

# Advocacy and Storytelling

# Advocacy, Public Policy, and You

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**Advocacy:** supporting a cause.

As an advocate, you take action to support a cause that you care about.

One of the most important parts of advocacy is influencing public policy.

**Public Policy:** the public system of laws, regulations, and funding enacted by the government.

## **Where Advocacy and Public Policy Interact:**

Most commonly, advocates contact lawmakers regarding legislation, or laws, that would change public policy impacting hospice and palliative care.



Leading Person-Centered Care

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At NHPCO and HAN, we support advocacy efforts on behalf of hospice and palliative care by:

- Raising public awareness
- Creating educational resources
- Providing opportunities to impact public policy – including Hill Days where advocates meet with their legislators!



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In a single session of Congress, 10,000 bills will be introduced.

A handful will be related to hospice and palliative care.

Advocates keep a lawmaker's attention on a bill or issue (support or oppose). "This is important. I need you to do something about it."



# Meeting with your Legislators: It Works!

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Much of advocacy work is about **building relationships**.

Meetings between advocates and legislative offices is one of the most effective ways to influence policy.

Your elected officials want to hear from you!

Legislators are influenced by facts and figures—  
but **real stories** told by **everyday people** are just as effective at helping legislators understand problems and how to solve them.



# Meeting with your Legislators: It Works!

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**Denise Formolo**

Dickinson County Veteran  
Service Officer; VP Michigan  
Association of County Veteran  
Counselors

# Reflection and Practice



# Reflection

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Before you get started, reflect on your experiences related to the following questions and write down some story ideas:

- What experiences have been important to me as a provider or to Veterans that I have cared for?
- What challenges or roadblocks have impacted me as a provider or Veterans that I have cared for?
- Are there changes I'd like to advocate for that could help make hospice and palliative care better for Veterans and their loved ones?





# Practice

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In your groups, practice these different parts of telling a story to a legislative office.

- **Introduction**

Share who you are, what you do, and how your organization serves your community

- **Paint a Picture**

Describe specific people or occurrences that have inspired you to make a difference for Veterans.

- **Introduce a Problem or Challenge**

Connect the picture you've painted with a problem that needs to be solved

- **Call to Action**

Explain how a certain action would help solve the problem you described and improve care for Veterans.



# Thank You!

**Stephanie Marburger**  
**Manager of Grassroots Advocacy**  
([smarburger@nhpco.org](mailto:smarburger@nhpco.org))

**Madison Summers**  
**Manager of Public Affairs**  
([msummers@nhpco.org](mailto:msummers@nhpco.org))