Get Ready for Hill Day 2018: Essentials for your Capitol Hill Visits

Rebecca Farley, David & Michael Petruzzelli
Webinar Logistics

We recommend calling in **on your telephone**

**Phone:** 1-415-655-0052  
**Access Code:** 766-497-417

**For audio support:**  
888-259-8414

To ask a question, please use the questions dialogue box on the right hand side of the screen.
Today’s Presenters

Rebecca Farley David, MPH
Vice President, Policy and Advocacy

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Manager, Policy and Advocacy
Goals of Hill Day

- **Educate** policymakers
- Build and nurture support for mental health and addiction issues
- Demonstrate the commitment of the community
- Have fun!!!
Hill Day Growth

2017 was largest standalone Hill Day ever!

*Held in combination with NatCon14 in Washington, D.C.
Thank you to our Hill Day Partners!
NatCon18

Where: Gaylord Resort and Conference Center at National Harbor, MD

When: April 23-25, 2018 with Hill Day visits on Wednesday, April 25

NatCon is health care’s behavioral health conference!
Hill Day Sessions at NatCon18

Sunday, April 22: Hill Day Policy Institute
- Half-Day Preconference University | 1:00 – 5:00 PM
- Supported by Netsmart

Monday, April 23: Hill Day Track Sessions
- B16 – Advocacy 101: A Beginner’s Guide to Meeting with Your Member of Congress | 2:45 PM

Tuesday, April 24: Hill Day Track Sessions
- C18 – Hill Day Talking Points Review | 10:00 AM
- D14 – Advanced Advocacy: Building Bipartisan Coalitions to Advance Policy | 2:15 PM

Note: The content in the Hill Day Policy Institute will be repeated in the Hill Day track workshops during NatCon18.
Hill Day: Wednesday, April 25

7:00 – 8:30 AM - State Delegation Breakfast | Cherry Blossom Ballroom
   • Meet your State Captain and others from your state
   • Discuss meeting times and logistics for the day.
   • Who will take the lead in meetings? What asks will you discuss?
   • Will someone tell a personal story?
   • Should you share a challenge your organization is facing?

8:00 AM – Hill Day Send-off Message
   • Senator Debbie Stabenow (D-MI)

8:30 AM – Breakfast ends. Hill Day begins!!
   • Advocates leave for Capitol Hill or stay at Gaylord Hotel for the final sessions of NatCon18.
Getting to Capitol Hill

8:00AM – 6:00PM – Hill Day Buses
Buses will run in a loop from Gaylord Hotel to Capitol Hill drop-off site (Corner of 3rd and E. Capitol St.)

8:00AM – 6:00PM – Luggage Storage Center
The National Council will staff a luggage center at the Lutheran Church of the Reformation (212 E. Capitol Street SE).

The Lutheran Church is one-half block from the Bus Drop-off Location. It is 1.5 blocks from Capitol Hill, 5- to 10-minute walk from both House and Senate office buildings. The last bus will leave the Lutheran Church at 6pm.

Note: Buses only run from Gaylord Hotel to Capitol Hill.
What issues will we talk about with our Members of Congress this year?
Support FY2019 funding for mental health and substance use programs.

✓ Congress made clear its support of addiction and mental health funding in the FY 2018 omnibus spending package. Yet despite this increase in federal spending, sustained funding cuts in previous years limit Americans’ ability to access evidence-based treatments and lifesaving services and supports.

✓ Community-based providers of mental health and addiction treatment services are struggling to meet the growing demand for services.

Highlighted programs include: Substance Abuse Prevention and Treatment Block Grant, Mental Health Block Grant, Supportive Housing, Primary and Behavioral Health Care Integration Grants and Technical Assistance, Mental Health First Aid, Certified Community Behavioral Health Clinics, Peer Professionals Workforce, Mental Health and Substance Use Research, and more!
Cosponsor the Excellence in Mental Health and Addiction Treatment Expansion Act (S.1905/H.R.3931)

✓ Certified Community Behavioral Health Clinics (CCBHCs) are expanding access to comprehensive addiction and mental health services in the eight participating states.

✓ This bill would extend the eight participating states by one year and expand the program to the other 11 planning grant states for the full two years.

*Sponsors include Senators Stabenow (MI) and Blunt (MO) and Representatives Matsui (CA) and Lance (NJ).*
Support the Mental Health Access Improvement Act (S.1879/H.R.3032)

✓ Would allow marriage and family therapists (MFTs) and licensed mental health counselors to directly bill Medicare for their services.
✓ Mental health counselors and MFTs have similar training and licensure standards to similar providers already included within Medicare.
✓ This simple fix would expand access to services for Medicare enrollees living in workforce shortage areas.

Sponsors include legislators from CA, CO, IA, MD, MO, NY, OR, and VA
Support legislation to strengthen the mental health and addiction treatment workforce.

- States urgently need a larger addiction and mental health treatment and recovery support workforce to address the opioid and suicide crises. Three bills would strengthen and grow the workforce through student loan forgiveness strategies.

- Target bills include:
  - Strengthening the Mental Health and Addiction Treatment Workforce Act (S.1453)
  - Substance Use Disorder Workforce Loan Repayment Act (H.R.5102)
  - Improving Access to Mental Health Services Act (S.2533)
Support the Improving Access to Behavioral Health Information Technology Act (S.1732/H.R.3331)

✓ Comprehensive care coordination and comparable health IT in behavioral and physical health is needed to combat the nation’s opioid epidemic.

✓ This bill would assist behavioral health providers in adopting electronic health records (EHR) by adding them to CMMI’s list of models to test and giving them the resources needed to afford these investments.

Sponsors include: Senators Whitehouse (RI) and Portman (OH) and Representatives Jenkins (KS) and Matsui (CA)
Support the Comprehensive Addiction and Recovery Act (CARA) 2.0

- Opioid addiction is a public health crisis that needs a multifaceted solution.
- CARA 2016 focused on a broad and coordinated response: prevention, treatment, recovery, law enforcement, criminal justice reform, and overdose reversal.
- CARA 2.0 builds on efforts to treat addiction, providing desperately-needed funding for addiction treatment including medication-assisted treatment. The bill also dedicates funding to recovery support services like recovery housing and community centers.

*Sponsors include legislators from LA, MN, NH, NJ, OH, RI, WA, and WV*
Hill Day 2018 Asks

Support the Mental Health in Schools Act (S.1370/H.R.2913)

✓ 17 million youth have mental illness. One in four have SUD, but less than 35% receive treatment.

✓ The legislation builds on programs that strengthen partnerships between education and community programs like local primary health, juvenile justice and child welfare entities.

✓ Investments in early intervention programs, especially those that better connect health and education systems, should be prioritized.

Sponsors include Senators Murphy (CT), Coons (DE), Durbin (IL), Heinrich (NM), and Representatives Napolitano (CA) and Katko (NY)
How should you prepare?
Download the NatCon18 App

Why download the app?

- Get the latest Hill Day information:
  - Fact sheets
  - Map of Capitol Hill
  - Find your legislator
- Read session descriptions
- Customize your personal schedule
- Find maps of workshops, sessions and the Solutions Pavilion
- Connect with other attendees
- Be first to learn of schedule changes, reminders, and other exclusive NatCon and Hill Day information

Download for free on your Apple or Android device by searching “NatCon” in the iOS or Play Store

#NATCON18

TheNationalCouncil.org
Getting Around on Capitol Hill

1. Russell Senate Building
2. Dirksen and Hart Senate Buildings
3. US Supreme Court
4. Library of Congress Jefferson Building
5. Library of Congress Adams Building
7. Cannon House Building
8. Longworth House Building
9. Rayburn House Building

- Building entrances
- Barrier-free entrances for handicapped
- Metro station
- Bus drop-off (east of Lutheran Church of the Reformation)
- Luggage storage (behind US Supreme Court)
Tips and tricks for your Capitol Hill Visits
Preparation prior to making contact

• Learn about the elected officials you will be meeting:
  ✓ Do they support and value mental health and substance abuse treatment?
  ✓ What are their key issues/interests?
  ✓ Have they sponsored/supported any behavioral health initiatives in the past?

• Memorize your elevator speech
  ✓ We serve ___ people in ___ counties in your district. We employ ___ people and bring $___ into your district. Our ask is ___________.

Have you done your homework?
Be sure to bring...

• Plenty of **business cards**
• **Comfortable shoes** to walk in
• For clothing, we recommend:
  ✓ **Business casual for advocacy sessions** (light sweaters/jackets recommended for cool indoor temps)
  ✓ **Business attire for Wednesday meetings** on Capitol Hill.
Always remember these five “B’s”

- Be early
- Be professional
- Be friendly
- Be flexible
- Be respectful of staff (They are your best allies!)
Tips for Advanced Advocates

• Find something positive that your legislator has done that you can mention appreciating
  – A great op-ed about supporting veterans with PTSD?
  – Supporting MH coverage for kids?
  – Great rapid-response to a recent natural disaster?

• Check out your social network connections
  – Did the staffer go to the same alma mater as your CEO?
  – Anyone on your board a donor or friend?
After Hill Day

• **Follow up** from your meeting with a thank you note, and any additional information that may have been requested during the meeting.

• **Invite staff and elected officials** to visit your programs/facilities.

• **Attend** in-district town hall meetings.

• **Thank them** for supporting specific pieces of legislation/funding increases.

• **Keep them informed** of issues affecting your organization.
Join the Conversation: Social Media at Hill Day 2018

• #HillDay18
• #NatCon18
• #BH365
• @nationalcouncil
• @MHFirstAidUSA
• Post photos of your visits to Facebook/Twitter!
Can one person really make a difference? Yes!

- **YOU** are an expert
- Our elected officials WORK FOR US
- The work you do is extremely important
- Together, we can effect change
Questions?

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