

Advocacy Training
Case studies: Advocacy vs. Lobbying
Diabetes Council, Advocacy Committee
Division of Diabetes Translation Conference
April 23, 2009

Case Study	Advocacy or Lobbying
<i>Group 1</i>	
Making general statements about increasing appropriations for state funds to support the diabetes prevention and control program	Lobbying
Explaining to a Legislator the value of yearly eye exams in the prevention of diabetic eye disease and blindness	Advocacy
Sitting in your Senators office to discuss a specific piece of legislation	Advocacy - <i>(as long as you don't advocate for a specific view on that legislation)</i>
<i>Group 2</i>	
Asking a Legislator for increased funds for the state diabetes prevention and control program	Lobbying
A nonprofit sends a questionnaire about diabetes-related issues (e.g., supporting rural healthcare workforce, healthcare reform, diabetes self-management insurance coverage, testing in the classroom, insurance coverage for prediabetes, etc.) to all the mayoral candidates in a local election and published the received responses (unedited) in their newsletter or the local paper.	Advocacy
Responding to a request from a legislative committee for information about a specific piece of legislation	Advocacy
<i>Group 3</i>	
Informing Legislators about the role of diabetes self-management support in managing diabetes	Advocacy
At the request of a congressional committee investigating rising healthcare costs, nonprofit organizations from various states describe their innovative models of care including diabetes continuity of care projects that demonstrate cost savings to help policymakers make a more informed decision as they grapple with policy decisions on this topic.	Advocacy
Asking members of your local diabetes coalition to vote yes on a voter ballot initiative to support an increase in tobacco tax to pay for chronic disease initiatives	Lobbying
<i>Group 4</i>	
Requesting a Legislator's support for legislation that would require the state Medicaid program to cover services for diabetes self-management support	Lobbying
Providing a legislator with educational materials about a specific piece of legislation	Advocacy - <i>(without calling for specific action on the legislation)</i>
A partner, who is able to employ a lobbyist, requests that you share information about your diabetes program and what projects you would implement, if funds were available.	Advocacy
<i>Group 5</i>	
Asking a Legislator to support a bill that would allow children with diabetes	Lobbying

to self-test in the classroom	
Your local diabetes coalition sends postcards to all members. The postcards can be forwarding to State representatives and have statements “Please do not allow insurance coverage rollbacks that would disallow coverage for diabetes medication and supplies.” There is space to provide your name, address and signature and you forward the postcard to your representatives.	Lobbying (grass roots)
The state diabetes coalition coordinates town hall meetings and forums to discuss improving diabetes outcomes and reducing diabetes healthcare costs.	Advocacy
Extra	
Asking your US Senator to approve the nomination of the new Secretary of Health and Human Services, who supports healthcare reform and prevention for chronic diseases	Lobbying