

ASHA Grants and Lobbyists: A Perfect Match

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About Me....

Colorado Speech-Language-Hearing Association

- Volunteer Board – Currently 13 voting members, 10 non-voting members
- Current membership: 251
 - Schools, Medical, private practice, students
- Retain a lobbyist through local organization (Brandenberry McKenna)
 - Lobbyist was obtained to help with sunset legislation of SLP certification in 2017
 - Lobbyist was used in 2012 to help pass initial SLP certification bill

ASHA Grants for State Associations

- Available annually for ASHA recognized associations
- Monies available for up to \$12,000
- Deadline typically in early February
- Granted for a variety of uses
 - Today will focus on funding of a lobbyist, as this is CSHA's experience
- "Grants will be awarded to ASHA-recognized state speech-language-hearing associations to assist in funding activities to address issues in education or health care settings as well as professional practice and workforce issues such as occupational licensure. Any activity that clearly promotes such an outcome will be considered for funding."

Why Use a Lobbyist?

- Provide eyes and ears on issues of importance
- Volunteer boards primarily comprised of members with jobs
- Colorado legislature moves fast! (Jan-May each year)
- About 20 bills make it into the news; small portion of total bills
 - Bills affecting our professions do not often make news
- SLP's/Audiologists may not know a bill even affects them
- Lobbyist often has relationships with legislators
- Able to monitor activity and time frames
- Increases ability to stay active at a local level vs relying on national organizations
- Continued advocacy!

Lobbyist Pros, cont.

- Knowledge of political climate
- Input regarding current bills and appropriateness of response
- Colorado Nursing Compact
 - Did not pass on first attempt
 - Lobbyist became involved and aided in successful passing the next year

Lobbyist - Cons

- EXPENSIVE
 - Currently on a monitoring contract (9,000/year)
 - Monitoring plus help with an issue - \$15,000
 - Anticipated costs in 2020 - \$30,000 (equal to assistance with sunset legislation passage)
- Bad reputation – not necessarily true
- Represent Special Interests
 - Big Pharma 2018 - \$27.5 million (\$25 million in 2012 lobbying against ACA)
 - Gun Lobby 2018 - \$12.2 million (2012 after Obama re-election \$15.3 million)
 - Education 2018 – \$78.75 million (Primarily funded by universities)
 - Teachers' Union 2018- \$5 million
 - Police officers Union 2018 - \$80,000
 - ASHA 2018 - \$870,000
 - Healthcare professions 2018 - \$91.7 million

• Source: Opensecrets.org

CSHA Relevant Legislation

- Colorado was last state to pass licensure
 - "Certification" due to legislative climate
 - 2012-2013
- Sunset review every 5 years – Difficult process
 - Work starts 2 years prior!
 - 2015 ASHA held in Denver providing extra funds
 - Most recent sunset review 2017
 - Last minute needs
 - Legislation moves quickly and without warning
- 2018 Infant Hearing Screening Act

ASHA Grants

- CSHA
 - 2016- \$9,000
 - 2017- \$8,000
 - 2018- \$6,000
 - 2019- \$8,000 (Phase II)
- All funds went to funding lobbyist
 - Relatively easy to budget
 - Frees up money for other budget items
 - Holding portion of 2019 funding to use towards 2020 lobbyist payment

ASHA Grant Process

- Complete application in January/early February
 - Proposal and Resource Allocation Form
 - Describe issue and proposed solution
 - Site specific examples and how you will measure success
 - Potential barriers, project components, activities
 - Budget Proposal Form – how monies will be distributed
- CSHA President and VP Public Policy
- Input asked from experienced board members
- Can be a time consuming process

Helpful tips

- Know the deadline!
- Start planning before end of calendar year
 - Identify who will write and submit
 - Make a small committee
- Start writing several weeks prior to deadline
- Make a plan!
 - Know the purpose and how to measure
- Get input from others
 - Have 1-2 proof readers before submitting draft
- Don't be afraid to ask for \$\$\$
 - Might not get full amount, but even a small sum is helpful
- Remember to submit your fund allocation and progress report at end of year

Grant Writing Exercise

- Who is writing your grant?
- What is your issue?
 - Examples and/or data
- What is your solution and why?
- What are the components of your project? Provide data if available.
- Barriers?
- Activities needed to complete project?
- Top 3 outcomes targeted?
- How will you measure effectiveness?
- How will you sustain the project once funds are used?

CSHA Plans

- 2020 –Potential Interstate Compact
 - Colorado is a targeted state
 - Lobbyist will be essential
 - Already have targeted potential legislative sponsors
 - Important to stay involved at state level!

Questions?

- Good luck!