

“HOW-TO” Advocate for SHIP

Rachel Callanan, American
Heart Association
Britta Orr, Local Public Health
Association

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What is SHIP?

- Prevents the leading causes of chronic disease: tobacco and obesity
- State-funded grants to local health departments
- Evidence-based strategies in four settings: schools, communities, worksites, and health care

About the SHIP Coalition

- Formed in 2009 to support ongoing funding for SHIP
- Led by Local Public Health Association Executive Director
- Comprised of organizations that support ensuring SHIP is a statewide, sustainable program

SHIP History and Funding

- 2008 Legislative Session:
 - Health Care Reform – Gov. Pawlenty’s Health Care Reform Task Force and Legislative Commission on Health Care Access
- \$47M for FY2010-11
- One-time funding
- Statewide focus

SHIP History and Funding

- 2011 Legislative Session:
 - Significant budget deficit
 - \$15M for FY2012-13
 - One-time funding
 - No longer a statewide focus

SHIP History and Funding

- 2013 Legislative Session:
 - No deficit
 - \$35M for FY2014-15
 - BASE funding
 - “Almost” a statewide focus

General Legislative Process

- Legislature takes action on state budget in odd years (2013, 2015, etc)
- Legislature acts on bonding bill in even years (2014, 2016, etc)
- Bills are alive for two years until the end of the biennium
- Legislature's regular session is from January/February through the third Monday of May in each year

Committee Overview

- Each committee has a distinct jurisdiction
- Bills are referred to the most relevant committee when they are introduced
- Committee chairs can request that a bill be brought before their committee
- All spending bills must go through either the tax committee, the finance committee, or both

Committee Structure

- Senate
 - Health and Human Services Policy Committee (Sen. Sheran is Chair)
 - Health and Human Services Budget Division (Sen. Lourey is Chair)
- House
 - To be determined

Budget Process

- November forecast
- Governor's budget
- February forecast
- Legislative budget proposals (House and Senate)

2015 Session – What Does the Future Hold?

- Election:
 - Gubernatorial election
 - MN House of Representatives
- Budget forecast
- Competing budget priorities

How to Advocate

- Know your target
- Know your goal
- Have the right message



Fund SHIP!!!

Quick Review

Washington DC

- Senators Klobuchar and Franken
- Representative in US House of Representatives

St. Paul

- Governor Mark Dayton
- State Senator
- State Representative

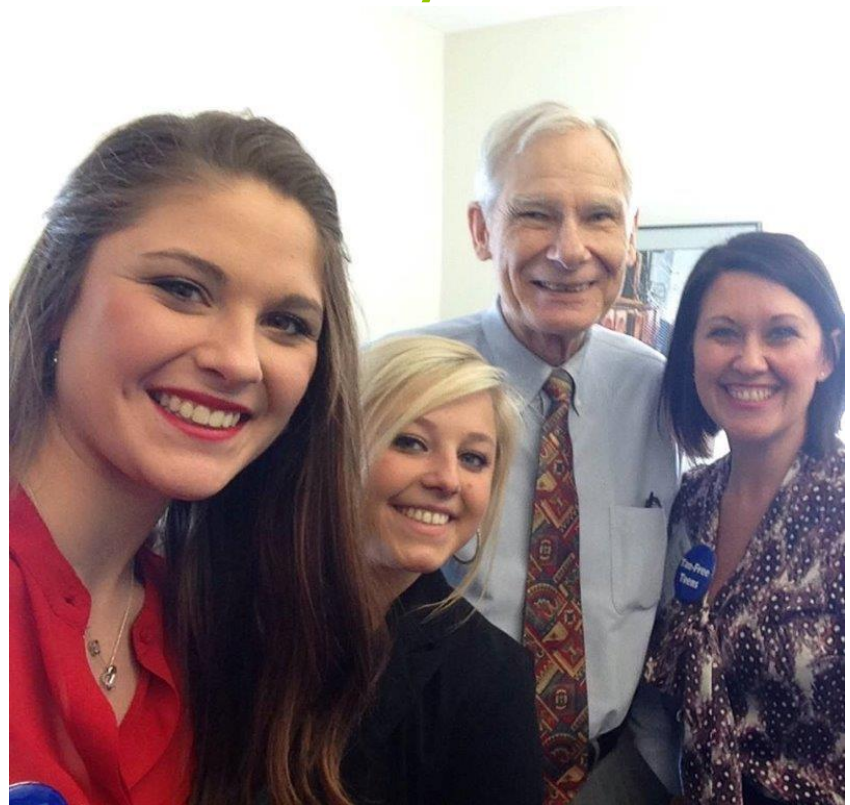
Who makes the decision?

- Governor
- Legislative leadership
- Senate Finance Committee
 - **Senate Health and Human Services Finance Committee**
- House Finance Committee
 - **House Health and Human Services Finance Committee**

Who represents me?

www.leg.mn

Individuals can lobby.



Effective Ways to Communicate Your Story

- In-district meeting with your legislator
- Invite your legislator for a site visit
- Come to the Capitol
- Letters to the editor
- Snail mail (personal note)
- Phone calls
- Emails—personal or “action alerts”

In-district Meeting





Minnesotans for Healthy Kids Coalition Day at the Capitol

- March 25, 2015
- We'll discuss PE, active transportation, and SHIP



Timely and Effective Actions

- Respond to E-mail alerts



Messages that Work

- THANKS
- Telling stories
- **Focus on issues lawmakers care about**
- Demonstrate financial value

But don't forget the ASK!

Will you support \$35M in the base budget for SHIP?

Ex: City of Minneapolis

- Success story document
- Individualized maps and descriptions of SHIP projects in legislators' districts and wards
- Invitations to forums and an opportunity to speak at citywide Healthy Living events
- Personal visits to offices

Grantee Considerations

- You can always advocate on your personal time
- It's not lobbying if you do not ask for specific action on a specific piece of legislation
- Be aware of contract guidelines
- Be aware of local agency policies (written and unwritten)

Resources

- “Celebrating Healthy” - www.health.state.mn.us/divs/oshii/ship/docs/celebratinghealthy.pdf
- SHIP fact sheet - www.health.state.mn.us/divs/oshii/ship/docs/shipfactsheet.pdf
- SHIP MDH web site - www.health.state.mn.us/divs/oshii/ship/factsheet.html
- LPHA SHIP fact sheet - www.lpha-mn.org/FactSheets/SHIP_Facts.pdf

Reach Out

- Britta Orr borr@mncounties.org
- Rachel Callanan
rachel.callanan@heart.org