

# Advocacy vs. Lobbying!

*Achieving Success through Advocacy*

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# My Charge

1. My assumptions
2. My hope for this session
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Advocacy and lobbying are not  
the same



# Advocacy

*to support or urge by argument;*

*a person who speaks or writes in support of a cause or person;*

*to plead a cause*



# Lobbying

*attempts to influence the decisions of legislators  
or staff about a pending piece of legislation*



# Advocacy is a Year-Round Process

*Building a positive image and strong relationships that help your cause throughout the year*



# Know the rules with federal funds!



# Labor HHS Lobbying Restrictions

[https://www.independentsector.org/lobbying\\_with\\_government\\_funds](https://www.independentsector.org/lobbying_with_government_funds)

[https://www.independentsector.org/uploads/Policy\\_PDFs/ConsolidatedAppropriationsAct2012.pdf](https://www.independentsector.org/uploads/Policy_PDFs/ConsolidatedAppropriationsAct2012.pdf)





**Consolidated Appropriations Act 2012**  
**(the newly amended language is highlighted)**

SEC. 503. (a) No part of any appropriation contained in this Act or transferred pursuant to section 4002 of Public Law 111-148 shall be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, electronic communication, radio, television, or video presentation designed to support or defeat the enactment of legislation *[deleted: pending]* before the Congress or any State or local legislature or legislative body, except in presentation to the Congress or any State or local legislature itself, or designed to support or defeat any proposed or pending regulation, administrative action, or order issued by the executive branch of any State or local government, except in presentation to the executive branch of any State or local government itself.

(b) No part of any appropriation contained in this Act or transferred pursuant to section 4002 of Public Law 111-148 shall be used to pay the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before the Congress or any State government, State legislature or local legislature or legislative body, other than for normal and recognized executive-legislative relationships or participation by an agency or officer of a State, local or tribal government in policymaking and administrative processes within the executive branch of that government.

(c) The prohibitions in subsections (a) and (b) shall include any activity to advocate or promote any proposed, pending or future Federal, State or local tax increase, or any proposed, pending, or future requirement or restriction on any legal consumer product, including its sale or marketing, including but not limited to the advocacy or promotion of gun control.



(c) Title 18 > Part I > Chapter 93 > Section 1913: **No part of the money appropriated by any enactment of Congress shall**, in the absence of express authorization by Congress, **be used directly or indirectly to pay** for any personal service, advertisement, telegram, telephone, letter, printed or written matter, or other device, **intended or designed to influence** in any manner a **Member of Congress, a jurisdiction, or any official of any government, to favor, adopt, or oppose, by vote or otherwise, any legislation, law, ratification, policy, or appropriation**, whether before or after the introduction of any bill, measure, or resolution proposing such legislation, law, ratification, policy, or appropriation.



Know your organization's  
rules!



Public Employees  
Advocacy is part of your job.  
Lobbying is forbidden.



Public employees know your  
organization's  
rules and your role.



Think about the optics and use careful communication.



# Don'ts

- Don't use public resources (e.g. salaried time, phone, computer, photocopies, supplies, etc.)
- Don't speak for your agency or organization unless it is part of your job.



# Do

- You are a subject matter expert, share your knowledge.
- Join coalitions and groups.
- Find and create partners.
- Educate policymakers and the public with research, surveys, reports, etc.
- Train youth, parents and others.
- On your own time, you can communicate with policymakers.
- Site visits.
- Use media/social media.



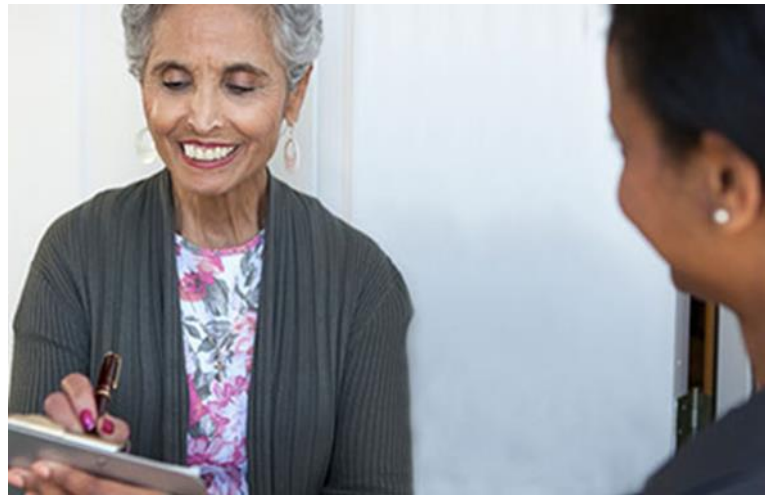


# Resources

Health Policy News

<http://www.healthygen.org/resources/health-policy-news-february-22-2016>

Collaborate Site



“Alone we can do so little;  
together we can do so much.”

-Helen Keller



Questions?  
Thoughts?  
Wisdom?



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foundation for  
**healthy generations**

CREATING ENDURING HEALTH EQUITY

# Thank You!

