

CPhA Guidelines for Legislative Visits and Calls

Getting Ready

Prepare in advance.

Have a real life story regarding what you know and see everyday in your pharmacy.

- Such stories bring the issue to life and are memorable.
- They provide the legislators with a case study to quote later on.

Have facts and cite support from other organizations.

Know who is opposing and have rebuttals to their arguments, without being argumentative.

During the Appointment

A little nervousness is normal.

Be on time (allow extra time in case the legislator is running behind schedule).

Legislative staff are usually the experts on the issues and are very influential with the legislators.

- Do not be disappointed if you speak to staff instead of the legislator.

Begin by saying “I am a (constituent, pharmacist) from your district.

- This is significant, as your vote matters to your legislator.

Get to the point quickly and be specific about what you want, for example:

- “Vote yes next Tuesday on Senate Bill XX”.
- “I am here to provide background on an issue...”

Stay on message and don't be distracted by efforts to change the subject, or by a sidebar conversation.

- Get the conversation back on track by saying something like: “That is an interesting topic, but we're here today to talk about this issue (or bill)...”

Show the legislator how the issue affects the people in his/her district.

Try to communicate objectively and in a non-partisan manner.

When given a proposal, do not commit to action on CPhA's behalf.

- Since you are not a decision maker for CPhA, say, “I will get back to you on that” and let CPhA know what was proposed.

If a question comes up that you are not prepared for, say that you will pass the information along to CPhA for follow up.

Ask for the action you want without being demanding.

If you feel qualified, offer yourself as a resource.

Thank the legislator for the visit.

Leave a fact sheet/materials and a business card behind.

Follow Up

Let CPhA know how your visit went and if any follow-up is required.

Give your legislator a follow-up note or phone call, thanking them for the meeting with you and remind them of the reason for your initial visit.

