

# LOBBYING CONGRESS: WHAT REALLY HAPPENS, WHAT YOU NEED TO KNOW

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November 5, 2007

# PRESENTATION OVERVIEW

- LOBBYING: WHAT IS IT?
- THE KEY PLAYERS
- THE LOBBYING TACTICS
- WHAT CAN YOU DO?
- IMPACT ON HEALTH CARE POLICY
  - AN EXAMPLE: SCHIP

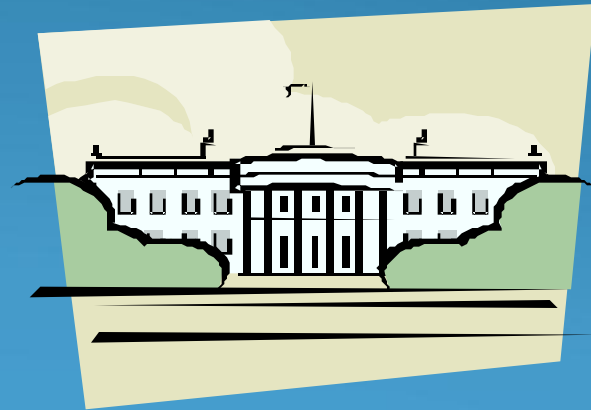
# WHAT IS IT: LOBBYING?

- an attempt by an individual or an organization to influence policy decisions

# LOBBYING

“

- LOBBYING IS AS OLD AS LEGISLATION AND PRESSURE GROUPS ARE AS OLD AS POLITICS.”



- *The Lobbyists.* by Karl Schriftgiesser

# WHY UNDERSTAND THE LOBBYING GAME?

- "Those who are organized, have the most money, the most influence, the most mobilized memberships are the ones whose viewpoints are being most heard."

-- Charles Lewis

Founder, Executive Director, Center for Public Integrity,  
in a speech to the National Press Club, 1994

# WHY UNDERSTAND THE LOBBYING GAME?

- First ½ of 2007: \$227 million (health care)<sup>1</sup>
- Large Numbers: 741 2
- Policies impact you

- 1 Senate Office for Public Records
- 2 National Health Council



# THE KEY PLAYERS

- IN CONGRESS
- THE MAJOR INTEREST GROUPS

# LOBBYIST AND CONGRESS

- IMPORTANT SOURCE OF INFORMATION
- DEVELOPMENT AND EXECUTION OF POLITICAL STRATEGY
- ASSIST IN RE-ELECTION EFFORTS(\$, VOTES, WORKERS FOR CAMPAIGNS)
- INNOVATIVE IDEAS
- FRIENDS (SAME SOCIAL, EDUCATIONAL BACKGROUNDS, MOST WORKED ON HILL)



# House Committees

- Ways and Means Committee
  - has sole jurisdiction over
    - Medicare Part A, Social Security, unemployment compensation, public welfare, and health care reform.
- Energy and Commerce
  - has jurisdiction over
    - Medicaid, Medicare Part B, matters of public health, mental health, health personnel, HMO's, foods and drugs, air pollution, consumer products safety, health planning, biomedical research, and health protection.
- Committee on Appropriations
  - responsible for funding substantive legislature provisions

# Senate Committees

- Committee on Health, Education, Labor and Pensions (HELP)
  - has jurisdiction over most health bills
- Committee on Finance
  - has jurisdiction over
    - taxes and revenues, matters related to Social Security, Medicare, Medicaid, and Maternal and Child Health

# MAJOR INTEREST GROUPS

- AAJ
- AMA
- AMGEN USA, INC.
- AARP
- AAHP
- AHA
- PHRMA

# TACTICS OF INTEREST GROUPS

- LOBBYING
- POLITICAL ACTION COMMITTEES (PACs)
- LITIGATION
- SHAPING PUBLIC OPINION

# TACTICS OF INTEREST GROUPS: PACs

- **Health Services/HMOs: PAC Contributions to Federal Candidates, 2005-2006** <sup>1</sup>
- **Total Amount: \$3,570,208**
- **Democrats: \$1,092,533 (31%)**
- **Republicans: \$2,424,675 (68%)**
- **Number of PACs Making Contributions: 66**
- 1. [opensecrets.org](http://opensecrets.org)

# TACTICS OF INTEREST GROUPS: PACs

- **PAC Contributions to Federal Candidates, 2005-2006<sub>1</sub>**
- **Health Professionals**
  
- **Total Amount: \$19,202,822**
- **Democrats: \$6,841,900 (36%)**
- **Republicans: \$12,281,922 (64%)**
- **Number of PACs Making Contributions: 106**
- 1. [opensecrets.org](http://opensecrets.org)

# LITIGATION

- BRING SUIT
- AMICUS CURIAE BRIEF
- DETAILS OF VAGUE LEGISLATION

# SHAPING PUBLIC OPINION

- NATIONAL HEALTH REFORM('93-'94)
- HARRY AND LOUISE ADS
- SPENT OVER \$50 MILLION



# WHAT CAN YOU DO: HOW TO LOBBY



- PERSONAL MEETINGS
  - SCHEDULE AN APPOINTMENT
  - EXPLAIN HOW PROPOSED LEGISLATION WILL DIRECTLY AFFECT YOU
  - ALWAYS BE COURTEOUS
  - FOLLOW UP YOUR VISIT WITH A LETTER
  - BE WILLING TO MEET WITH STAFF
  - REVIEW ASSOCIATION'S FACT SHEETS/POSITION STATEMENTS/LEGISLATIVE AGENDA

# APHA LEGISLATIVE AGENDA

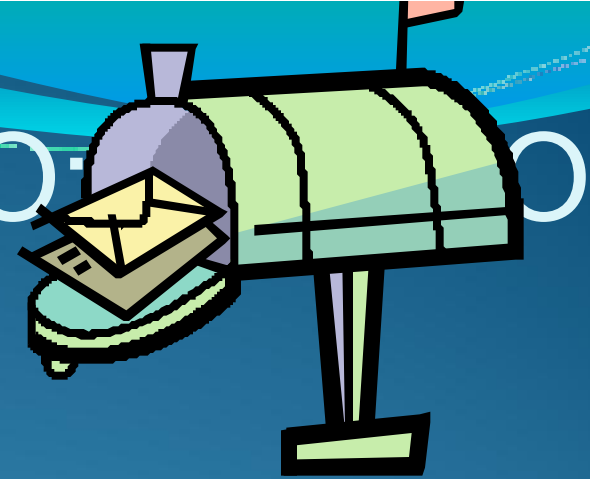
- PUBLIC HEALTH FUNDING
- SCHIP REAUTHORIZATION
- HEALTH DISPARITIES
- FARM BILL REAUTHORIZATION
- SOURCE: APHA

# WHAT CAN YOU DO: HOW TO LOBBY

- WHAT ABOUT E-MAIL
- NO!
- HOUSE OF REPS: 20 MILLION IN 1998
- 48 MILLION IN 2000



# WHAT CAN YOU DO: LOBBY



- WRITE A LETTER
- ID YOURSELF AS CONSTITUENT AND PUBLIC HEALTH PROFESSIONAL
- BE BRIEF, SPECIFIC AND COURTEOUS
- NO LONGER THAN 1 PAGE
- ID SPECIFIC LEGISLATION AND YOUR POSITION
- ASK FOR RESPONSE

# WHAT CAN YOU DO: HOW TO LOBBY

- TELEPHONE CALLS
- Call the US Capitol Switchboard (202) 224 3121 –ASK FOR OFFICE
- ID YOURSELF AS A CONSTITUENT
- ID SPECIFIC BILL
- STATE YOUR POINT QUICKLY AND CLEARLY
- REQUEST FOLLOW-UP



# WHAT CAN YOU DO: HOW TO LOBBY

- APHA ADVOCACY

- <http://www.apha.org/advocacy/activities/>

# IMPACT ON HEALTH CARE POLICY

- AN EXAMPLE:

- SCHIP



# CONCLUSION

- UNDERSTAND THE LOBBYING PROCESS
- GET INVOLVED WITH YOUR ASSOCIATION
- EXERCISE YOUR “LOBBYING” ABILITY

