



AMCP

Optimizing medicine.
Improving lives.



Advocacy

BEST PRACTICES GUIDE

Thank you for your interest in advocating on behalf of AMCP! We appreciate your enthusiasm for promoting public policies that get patients the medications they need at costs they can afford and benefit the practice of managed care pharmacy. This document will provide you with some best practices as you engage with elected officials.

BECOME FAMILIAR WITH AMCP'S ADVOCACY MATERIALS

Visit AMCP's Policy Resource Center to find AMCP's educational materials on our policy priorities and position statements. Familiarizing yourself with AMCP's policy priorities and policy education resources is an important first step in advocacy. Doing so empowers you to speak with greater authority on important legislative issues. Through AMCP's Advocacy Resources, you can download and print materials to give to your legislators' offices through email or during an in-person visit.

CONNECT WITH YOUR ELECTED OFFICIALS ONLINE

We recommend you subscribe to your state and federal legislators' newsletters and follow their social media accounts to stay informed on the issues they are working on and to be able to provide feedback to their offices. This knowledge may provide insight into how to frame AMCP's priority issues to have maximum impact. In some cases, officials may maintain separate social media accounts for their official capacity and their

campaigns. Following both is valuable, but the most advocacy value will be found in engaging with their official account. Be sure to enable the constituent badge on Facebook so that your representatives know that you're one of their voters. Access the [Social Media Guide](#) to learn more.

REPORT YOUR ADVOCACY ACTIONS

AMCP tracks all advocacy action, from formal office meetings to social media posts, performed on its behalf and relies on advocate self-reporting to provide that data. This enables AMCP to identify opportunities or weak spots in its advocacy efforts. Please report your actions using AMCP's [online form](#).

REACH OUT TO YOUR STATE ADVOCACY LEADER & AMCP AFFILIATE CHAPTER

AMCP State Advocacy Leaders are there to support you. Please feel free to reach out to them with questions about state advocacy. Even if they don't have the answer you need, they'll be able to connect you with

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AMCP staff. AMCP Affiliate chapters are an excellent resource for connecting to your state advocacy leader and other AMCP advocates. If you are unsure if there is an advocacy leader or an affiliate in your state, please visit [this webpage](#) for a complete list of AMCP Affiliates and contact information.

PARTICIPATE IN YOUR ELECTED OFFICIALS' EVENTS

Elected officials hold periodic constituent events, typically town halls or tele-town halls. These are great opportunities to directly advocate for AMCP's state policy priorities. Officials usually hold events in multiple locations throughout their district, so be sure to check if any are within travel distance from you.

STAY COMPOSED

Advocacy will often require you to interact with politicians who have substantially different political positions than you and may not be as well-versed as you on our specific priorities. It is important to remember that staying composed is one of the best tools available to an advocate. Getting off topic and into a heated conversation will hurt their support for AMCP's policy priorities. Even if the official wants to ask you about another subject, politely decline and remind them that you are there only to discuss AMCP's priorities.