



Campus Advocacy Ideas for Student Pharmacists

Year-round messages are beneficial in order to keep student pharmacists engaged and informed of advocacy opportunities. The messages below can be utilized on posters, outreach emails or in school/college of pharmacy newsletters. Select one or two of these per month to promote or do on your campus.

For all your campus activities, be sure to involve your faculty advisor and notify your AMCP Diplomat of your plans, and regularly update the school administrators about the activities of your chapter. This helps with forging strong bonds for purposes of support, funding, and recognition.

Campus Messaging & Information to Provide Student Pharmacists

1. Encourage voter registration
 - a. Provide the state's website for registration or physical locations for registration in your city.
 - b. Provide registration deadlines.
2. In an election year, remind people to vote – both in primary elections and general elections.
 - a. Provide local polling place locations and whether a photo ID is required in your state.
3. Join your state pharmacy association
 - a. Participate in their legislative day event in your state capitol and meet with elected officials.
 - b. Get to know other pharmacists and their views on policy issues impacting the profession. Build long-standing relationships with your colleagues.
 - c. Present the managed care pharmacy perspective in conversations about policy issues (mail order, prior authorization, etc.)
4. Respond to AMCP Action Alert emails.
 - a. Encourage AMCP student pharmacists to respond to AMCP action alerts.
 - b. Action Alerts allow hundreds of AMCP members to send emails at the same time to your elected officials delivering the same message.
 - c. When you receive an Action Alert email, click “take action” to send a pre-written email to your elected official expressing the views of AMCP members on a particular issue.
 - d. Action Alert emails are pre-written and automatically target your elected official.
 - e. Action Alerts are urgent, and you must respond within 24 hours.
Don't hesitate to click send.

5. Provide information on AMCP's positions on key policy issues
 - a. Select a particular policy issue each month to increase awareness about AMCP's positions: <http://www.amcp.org/Tertiary.aspx?id=14343>
6. Provide descriptions of managed care pharmacy jobs (what is managed care pharmacy, what do managed care pharmacists do, etc.)
7. Provide information on current legislation in your state. You can view a list of managed care pharmacy legislation in your state here: <http://www.amcp.org/StateLegislativeTracking/>

Support Your State Advocacy Coordinator

If your state has a State Advocacy Coordinator (S.A.C.), they could use your help getting to know your state legislators. This will help them more effectively mobilize AMCP members and deliver more carefully crafted messages to each legislator, depending on the legislator's interests and background. You can find your S.A.C. here: www.amcp.org/sac.

8. Contact your S.A.C. and offer to research the backgrounds and interests of your state legislators. Most information can be found on each legislator's website.
 - a. Create a small committee of interested students to do this project. Divide the full list of state legislators among you, so that you're each responsible for an equal number of legislators to research.
 - b. Find out what each state legislator thinks about health care policies in your state and nationwide; *i.e., read their newsletter, read their bio, find the bills they sponsored and co-sponsored to see if they are interested in health policy issues. You might even find newspaper articles or editorials with insight on their point of view.*
 - c. Research whether they are a health care practitioner or have some other professional or personal connection to health care; *i.e., is one of their family members a practitioner, is there a major health facility in their district, etc.*
 - d. Basic information also to collect for each legislator: political party, major city/town in their district, and what committee(s) they sit on in the state legislature.
 - e. This information can help your S.A.C. customize AMCP's advocacy efforts for each legislator.
9. Contact your S.A.C. and offer to follow state legislators on Twitter and/or friend them on Facebook.
 - a. Identify a group of student pharmacists who are interested in doing this.
 - b. Ask them to watch for posts on healthcare policy legislation impacting managed care pharmacy. The issues AMCP tracks can be found here: www.amcp.org/AmcpPositions.
 - c. Track which students are following which state legislators to make sure you're covering as many legislators as possible and that you're not duplicating the legislators you're tracking.
 - d. Have them notify your S.A.C. if they see posts impacting managed care pharmacy.

- e. Have them notify your S.A.C. if the legislator announces a town hall meeting or other public function where people can meet with them. The S.A.C. can forward this information to AMCP members to encourage attendance.
10. Contact your S.A.C. and offer to have students track state legislators by signing up for state legislators' newsletters (through the elected official's website)
 - a. Track which students are following which legislator to make sure you're covering as many legislators as possible and that you're not duplicating the legislators you're tracking.
 - b. Report to your State Advocacy Coordinator if a state legislator includes something about health care policy issues in the newsletter.
 - c. Report to your S.A.C. if the legislator announces a town hall meeting or other public function where people can meet with them.
 11. Invite your State Advocacy Coordinator to speak to your chapter about advocacy and public policy.

Take it One Step Further: Organize a Public Policy Symposium

Organize a full-day or half-day symposium for the school/college of pharmacy or collaborate with other student pharmacist groups to plan a one-day campus event. Speak to your faculty advisor for ideas and organizational advice.

1. Have speakers and/or panels of professionals and professors discuss current policy issues impacting managed care pharmacy. (Check www.amcp.org/StateLegislativeTracking to see what bills are currently being considered in your state. Your faculty advisor may also have recommendations for current, trending issues.)
2. Dedicate one session to explain basic advocacy concepts and why it's important to be informed and involved in advocacy. (Contact AMCP staff for assistance developing this session. AMCP can provide slides.)
3. Possible speakers could be local elected officials, AMCP members, school/college of pharmacy faculty, or even political science or department of economics faculty, depending on the topic of discussion you select for each panel.
4. Have a registration table so state residents can register to vote.
5. Pass out buttons/stickers encouraging student pharmacists to vote in every election.
6. Provide easy-to-read brochures or fliers explaining legislative issues or the importance of being involved with advocacy efforts. AMCP's website has helpful resources for developing fliers on these topics: www.amcp.org/PolicyResourceCenter.

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