

**Brian Sandoval**  
*Governor*



**Richard Whitley**  
*Director*

State of Nevada

# Department of Health and Human Services

*Utilizing Data for Public Health Advocacy and Action*

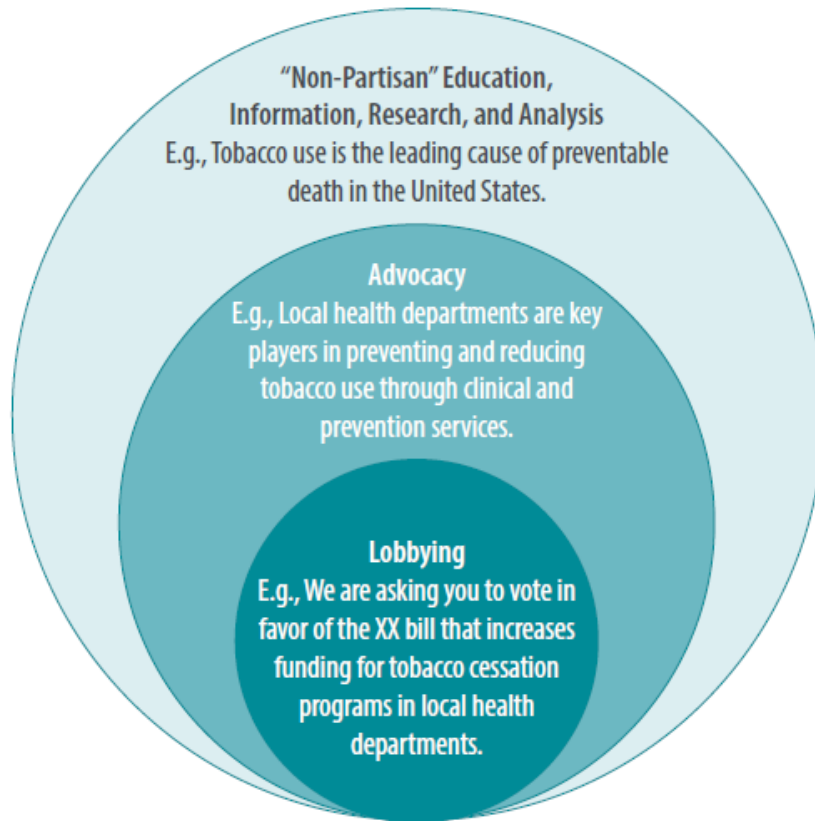
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# Advocacy vs. Lobbying



## Five Advocacy Tips

At the basic level advocacy is building relationships. The goal is to become a valuable resource for policymakers. No matter who the audience is, you should keep in mind the following:

1. Be confident.
2. Frame your message to answer the question, "So what?"
3. Plan and practice your message.
4. Present a clear and compelling message; less is more.
5. Offer yourself as an expert resource and provide examples from your community; stories are more compelling than statistics.

[https://www.naccho.org/uploads/downloadable-resources/flyer\\_advocacy-na16-002.pdf](https://www.naccho.org/uploads/downloadable-resources/flyer_advocacy-na16-002.pdf)

# Examples

## EXAMPLES OF ADVOCACY VS. LOBBYING ACTIVITIES

Advocacy	Lobbying
Meeting with a Member of Congress to educate them about the importance of Zika funding for your community.	Meeting with a member of Congress to urge them to vote for a bill to provide emergency Zika funding for your health department.
Preparing educational materials that depict success stories from your local health department programs.	Preparing materials that include information on health programs at your local health department and contain messaging for or against specific legislation.
Tweeting statistics about diabetes and descriptions of how local health departments are helping reduce diabetes rates.	Tweeting a message urging Congress to vote against cuts for diabetes prevention programs in local health departments.
Sending a weekly e-newsletter discussing factual information on opioid abuse and outlining programmatic efforts that are proven to reduce this health issue.	E-mailing a “call to action” to members of your organization to encourage them to contact their legislator in favor of opioid prevention legislation.

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# Can you lobby?

- *Guidelines for Lobbyist:*  
<https://www.leg.state.nv.us/Session/79th2017/lobbyist/Docs/GuidelinesForLobbying.pdf>
- *Direct lobbying* refers to communications with law-makers that take a position on specific legislation
- *Grassroots lobbying* includes attempts to persuade members of the general public to take action regarding legislation.

- Nonprofits

- NRS 218H – Lobbying

- NRS 218H.080 – Lobbyist Defined

- Check your local policies:

[https://www.washoecounty.us/humanresources/files/hrfiles/Lobbying Policy %20BCC Approved Oct 2012.pdf](https://www.washoecounty.us/humanresources/files/hrfiles/Lobbying%20Policy%20BCC%20Approved%20Oct%202012.pdf)

**TABLE 2—Summary of Lobbying Rules for Nonprofit Organizations Described in Section 501(c) of Title 26 of the US Code, by Source of Funds Used for Lobbying**

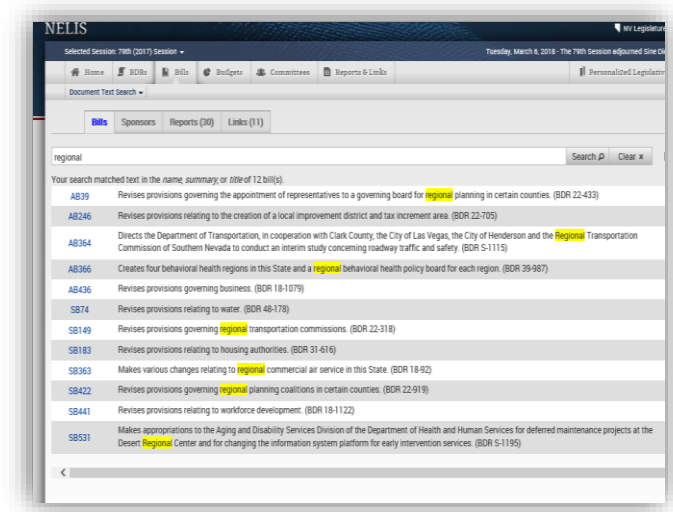
Source of funds	Public Charity [§501(c)(3)]	Social Welfare Organization [§501(c)(4)]
Private	No "substantial" lobbying May choose 501 (h) election: of first \$500,000, may spend \$100,000 on all lobbying (\$25,000 maximum on grassroots lobbying)	Relatively unlimited lobbying related to nonprofit purpose
Federal grant or contract	May not lobby with federal funds	May not lobby with federal funds Organizations choosing to lobby may not receive federal funds
Foundation	Private foundations may not lobby or earmark funds for the lobbying activities of other organizations; they may fund through general support grants 501(c)(3) or 501(c)(4) organizations that choose to lobby	

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1508760/pdf/amjph00009-0121.pdf>

<https://www.leg.state.nv.us/NRS/NRS-218H.html>

# What should you be doing now?

- Research previous bills
  - Were there bills last session on a similar topic?
    - <https://www.leg.state.nv.us/App/NELIS/REL/79th2017>
      - Click on “Bills”
        - Search for a topic, ex: “regional”
  - Who sponsored the bill?
    - Are they still in office? Would they be willing to sponsor a similar bill?
  - What were the arguments in favor or in opposition?
  - Was there a fiscal note?
    - Reach out to those that had a fiscal note. If the bill was re-worded, could the fiscal note be removed?



# What should you be doing now?

- Was there not a previous bill or is the bill sponsor no longer there?



- Find a sponsor
  - Executive Bills
  - Legislative Bills
    - Individual Legislators
    - Interim Committees
    - Local Government



Which one?



Partisan  
Topic?

- *Which committees are they on?*
- *Fiscal impact?*

Personal  
Interest?

- *Occupation?*
- *Family?*
- *Similar bills in the past*

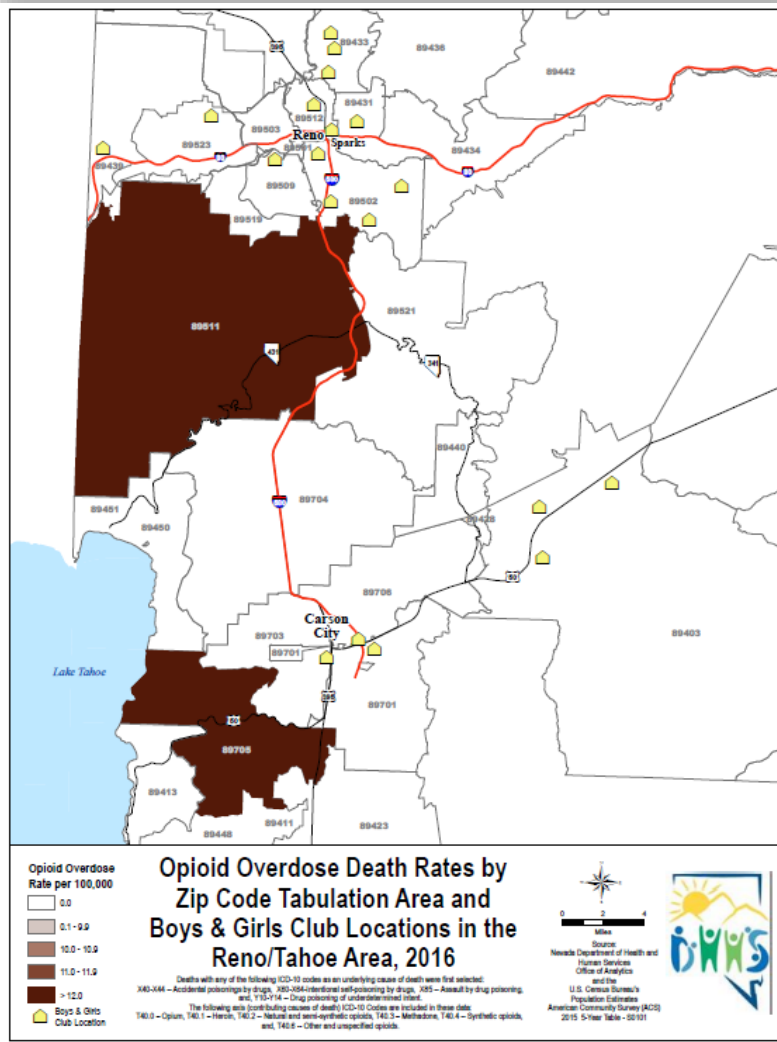
Data

- *Trends*
- *Demographics*
- *Comparison rates*
- *Specific impact on their constituents*



# Special Requests

- Let us know what you need: [data@dhhs.nv.gov](mailto:data@dhhs.nv.gov)
- Able to utilize state resources to quickly prepare data requests.
- Many partners throughout the community (law enforcement, boards, etc.) allow us to complete much more detailed analytics than we have been able to prepare previously.
- Many requests related to access to care issues (mapping really helps)





# Show up

- Testimony from the public and stakeholders (non-lobbyist) is very powerful.
- Ex: [AB 375, 2015 session](#)
  - Privacy for students in certain school settings



# Contact Information

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