



# advocacy in action

## grassroots campaign guide

**1** IDENTIFY  
**YOUR**  
PROBLEM AND  
DESIRED  
RESULT



**2** FIND  
THE RIGHT  
PEOPLE  
TO TALK TO

**3** COMMUNICATE  
**YOUR**  
MESSAGE



**4** CALL IN  
REINFORCE-  
MENTS

# why grassroots advocacy?

**grassroots advocacy:** /'gras' ,rōōts/ /'advəkəsē/  
process of communicating with the general public and asking them to contact their local, state or federal officials regarding a certain issue

In contrast to direct lobbying, grassroots advocacy is often community member-based activism.

Grassroots advocacy initiatives look to involve community members who are personally affected by the issue. They care about it so much that they 'plant seeds' of concern and try to grow awareness and engage citizens organically, like grass.

## the power of the pharmacist

Local, state and federal officials hear from lobbyists all the time. But elected officials want to hear from their constituents. That is why you, as pharmacists, student pharmacists and technicians, should always take every opportunity to share your opinions and needs with those that are affecting your pharmacy profession.



**More voices,  
stronger message.**

# your grassroots campaign



Quick Tip! Don't know where to start? Contact CPhA at any time with questions about your campaign.

## 1. IDENTIFY YOUR PROBLEM AND DESIRED RESULT

All campaigns start with this question: What is the problem you are trying to solve and what is the solution you'd like to see? Once that question is identified, you can map out your campaign.

## 2. FIND THE RIGHT PEOPLE TO TALK TO

Once your desired result is identified, you'll want to connect with the decision makers that can help you achieve your desired result. This can be local, state, federal representatives or employees.

### DID YOU KNOW?

All elected officials have local offices! In addition to calling or emailing, you can make appointments in their office. Find your Legislator by visiting: [www.CPhA.com/Advocacy/Advocacy-Tools/](http://www.CPhA.com/Advocacy/Advocacy-Tools/)

## 3. COMMUNICATE YOUR MESSAGE

Thanks to technology, communication has become so easy and decision makers are constantly listening. Although in-person meetings are always best, if you can't find the time for a meeting, you can still communicate your message through a variety of platforms. Options include:



Social Media: Twitter, Facebook, and Instagram are great ways to share your thoughts! Plus, a bonus is that others will learn about your concerns and idea. Social media spreads your message! Don't forget to tag and follow your local electeds!



Newspaper Op-Eds: A good op-ed can transform the political balance of power. This is especially true when much reporting and editorializing is one sided, yet many people feel nagging doubts. Your op-ed should highlight your level of expertise and personal experience on the subject and bring those people together by solidifying their doubts in crisp, cogent arguments. After your op-ed is published, you can then share it on social media. Target your local paper and newsletters!



Emails: The most common form of communication, emails are a great way to ensure that your concerns are recorded with your representative on a timely basis. Utilize emails to present thoughtful context, arguments in support of your position, and your desired solution.



Phone Calls: With busy schedules, sometimes it's just easier to pick up the phone. The good news is that representatives take phone calls and often call back! If you do decide to call your representative, be sure to draft out your talking points to ensure your thoughts stay on message.



Key Tip: Grassroots Advocacy is most effective when all of the communication tools are utilized in unison.

## 4. CALL IN REINFORCEMENTS

Change doesn't happen with just one person. Once you have been involved in your first grassroots advocacy campaign, you'll be addicted. Share your passion with others and encourage them to join you in creating change. Ready. Set. Go!

One of our civic responsibilities as citizens of the United States is to inform our elected officials on what issues are important to us and to our communities. Hearing from constituents will help craft policy that will benefit the profession.

**Grassroots Advocacy is your right...  
and your responsibility. Get involved, stay  
involved. Make change happen!**

## political activity

There are many ways to participate in grassroots advocacy such as:

**Volunteer on a campaign** – Volunteers are the lifeblood of campaigns. It will also give you an opportunity to meet candidates and begin to establish a relationship with them, which is very important when you call on them to support pharmacy.

**Attend local fundraisers for candidates running for the legislature** – Running for office is very expensive in California. It is not uncommon for candidates to spend over a million dollars to win a race. Attending a local fundraiser is a great way to show your support while also building a relationship with the candidate.

**Contribute to CPhA's political action committee** - CPh-PAC supports candidates and legislators who understand our mission of promoting health of the public through the practice of pharmacy. Learn more and donate here - [www.CPhA.com/Advocacy/CPh-PAC](http://www.CPhA.com/Advocacy/CPh-PAC)

# don't be shy!

A common hesitation that people have about grassroots advocacy is that they think their issue isn't important enough.

## **THAT'S NOT TRUE.**

Elected and public officials are people too. That is why hearing from constituents is the most powerful tool to augment CPhA's advocacy efforts to advance the profession.

It used to be that advocating for something involved rallying and protesting. To be successful, you quite literally had to be the loudest. But now that we are living in the digital age, grassroots advocacy has split into two branches. The first is the rallying and protesting or any other publicly visible form. The new way to advocate, however, is more precise and powerful and involves things that we already do every day: emailing, calling, and using social media.



Key Tip: Representatives are busy, just like you, and sometimes it takes more than one phone call or email to schedule an appointment. The key is, don't give up! Keep trying until you achieve your desired result.

**You are the expert,  
make your voices heard.**

**Elected officials work for you.**

# grassroots achievements

For over 150 years, pharmacists throughout California have engaged in grassroots advocacy to protect and grow the profession of pharmacy. Over the last 10 years grassroots advocacy has led to major advancements in the profession including:

Securing \$142 million in the 2022 California State Budget to provide full relief for independent pharmacists from Medi-Cal clawbacks.

Expanding the scope of practice for pharmacists and declared that pharmacists are health care providers who have the authority to provide health care services.

Expanding pharmacists scope of practice by authorizing them to conduct CLIA waived tests, initiating and providing PEP/Prep and placing them on par with physicians in their ability to provide all FDA approved vaccinations to people 3 years and older.

Improving working conditions for pharmacists and technicians who work in corporate-owned chain pharmacies.

**“Everyday the Legislature is in session, your profession is in jeopardy. Do not sit idly by and let the legislature tell you, the pharmacist, how to do your job.”**

– Senator Edward Hernandez

Join your colleagues and thousands of pharmacists who work daily to ensure that the profession of pharmacy is safeguarded for the future.

**The health of the profession depends on you!**



california **pharmacists** association

The California Pharmacists Association (CPhA) was founded in 1869 and is the largest state association representing pharmacists. CPhA represents pharmacists, technicians, and student pharmacists from all practice settings. These practice settings include community pharmacy, hospitals & health-systems, and specialty practices such as compounding, managed care, and long term care. The mission of CPhA mission is to advance the practice of pharmacy for the promotion of health. To learn more about CPhA and to become a member, visit [www.cpha.com](http://www.cpha.com).

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