

DATE: February 23, 2011

TO: Registrants – 14th Annual Health Education Advocacy Summit

FROM: Elaine Auld, CEO, SOPHE

RE: Important Instructions to Prepare for the Summit

Dear Summit Participant:

Congratulations!! The decision that you made to attend the 14th Annual Health Education Advocacy Summit in Washington DC, March 5-7, 2011, is an investment in your career. It promises to be an experience that you will remember for years to come.

In addition to the Coalition of National Health Education Organizations (CNHEO), we are pleased that collaborators on this year's summit include the Council of Accredited MPH Programs, National REACH Coalition, National Association of Chronic Disease Directors, and Association for Prevention Teaching and Research.

Following are some **IMPORTANT TIPS** for making the most of your Advocacy experience. **Please read this letter carefully – and in its entirety.**

#1: Summit Hotel and Transportation

Hopefully, by now you have made a hotel reservation or arrangements to stay with friends in the area. All Summit sessions will be held at the [Washington Court Hotel](#), Washington, DC 20001. At this point, the hotel is completely sold out and if you do not have a reservation confirmation, you should find a hotel through various online options or check on Facebook Fan page (see below) if anyone is looking for a roommate.

The Washington Court Hotel is just 15 minutes from Reagan National Airport with easy access by taxi or Metrorail (Red Line – Exit Union Station). You can plan your trip on Metrorail and determine your exact fare from Reagan National Airport to Washington Court Hotel by visiting <http://www.wmata.com/> or calling 202-637-7000. Taxis are also available for a one-way ride of approximately \$20.00 (based on single-rider occupancy). Underground self-parking is available for hotel guests as well as daily parking.

#2: Make Your Hill Appointments

TAKE THE FOLLOWING STEPS IMMEDIATELY to make appointments with your 2 Senators and 1 Congressional representative for Monday, March 7 between the hours of 10:30 a.m. and 4:00 p.m.

- A. Find out who your 2 Senators and 1 Representative are at [Capwiz](#).
- B. Check the SOPHE website at <http://www.sophe.org/advocacysummit.cfm> for the Summit Visit Grid. **BEFORE contacting an office, please check the Summit Visit Grid (starting 2/24) to be sure a meeting has not already been scheduled!**

- **If a meeting has been scheduled for one of your Senators/Congressperson, then note the time of that visit and move on to step 3.**
 - **If a meeting has not been scheduled, move on to step 2-C.**
- C. Visit the [Congressional Directory](#) to find the number of your Senator/Congressperson's office – or call the capitol switchboard (202)224-3121 and ask to be connected.
- D. Once you have contacted the office, identify yourself as a constituent and ask to schedule a meeting with the health and/or education staffer on Monday, March 7 between the hours of 10:30 am and 4:00 pm—keeping in mind any visits that have already been scheduled and your departure time.

TIPS: If asked what the meeting is for/about, inform them that you would like to discuss public health funding and educational reform.

****IMPORTANT NOTE** – Allow approximately 15 - 30 minutes between appointments, especially if your visits are in different buildings. You will need this "down time" to locate the room, go through security, prepare and double-check the materials you will need, and refresh yourself about the key messages to deliver.

TIPS: Staff is extremely busy and it may take you 3-4 contacts before receiving a confirmation of an appointment. Don't be discouraged. Be persistent and polite!

- E. If the office requests a letter about the appointment—see sample attached to this email. Ask for an email address or fax number to send the appointment request. In 24 hours after you send the letter, follow-up by phone or email to make the appointment. **Be sure to relay that you are from the state/district and will be in town specifically to meet with the legislator/health staffer.**

TIPS: Your Hill visit itself will most likely be with the legislative staff. Most elected officials use the first day of the week to transition to Washington, DC from their states/districts and often will not be in their offices.

- F. **After scheduling your Hill visit, YOU MUST notify Anna Kalbarczyk (intern@sophe.org) at the SOPHE office so that we can maintain a master schedule of all Hill visits. This list will be updated at the end of every day. It is very important that we have the most up-to-date information on all visits scheduled.**

#3: Do Your Homework; Gather Stories

You must come prepared and will need to do some background reading about the health issues in your state/community. You also need to identify the committee appointments that your Senators/Representatives hold. To locate information about your legislators and their priorities, visit the following websites:

The [House of Representatives](#) and the [Senate](#)

Before the Summit, you can also interview representatives of state/local funded health programs, particularly asking how the President's proposed budget cuts could affect them. See the attached questionnaire/survey [here](#), and provide us the information you obtain. We are collecting such stories from health education advocates across the country for additional impact.

This year's priorities for the Advocacy Summit are:

- 1) Retaining prevention provisions in the Health Reform Act
- 2) Increased appropriations for:
 - CDC's National Center for Chronic Disease Prevention and Health Promotion
 - CDC's Division of Adolescent and School Health – Coordinated School Health Program
 - CDC's Racial and Ethnic Approaches to Community Health US Program
- 3) Reauthorization of the Elementary and Secondary Education Act to include Health and Physical Education, and support for the PHYSICAL bill

See the attached sheet on various websites and resources with more info on our 2011 summit priorities.

#4: What to Pack

Expect the daytime temperature to be in the 40s and the evening lows in the 20s - 30s (F). This definitely means you will need to bring a winter coat, hat, gloves and scarf. Also stay tuned to weather predictions for the Summit weekend at www.weather.com or other weather services.

The attire for the Summit weekend is casual (bring layers); however, plan to dress business to professional for your Monday, March 7 Hill visits. **Be sure to wear comfortable shoes on Monday -- you will be doing a lot of walking – as well as an umbrella!**

Don't forget your camera! Capturing your visits to "The Hill" is a great photo opportunity to share with friends, colleagues, leaders and professors and goes great in a newsletter or a local newspaper. If you have questions about the material or the summit in general, feel free to contact the SOPHE office at 202-408-9804.

#5 Get Connected



Become a fan of the [Health Education Advocacy Summit](#), post your status updates to our Wall and share with us what you are doing at the 2011 Summit!

Feel free to take pictures and upload them to our Photos area to share with other Fans. Tell us who you are meeting with and what it was like so those who cannot attend can follow the events of the day.



Follow us on Twitter at [@CNHEO](https://twitter.com/CNHEO). Use the #HEASummit hash tag as much and as often as possible and tweet us to know you're planning on sharing your Summit experience!