



AMERICAN
COLLEGE
HEALTH
ASSOCIATION

ACHA Advocacy Presentation

Presenters: Terri Lakowski and Jason Marmon

ACHA Advocacy Committee

Presentation Overview

- Part I: Advocacy 101 Basics
- Part II: About ACHA's Advocacy
- Part III: Advocacy Feedback/Discussion

Part I: Advocacy 101 Basics: Levels

- Engagement forms and levels:
 - Federal
 - Congress (Senators, Representatives, staffers, committees)
 - Administration (President, secretaries, departments (CDC), offices (SBA))
 - State
 - Legislatures (assembly, house, senate, general assembly, delegates, etc.)
 - Administration (Governor, cabinet secretaries, departments, offices, boards of education)
 - State-level organizations and coalitions, including state chapters of national organizations
 - Local
 - City hall
 - Board of Education
 - Mayor
 - Campus
 - Board of Trustees
 - College President
 - Faculty, Departments, and student organizations

Part I: Advocacy 101 Basics: Key Terms

- Act
- Bill
- Earmark
- Grant
- Rule



Part I: Advocacy 101 Basics: Government Affairs and Policy

- **What is Government Affairs?**
 - Informing
 - Relationships
 - Influencing policies, regulations, and action
- **What is Policy?**
 - Not just legislation, but involves ALL government actions

Part I: Advocacy 101 Basics: The Importance of Government Affairs & Advocacy

- Why are government affairs and advocacy important?
 - Provides an opportunity to influence
 - Proactive, not just reactive
 - Can create revenue and funding streams
 - Advances ACHA's mission through affecting government policies



Part I: Advocacy 101 Basics: Advocacy vs. Lobbying

- How are advocacy and lobbying different?
 - **Advocacy** is an individual or group activity that aims to influence decisions within political, economic, and social institutions.
 - **Lobbying** is the act of lawfully attempting to influence the actions, policies, or decisions of government officials, most often legislators or members of regulatory agencies, but also judges of the judiciary.

Part II: About ACHA's Advocacy

ACHA support policies and government initiatives, which support the following:

- College Health Systems
- College Health and Well-being
- Accessible and Quality Education



Part II: About ACHA's Advocacy: Advocacy Strategic Plan

- ACHA's advocacy strategic plan includes:
 - College Health Index (CHI)
 - Interstate treatment
 - Endorsing and promoting, and possibly working to amend, existing policies
 - Regulation comment(s)

Part II: About ACHA's Advocacy: Ongoing Advocacy Efforts

- ACHA's ongoing advocacy efforts include:
 - College Health Index (CHI)
 - New funding for campus mental health services
 - Allowing colleges to qualify for National Health Service Corps site designation

Part II: About ACHA's Advocacy: Examples of previous work

- Examples of how ACHA has previously advocated
 - COVID-19 pandemic
 - Comments to government agencies regarding policy
 - IPEDS
 - Student Health Insurance Coverage

Part II: About ACHA's Advocacy: Advocacy Trends

- Areas Where Advocacy Work is Trending:
 - Vaccination requirements
 - Diversity, Equity, and Inclusion (DEI) programs
 - Cross-state health telehealth access for student coverage
 - Reproductive rights
 - Mental health support

Part II: About ACHA's Advocacy: Endorsements

- Endorsements/Sign-ons provided by ACHA include:
 - Higher Education and Mental Health Act (HR 3451/S 1665)
 - Pell Grant Flexibility for College Students with Disabilities Legislation (HR 2967)
 - Advertising campaigns opposing menthol cigarettes



Part II: About ACHA's Advocacy: Who handles Advocacy at ACHA?

- Handled by two main players within ACHA:
 - ACHA's Government Affairs Arm (Active Policy Solutions)
 - ACHA's Advocacy Committee



Part II: About ACHA's Advocacy: Advocacy Protocol

- Protocol for effective advocacy:
 - Identify issue
 - Identify path to alleviating issue
 - Flag for notice for ACHA Advocacy Committee
 - Approach relevant agencies



- IMPORTANT NOTE: Please let ACHA know of any government meetings you have so that we can synchronize what we are doing at the national level and support your meeting.

Part II: About ACHA's Advocacy: New and upcoming Advocacy tools at ACHA

- Advocacy Committee meetings
- Advocacy email address
- Website update (issue summaries, news updates, calls to action, etc.)
- Always accessible: ACHA Connect Forum

Part II: About ACHA's Advocacy: How to get involved



**Attend monthly
ACHA Advocacy
Committee
meetings**



**Flag issues for the
Advocacy
Committee**



**If interested in
getting involved
email
advocacy@acha.org**

Part II: About ACHA's Advocacy: Involvement with ACHA Advocacy Committee

- Process

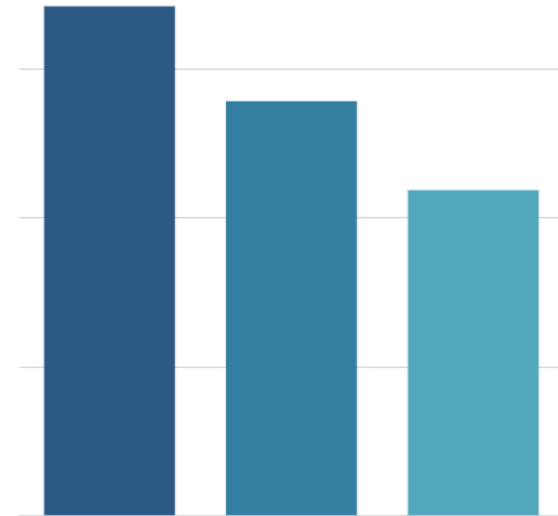
- Bring forth issues to the attention of the ACHA advocacy committee
- Communicate through established email (advocacy@acha.org)
- Gather data, anecdotes and information that supports argument/point



Part III: Advocacy Feedback/Discussion

• To what extent have you engaged with your local or federal elected officials?

- Very much engaged
- Somewhat engaged
- Not at all engaged



Part III: Advocacy Feedback/Discussion

- Questions to consider for ACHA's future advocacy:
 - What would they like to see ACHA doing in advocacy?
 - How should ACHA be sharing information?
 - What should ACHA be providing its members as it relates to advocacy?
 - What should ACHA be advocating for?



Part III: Advocacy Feedback/Discussion

- Upcoming Advocacy Committee events to consider attending:
 - Advocacy Committee Pre-Conference meeting during the ACHA Annual Conference
 - Interest in additional webinars?



Part III: Advocacy Feedback/Discussion

- Any questions?



Keep in touch with ACHA Advocacy Leadership

Advocacy@acha.org

- Dr. Mari Ross
- Terri Lakowski, Esq., CEO
- Jason Marmon, Esq., COO