

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**, utilization and patient access to chiropractic care, as well as changes to business and insurance regulations.

Legislators Need to Hear From You

Tennessee's state senators and representatives come from diverse backgrounds; **many are not health care 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 to find news and updates while the legislature is in session. This resource contains legislative and policy updates

