GRASSROOTS ADVOCACY RESOURCE GUIDE

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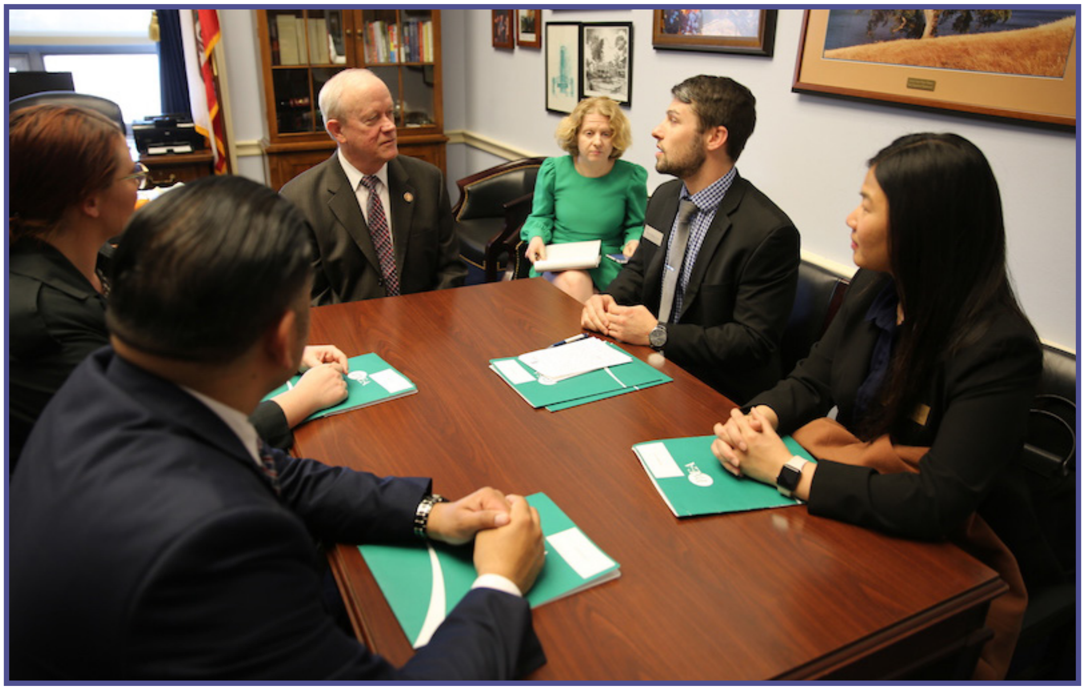
Conducting Effective Live Advocacy Meetings

Meetings in the nation's capitol with lawmakers and members of their staff are a critical component of any successful advocacy strategy.



During live meetings, advocates have an opportunity to build a relationship with the offices of their representatives and articulate their positions through a personalized approach. Because policymakers meet with a wide variety of constituents and outside interest groups, advocates should use the following tips to make their PAEA-organized meeting both memorable and compelling.

DO YOUR HOMEWORK

Prior to your meeting, conduct research on your representative's background, policy interests, committee assignments, and district/state using their website and Congress.gov as resources. Pay particular attention to how the policy issue you plan on discussing will have a tangible impact on the member's constituents. Being prepared with this information will help you to tailor your approach and present your requests in a more compelling manner.

PLAN YOUR APPROACH

In most cases, advocacy meetings last 10–15 minutes due to the busy schedules of both lawmakers and their staff members. Given this time constraint, develop a plan to quickly describe the policy issue of concern, the impact of the issue on the policymaker's district or state, and your policy request, which will serve as a solution to the issue. Because legislators/staff members are responsible for many policy areas, be prepared to provide background information on the PA profession and PA education as needed.

BE HONEST

While lawmakers' offices generally avoid asking detailed policy questions of constituents, it is possible that you may be asked a question that you might not be equipped to answer, such as the budgetary implications of a policy request. In this instance, state that you are unsure of the answer and offer to follow up. PAEA's Government Relations team can help you in preparing an answer for the office.

FOLLOW UP

In all cases, developing a relationship with your representative's office is dependent upon consistent follow-up. Within 2–3 days of your meeting, send a thank you email to your point of contact in the office and include answers to any questions that may have been brought up during the meeting. Reiterate the request that you made during your meeting, and commit to a second follow-up email to check-in on the status of your request in several weeks. Offer to serve as a resource in the representative's district on future health and education policy issues.

For more information on participating in federal advocacy meetings, please contact **tsmith@PAEAonline.org**.

Best Practices for State/District Congressional Meetings

Advocates have a wide variety of strategies at their disposal to capture the attention of their senators and representatives in Congress.

While many advocates travel to Washington, DC to conduct meetings organized by PAEA with members of Congress and their staff , effective in-person advocacy can also take place in your community. If you would like to pursue a congressional meeting opportunity closer to home, be sure to apply the following best practices for planning and participating in advocacy meetings in your state.

ESTABLISH THE OBJECTIVE

Prior to requesting an appointment with your members of Congress, you must have a clear understanding of the meeting's purpose. Will you be discussing a bill that has already been introduced? Will you be asking your representative to sponsor new legislation? If the bill already exists, are you looking for your senators to co-sponsor the bill or vote to advance the bill from their committee of jurisdiction? Developing a specific "ask" is critical because it will inform offices of how to take action should they choose to support your position.

For assistance with developing a clear meeting objective, reach out to your state chapter, PAEA, or AAPA. The state and federal organizations which advocate on your behalf continuously conduct campaigns to influence policymakers and can help you in developing your message and planning your state/district congressional meeting.

SCHEDULE THE MEETING

Members of Congress frequently travel back and forth from their states and districts to Washington, D.C. As such, you must ensure that the date you request a meeting in one of their local offices coincides with state and district work periods on the House and Senate Leadership Calendars for the current session. By scheduling a meeting during these times, you can increase your likelihood of meeting with the member directly. However, it is also important to be aware that most congressional meetings will be with legislative staff who have significant influence over the member's policy agenda.

Once you have selected a date for the meeting, visit the official websites for your senator or representative. Links to these pages can be found by entering your address into the Find Your Representative and Senators search tool from GovTrack. Upon reaching the page, look for the phone number of the office location you prefer for the meeting. This is typically listed in the contact section of the website. You will need this phone number to call the office and ask for the scheduler's email address so that you can submit a constituent meeting request.

When composing your meeting request, explain that you are a constituent who would like to meet with the senator or representative or a member of their staff at your designated office location on your identified date. If you do not receive a response within two weeks, follow-up by calling the office and asking to speak with the scheduler about a pending meeting request. Be sure to remain patient and remember that congressional offices receive a high volume of phone calls and email traffic.

PREPARE FOR THE MEETING

After you confirm your appointment with the office, it is time to prepare your approach. Practice how you will introduce yourself at the start of the meeting and be prepared to answer the following questions to inform the discussion:

- What is the issue?
- Who does the issue impact?
- Why is it important to you?
- How does the issue impact the state/district?
- Does the issue align with the member's legislative portfolio or priorities? If so, how?
- How can the member help to resolve the issue?

Also, consider creating a leave-behind folder for your senators or representative. By using this information after the meeting, the office will be able to reference your contact information, a copy of the bill summary, letters of support, relevant articles, or a state/district fact sheet that supports your position.

MEETING ETIQUETTE

To conduct an effective in-district/state meeting:

- **Be punctual** – do not arrive to the meeting too early or late.
- **Be polite** – always thank the member or staffer for taking the time to meet with you.
- **Be professional** – dress formally, refrain from discussing political campaigns/elections, and DO NOT offer any gifts.
- **Be personable** – connect with the member or staffer by asking them a question about their background, how they are doing, what they are working on, if they are familiar with the issue, etc.
- **Be honest** – instead of pretending to know the answer to a question if you are unsure, offer to follow-up with more information after the meeting.
- **Be flexible** – understand that members of Congress have unpredictable schedules and that meetings can start late, end early, or be reassigned to a different staff member.
- **Be specific** – make sure to end your meeting with a precise request for action.

FOLLOW UP

Within 2-3 days of the meeting, send a follow-up email to the congressional member or staff member that you met with to thank them again, outline the main ideas you discussed, and reiterate your request. You may include your response to any requests for information in this follow-up email as well.

If you do not hear back from the office over the following two weeks, continue to follow-up via phone or email to inquire about the status of your ask. As is the case with all advocacy activities, persistence is key!

For more information on planning and participating in state/district congressional meetings, please contact **tsmith@PAEAonline.org**.

How to Arrange Your Own State Lobby Day

Hosting a lobby day at your state capitol is one of the most effective ways to demonstrate a collective need for policy change in your community. Laws at the state level have a profound impact on both PA education and practice and can have significant influence on other states. For this reason, it is important to monitor policy changes in your state closely and to be prepared to take action when the legislature considers an issue relevant to the profession. If you are interested in learning how to organize a powerful response to current and future legislative measures with a group of stakeholders in your state, utilize the following guidance on arranging your own state lobby day.

1 IDENTIFY THE ISSUE

Before any planning for your state lobby day begins, consider the issue that you will be asking others to support. Is this issue being actively considered by state legislators? If so, how will lobby day participants ask their representatives to respond and how does it affect constituents in their district? Familiarizing yourself with these and other policy details will be crucial throughout each lobby day planning stage.

2 CHOOSE THE DATE

Now that you have thoroughly researched your issue, it is time to choose a date for your event. Generally, organizing a state lobby day requires planning to begin four months prior to the event date that you choose.

If possible, the best time to schedule a state lobby day is during the first few weeks of your state legislative session, on a date just before a floor vote on the bill will take place, or in the final weeks of your state legislative session when bills tend to advance most rapidly. If you are unfamiliar with the legislative schedule in your state, **check this map** to see when your state is in and out of session. **Use this link** to find and visit your state legislature's website, where you can view a more detailed session calendar and determine the exact date that legislators will be in the building.

Some state legislatures have what is known as a crossover deadline, which is the date that a bill needs to reach the opposite chamber. In practice, bills that do not crossover before this deadline are far less likely to pass. For this reason, a date before your legislature's crossover deadline could also be the ideal time to schedule your lobby day. **Click here** to find out if your state has a crossover deadline.

3 COLLABORATE

One of the best ways to share the responsibilities that come with organizing a state lobby day while maximizing overall participation in your event is collaborating with state, local and/or national stakeholders that share and support your vision. If you would like to find a partner to help plan your event, consider reaching out to your **state chapter**, **PAEA**, or **AAPA**. Other strategies for pursing potential collaborators include: speaking with your PA program director or faculty members about getting involved with your lobby day, contacting other PA students in your state, reaching out to coalition groups actively working on the legislation, and volunteering to assist with an existing lobby day advocating for the same issue. Once collaborators have been identified, determine your shared resources and refine your plan for executing the event.

4 BUILD OUT YOUR EVENT DETAILS

Typically, there are four fundamental components to every successful lobby day: a training session, a morning briefing, participant meetings with legislators, and a debriefing. Prior to advertising your event, have a specific plan in place to execute each component effectively. In addition, depending on your collaborators and resources, you may be able to incorporate the following optional components into your lobby day: breakfast during the morning briefing, a formal reception following the debriefing, lunch for lobby day participants, guest speakers for lunch or receptions, transportation and lodging arrangements, and t-shirts/pins/promotional items.

During the advocacy training session, your participants will learn about the central issue of the lobby day, how to effectively advocate on behalf of the issue, the particular request they will be making to their elected officials, and best practices for conducting a meeting with legislators. Participants may also receive their folders and leave-behinds during this training. When finalizing your lobby day plan, you will need to decide whether your training will take place on the day of your event before participants meet with their legislators or on a separate day before the event. If you decide to hold the training on a different day, try to schedule the training as close to the lobby day as possible.

During the morning briefing, participants will meet you at the start of your lobby day for an overview of the day, last minute directives, and answers to their outstanding questions. Make sure to choose an obvious location in front of the State House for your morning briefing or book a venue for your lobby day to operate from that is nearby and ideally within walking distance.

Participant meetings with legislators should be scheduled after the morning briefing and within a set timeframe during regular 9:00 a.m.–5:00 p.m. business hours. As you select your timeframe for participant meetings, set aside an hour for lunch and factor in the time it will take attendees to conduct the meetings and travel from one meeting to the next.

The debriefing is where you will meet with participants at the end of your lobby day to thank attendees and invite them to share stories and key takeaways from the event. Keep in mind that the best location for the debrief is the same location as the morning briefing because attendees are already familiar with the area.

5 PUBLISH YOUR EVENT

By the time your event is three months away, you should have all of the information you need to publicize your lobby day: the title of your event, a description of the event with a brief summary of the issue that will be discussed during your advocacy day, an outline of the lobby day agenda and contact information for relevant event organizers. Using this information, create a page for your lobby day event through **Facebook**, **Eventbrite**, or another event hosting platform. In addition, be sure that your event page includes an option to register for the event within one month's time and messaging about when participants can expect to hear from lobby day organizers after the registration deadline. Setting this deadline is important because you will need to have a final list of participants two months before your event so you can initiate the process of scheduling lobby day meetings with legislators. You should also collect certain information from participants through the registration process that will make the meeting scheduling process easier such as mailing addresses, occupations, PA program/employer names, etc.

After your event is posted, work independently or with your collaborators to share the event information through newsletters, email lists, and social media. You may also ask your participants to share the event information with their social networks or draft an op ed in a local newspaper on the issue that you will be discussing during lobby day.

6 SCHEDULE LOBBY DAY MEETINGS

Once your state lobby day is two months away, begin compiling your attendee information into a master spreadsheet. Using the mailing addresses that participants provide, you will need to match each participant to their state legislators. This can be done through a "find my legislators" tool on your state legislature's website or through a search tool available on **Open States**. As you work your way through the attendee list, group participants together for meetings if they have the same legislators and enter the contact information for each legislative office. You can reference this information later when it is time to request meetings.

When you call or email a legislative office to schedule a meeting, communicate the reason for your meeting request, the proposed date/time for the meeting, the number of constituents that will be attending the meeting and what they plan to discuss with their legislator. Upon receiving each meeting confirmation, enter all confirmed meeting dates/times into your master spreadsheet to help you keep track of your progress and customize participant meeting schedules.

Alternatively, if you do not have the capacity to schedule all participant lobby day meetings on your own, you can provide your attendees with contact information for each of their legislative offices and ask them to schedule their own meetings. Although this will make organization of the event less centralized, it will save you time to focus on other event planning aspects that will make your lobby day successful.

7 PREPARE PARTICIPANT FOLDERS AND LEAVE BEHINDS

While you or your participants are scheduling lobby day meetings, it is important that you place an order for the materials needed to assemble your participant and leave behind folders once the event is one month away. Participant folders should be created for each attendee and may contain a general lobby day agenda with contact information for event organizers, a customized meeting schedule, social media guide, map of the State House, talking points for meetings, one-pager(s) on bill/bills, legislator biographies, a state/district fact sheet displaying key data points, and meeting outcomes report forms (one for each meeting). Leave behinds, which are folders left behind for each legislator after a meeting, should contain business card(s), one-pager(s) on the bill/bills participants discuss and a state/district fact sheet. When participant folders are compiled, it is recommended that you send an electronic copy a week in advance of the lobby day for participants to review.

8 KEEP UP THE MOMENTUM

It is the end of your lobby day, and the event was a huge success! Before you celebrate, collect all participant meeting reports and remind participants to post about their experience on social media. The meeting reports will assist you in your own follow-up with offices by identifying which legislators may need an extra nudge to get on board with your agenda. Social media posts by your attendees will boost the visibility of your cause while serving as participant feedback that you can assess when determining whether to make your lobby day a recurring event in the future.

For more information on arranging your own state lobby day, please contact **tsmith@PAEAonline.org**.

Organizing Your Own Virtual Hill Day

With the rise of social media platforms like Twitter, Facebook, LinkedIn, and Instagram, traveling to Capitol Hill is no longer the only way to capture the attention of your congressional representatives.

If there is an issue that you feel passionate about and that you would like to inspire your representatives to act upon, consider organizing your own Virtual Hill Day. By hosting a Virtual Hill Day, advocates can unite their existing social media networks around one message at one time to elevate public awareness and request support from a greater number of elected officials. If you are interested in planning your own Virtual Hill Day, be sure to review the following tips to make the most of your event.

1 COMMUNICATING WITH CONGRESS

According to the 2019 Congressional Social Media Report by Quorum, members of Congress overwhelmingly preferred to share their posts through Twitter. These findings suggest that sharing your message through Twitter, compared with other social media platforms, offers greater visibility among your Hill Day's target audience.

2 IDENTIFYING YOUR OBJECTIVE

When asking others to support your cause, it is important to clearly define the outcome you would like to achieve through your advocacy efforts. Is there a specific bill in the legislature that addresses your issue? If so, will you be requesting additional cosponsors? A companion bill in the other chamber? A supporting vote when the bill reaches the floor? These are all questions you must be able to answer and details that will need to be explained to your Virtual Hill Day participants.

For assistance with developing a clear Hill Day objective, organizers can always reach out to their **state chapter**, **PAEA**, or **AAPA**. Both the state and federal organizations, which advocate on your behalf, continuously conduct campaigns seeking to influence policymakers and can provide assistance to you in developing your message and planning your virtual advocacy event.

3 CREATING YOUR EVENT

Once you have decided on the goal of your event, you can now begin to build out the fundamental event details and create the event itself. To start, consider the date of your event. If there is a time period that your issue may be more top of mind for representatives, such as Black History Month or National Women's Health Week for example, make sure to select an event date during this time.

Next, you will need to develop the event title, description, and suggested content for supporters to share in the days prior to and during the event. Content shared prior to the event could be a **social media graphic** that contains the title, date, and hashtag of the event for participants to post in their newsfeed. Content shared during the event would be language for the ask participants will be making to their representatives along with Hill Day hashtags and hashtags for a related awareness day/week/month if applicable.

As part of the event description, organizers will also want to specify the intended structure for the day. Will participants send their tweets at any time throughout the day or within a set timeframe to generate a sudden increase in traffic related to the topic? If the event will take place within a set timeframe, organizers should select a one-hour period between 10:00 a.m. and 3:00 p.m. ET for participants to tweet. This will directly influence the overall visibility of your issue on the platform.

In addition, organizers should provide participants with the following links, so they are able to find their members of Congress and tag them in their Hill Day tweets:

- Find Members of Congress: **https://whoismyrepresentative.com/**
- Tag Members of Congress: **http://www.tweetcongress.org/tweeters/**

Participants should also be reminded to adjust their privacy settings, so their tweets are visible to the public, and encouraged to personalize their message by sharing photos, videos, or stories that demonstrate why the issue is important to them. After all of this information is compiled, the event will be ready to post online through **Eventbrite**, **Facebook**, or another event-planning website. For further guidance on creating effective content for your event, please view our sample Virtual Hill Day event flyer on page 15.

4 PROMOTING YOUR EVENT

Although Twitter will be the primary platform used on the day of your event, Facebook, Instagram and LinkedIn are highly valuable promotional tools. To maximize the overall number participants, organizers should employ the following strategies when advertising their Virtual Hill Day:

- Post a live or pre-recorded video to your Instagram story that explains the significance of the event to your followers and asks them to get involved by visiting a link to the event in your bio.
- Post a message, photo, or video promoting your advocacy event on Facebook, Instagram, and/or LinkedIn. Be sure to include the link to the event in the caption/description and ask your followers to get others involved by sharing the post.
- Promote your Virtual Hill Day as a Facebook event and send invitations to friends and followers with a direct stake in the issue.

Organizers can also reach out directly via text, email, or phone call to any individuals or groups who may be interested in getting involved.

For additional information on arranging a Virtual Hill Day, please contact **tsmith@PAEAonline.org**.

TUES, JULY 14

PA STUDENTS DEMAND CHANGE: ADVANCE DIVERSITY IN HEALTH CARE

Until the COVID-19 pandemic starkly illustrated the extent of health disparities based upon race and ethnicity in the U.S., Congress has been slow to answer calls to reduce financial barriers that make it difficult for URM students to obtain a PA education and serve their communities. As Congress works to address gaps in health system preparedness to respond to COVID-19, there is a unique window of opportunity to secure federal resources to bolster the diversity of the national health workforce.

That is why PAEA is asking PA students to participate in our social media advocacy event on Tuesday, July 14th to show your support for the Strengthening America's Health Care Readiness Act. The act would make a historic $5 billion emergency investment in the National Health Service Corps (NHSC) scholarship and loan repayment programs, establish a new NHSC Emergency Service program through which providers could obtain loan forgiveness in exchange for agreeing to practice in assigned settings during health emergencies/disasters and require 40% of NHSC funds to support students and clinicians from underrepresented minority communities.

Please send the below tweet to your senators at 10:00 a.m. (PT)/1:00 p.m. (ET) on July 14, invite your fellow PA students to participate in this event, and share the event information on your social media accounts. Also, when tweeting, please make sure to adjust the privacy settings on your Twitter accounts so that members of Congress can view your messages. We need the advocacy and support of as many PA students as possible, and with your help, we hope to see this historic legislation included in the next COVID-19 response package.

"To recover from #COVID19, clinicians need our help. @Senator, support including the Strengthening America's Health Care Readiness Act in COVID-19 legislation so we can improve workforce diversity & the number of providers in shortage areas. #PAsDemandDiversity"

4% OF PA STUDENTS ARE BLACK OR AFRICAN AMERICAN

81 MILLION AMERICANS LIVE IN AREAS WITH SHORTAGES OF PRIMARY CARE PROVIDERS

CONGRESS MUST ACT NOW TO DIVERSIFY THE HEALTH WORKFORCE AND IMPROVE THE QUALITY OF CARE DELIVERED TO PATIENTS

TWEET YOUR SUPPORT FOR S. 4055 TO LET YOUR SENATORS KNOW

Send your Tweets at 10 a.m. (PT) / 1 p.m. (ET) on July 14th

Find and Tweet your Senators: https://myreps.datamade.us/

Questions? Contact Tyler Smith at tsmith@PAEAonline.org.

Arranging a Program Visit with a Member of Congress

One of the most effective ways of cultivating congressional champions on behalf of PA education is inviting your representative or senator to tour your PA program.

During district work periods, also known as recesses, members of Congress often take time to meet with constituents to get a better sense of the policy priorities of their districts/states. Arranging a tour of your program is an excellent way to provide members with a better sense of what a PA is, the process of becoming a PA, the challenges facing PA programs, and how they can help as a policymaker. If you are interested in arranging a program visit, completing the following steps will help make your event a success.

1 IDENTIFY APPROPRIATE DISTRICT WORK PERIODS

Each year, congressional leadership announces a legislative calendar identifying days during which the House and/or Senate will be in session and when the chambers will be in recess. By proactively identifying recess dates in which your member of Congress is expected to be in the district, you will be able to identify mutually agreeable dates for both the member and your program.

2 CONSULT WITH YOUR PROGRAM'S LEADERSHIP AND YOUR INSTITUTION'S GOVERNMENT RELATIONS OFFICE

If you are not the program director for your PA program, it is critical that you discuss your interest in hosting a member of Congress with them. Your program director will be able to identify appropriate dates during which the member can visit, guide you through institutional approval processes, and provide logistical support. Following program director approval, you can work together to contact your institution's Government Relations office to inform them of your interest in hosting your member as they may be able to leverage existing relationships to facilitate the visit and align the event with the institution's current legislative agenda.

3 DEVELOP A VISIT AGENDA

Typically, program visits with members of Congress take place over the course of an hour. Prior to arranging a visit, develop an agenda for the event. Typical agendas include a tour of the program's facilities, time for the member to provide brief remarks to attending students and faculty, and a question and answer session. If appropriate, you might try to link the visit with some type of education event that your program already has planned.

4 CONTACT YOUR MEMBER'S SCHEDULER

Once you have program director and institutional approval, send a concise invitation to the scheduler for your member. Contact information for your member's scheduler can be found via search engine or by contacting PAEA's Government Relations team at advocacy@PAEAonline.org. Your invitation should include potential dates identified by your program director, the agenda you have developed, and a brief description of policy issues you would like to discuss during the visit. Typical policy issues discussed during program visits include investments in Title VII health workforce programs, student loan reform, and the response of PA education to health crises like the opioid epidemic. Please note that, due to the volume of requests that congressional offices receive, it may be necessary to follow up with the scheduler multiple times to confirm a visit.

5 ALERT YOUR INSTITUTION'S COMMUNICATIONS OFFICE

Once your member's scheduler confirms a visit date, contact your institution's Communications or Public Relations office to inform them of the visit. They will provide assistance in publicizing the event, which may be helpful in amplifying the policy impact of the visit.

6 ARRANGE LOGISTICS

In partnership with your program director and your member's office, identify logistical needs for the visit, such as A/V equipment, and develop a plan to ensure these needs are met on the day of the event.

7 COMMUNICATE WITH STUDENTS AND FACULTY

Several weeks prior to the visit, coordinate with your program director to communicate with students and faculty about the event. Provide all attendees with the visit agenda, policy requests, and logistical information. If you are planning on conducting a question and answer session, inform them of this opportunity, but request that any prepared questions avoid potentially contentious issues and/or issues that are not related to PA education.

8 CONDUCT THE EVENT

Following all necessary preparations, welcome the member to your program on the day of the event. Be prepared to make last-minute accommodations as necessary. Remember that your member is conducting the visit to learn from you, students, and faculty, and that they want to help you as a constituent.

9 FOLLOW-UP

Within 2–3 days after the event, be sure to send a thank you email to your member's scheduler and their health and education staff members (who can be identified via search engine or by contacting PAEA Government Relations staff). In the email, thank the member for taking the time to tour your program, reiterate any policy requests made during the visit, and offer to serve as a resource on health workforce and education issues for the office to help establish a long-term relationship.

For additional information on arranging program visits with members of Congress, please contact **tsmith@PAEAonline.org**.

Tips for Writing Compelling Op-Eds

On both the federal and state level, op-eds in prominent publications that are written by constituents can have a significant impact on policymaking. Both lawmakers and members of their staff regularly monitor local publications to stay informed about emerging policy issues of importance to constituents. Using the following tips can help you advance policy change by crafting a compelling op-ed.

COORDINATE WITH YOUR STATE CHAPTER AND/OR NATIONAL ASSOCIATIONS

Prior to drafting your op-ed, it is critical that you contact your state constituent organization, AAPA, or PAEA to discuss your interest in preparing an article. Both state and federal organizations, which advocate on your behalf, continuously conduct campaigns seeking to influence policymakers and can provide assistance to you in developing your message and submitting your op-ed to targeted publications to achieve maximum policy impact.

LEVERAGE BOTH DATA AND STORIES

The most effective op-eds are those that use both stories to capture the attention of policymakers and published data to establish credibility. If you are personally affected by the policy issue that you plan to discuss in your op-ed, share your story in the introduction and body of your article. Once you have illustrated the personal impact of the issue, use research published by PAEA, AAPA, or other organizations to provide greater context and to justify the effectiveness of possible policy interventions.

LINK YOUR OP-ED TO OTHER PROMINENT ISSUES

An often effective advocacy strategy is to explain the relevance of the PA profession and PA education to other issues that are currently cap-turing the attention of policymakers. For example, if your community has a high prevalence of diabetes, substance use disorders, or other chronic conditions, your op-ed could discuss how a plurality of PAs practice in primary care, the role of PAs in managing chronic conditions, and the importance of investments in programs such as Primary Care Training and Enhancement grants for PA students.

INCLUDE A CLEAR POLICY REQUEST

While the majority of your op-ed will be dedicated to discussing the impact of a policy issue on your community and the data supporting your position, it is critical that you conclude your article with a direct call to action. Depending upon the policy issue, this request could include sponsoring or co-sponsoring a piece of legislation, voting for or against a bill, or supporting or opposing a regulatory action. If you are unsure of the best policy request to include, your state constituent organization, AAPA, or PAEA can offer guidance.