your ability to practice** chiropractic every day. This includes determinations of whether our state should expand or alter the scope of practice for healthcare professions **which could impact unique services you provide** and this year specifically, whether any potential Tennessee Medicaid expansion will include chiropractic and whether chiropractic patients unfairly.

## Legislators Need to Hear From You

Tennessee's state senators and representatives come from diverse backgrounds; **many are not healthcare experts** and **may have no chiropractic experience**, yet they **must vote** on these issues when a bill comes before them. As a healthcare expert, you are uniquely qualified to help your elected representatives understand the practical implications of healthcare policy proposals. It is **vital** that legislators hear from you.

## How to Get Involved

### Get to Know Your Legislators

**Before Session** Invite them to coffee or to visit your clinic. You may also want to ask them to speak at a local TCA meeting. Legislators are more likely to be responsive to people they know once session starts.

**During Session** Subscribe to legislators' newsletters and follow them on Twitter or Facebook to learn what they're working on and attend in-district legislative forums. Details will be listed in their newsletters.

**Attend Chiropractic Day on the Hill** This TCA organized event is a great opportunity to speak with your legislators at the Capitol and have seasoned colleagues and TCA staff available to help with the conversations.



## Speaking With Legislators

**Be Concise** During session, legislators have busy schedules; short messages are most effective.

### Use a Bill Number When Possible

This ensures there is no confusion regarding which issue you're talking about.

**Have a Specific Ask** Let your legislators know exactly what you want them to do.

### Use Personal Stories When Possible

Stories help to illustrate your background with an issue and personalize policy proposals.

**Don't Be Intimidated** Remember that your legislators work for you. They welcome input from their constituents.

## Advocacy Tools

**TCA PAC** Join the TCA Political Action Committee to support chiropractic legislative efforts and receive the *Advocacy Inroads* a timely newsletter with action items unique to chiropractic.



**TNChiro.com** Visit the State Advocacy page on the TCA's website, [www.TNChiro.com](http://www.TNChiro.com) to find news and updates while the legislature is in session. This resource contains legislative and policy updates.

