

ABC's of Change; Advocacy Before Complaining

Aidan O'Connor Jr, NR-P, FP-C



No Conflict of Interests

While I may be a member of various organizations mentioned, I am not receiving any pay for this presentation or directly receive compensation from them. Nor am I endorsing anyone organization mentioned or pictured during this conversation.

Today's Conversation

- About Me & About You
- What is Advocacy?
- Why Advocate?
- How Can You Advocate?
- How Can Your Organization Advocate?
- Importance of Associations.
- Importance of Government Relations.

About Me

- Lieutenant Greenville Volunteer Rescue Squad
- Chairperson, Greene County EMS Council
- EMS Coordinator, Greene County
- NAEMT Advocacy Coordinator
- President, Greene County Paramedics
- Chairperson, Greene County County-wide Ambulance Task Force
- Minority Leader Greene County Legislature, Chair of Health Services
- NYS Assembly Candidate, AD102
- Flight Paramedic, Business Manager, Account Executive for Air Methods
- Previous Certified Instructor Coordinator and AHA Instructor

About You

- Who is EMS, Fire, Law Enforcement?
- How many are dispatchers?
- Any Nurses? Mid-level providers? Physicians?

- Volunteers?
- Paid staff?

- Administrators, Chiefs?

What is Advocacy?

- Definition: the act or process of supporting a cause or proposal (Merriam-Webster)
- **“Advocacy is a marathon, not a sprint”**
- What is the difference between lobbying and advocacy?
- Cost: Free or small **investment.**

Why Advocate?

- “We need a new ambulance”
- “I think we should be carrying CyanoKits”
- “I think we need to be paid more”
- “Our annual budget is too low”
- “I think we should have AEDs throughout the community”

How Can You Advocate?

Appearance

Shoe laces, tucked in shirt, embroidered/custom job shirts.

Smiling, welcoming.

- “Hi my name is _____, how can I help you? How can I care for you?”

Behavior

Kind and warm, using names not nicknames.

Positive, reassuring.

Constant Education

Public education.

- Educate family and friends.
- Anyone you come in contact with.
- Talk to your patient's, tell your patients about what you do!

Government education.

- Emailing your elected officials.
- Attending EMS on the Hill Day events.
- Attending local town, county, etc. meetings.

EMT



How I see me.



How my mom sees me.



How the Fire dept sees me.



How my boss sees me.



How the public sees me.



How the E.R sees me.

How Can Your Organization Advocate?

Appearance

Ambulances washed, cleaned.

Station well cared for, inviting.

Logo, motto, website.

Behavior

Kind and warm, welcoming.

- Open house event.
- Open meetings.

Always positive, never negative, **apolitical.**

Constant Education

Public education.

- CPR classes.
- Blood drives.
- Letters to the editor, call log in the news paper, social media.

Gov't Education

- Government Relations Representative.
- Proclamations.
- Invite elected officials to events.

Turning Complaints into Advocacy

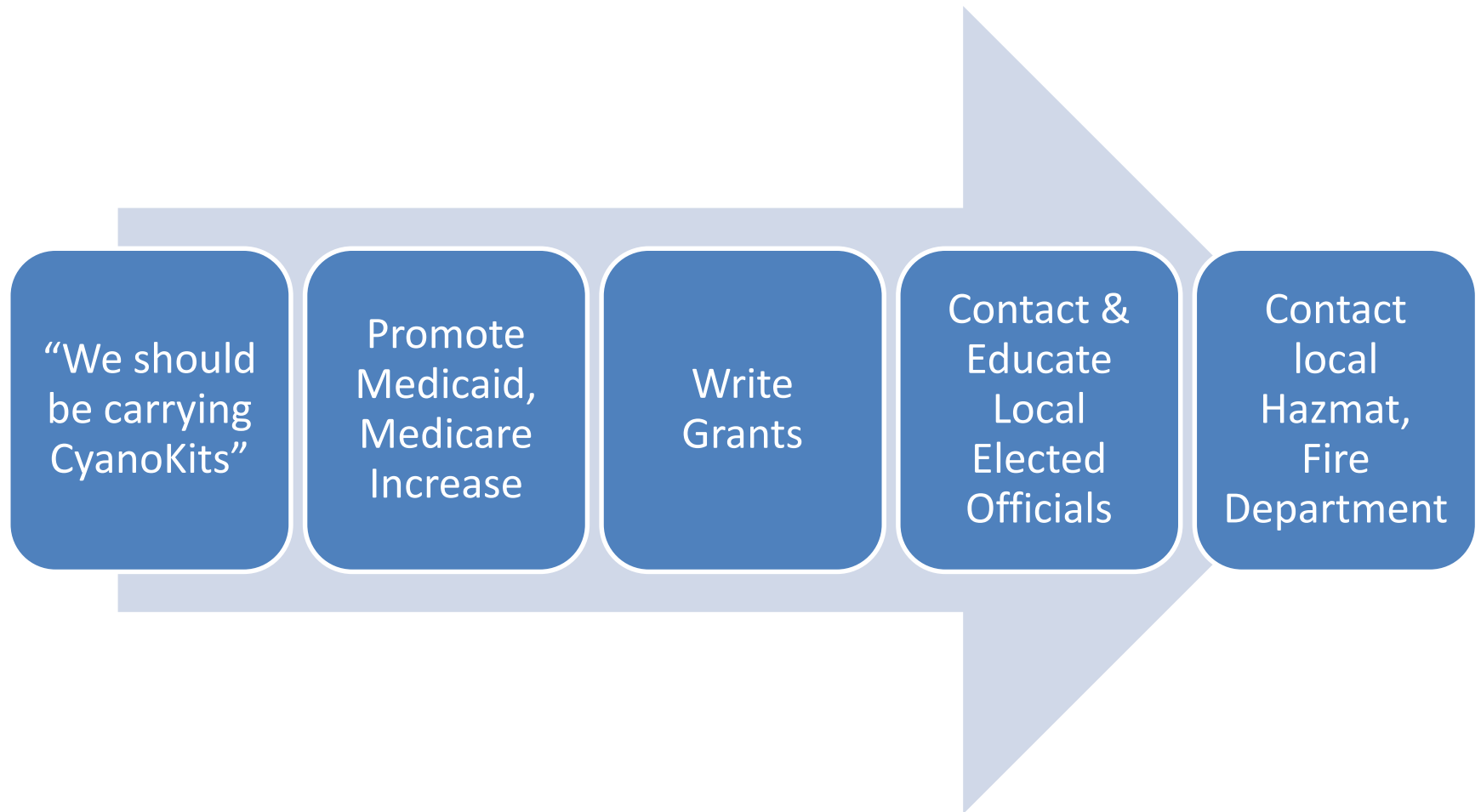
“We need a
new
ambulance”

Promote
Medicaid,
Medicare
Increase

Write
Grants

Contact
Private
Sector

Turning Complaints into Advocacy



Turning Complaints into Advocacy

“I think we should be getting paid more”

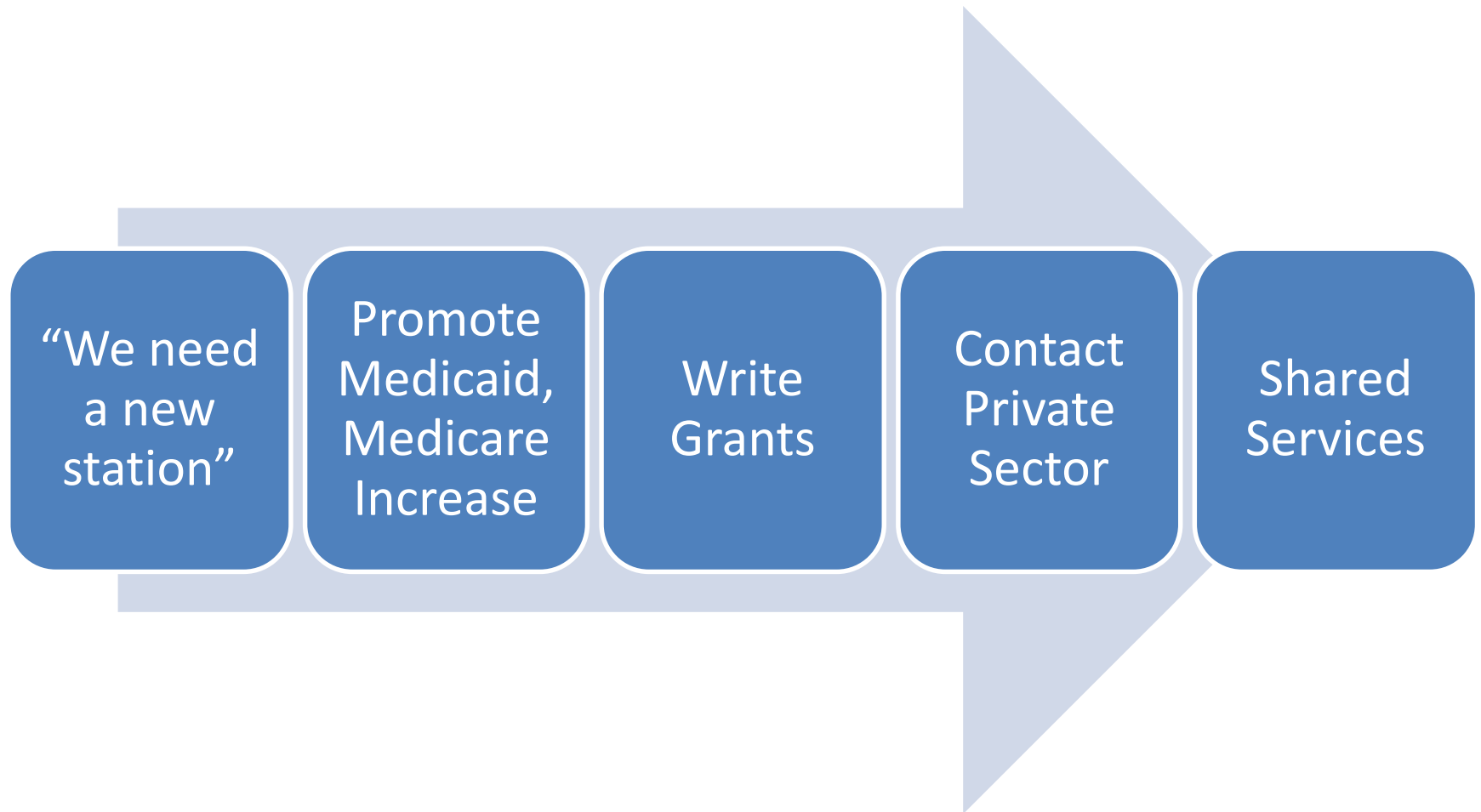
Promote Medicaid, Medicare, Insurance Increase.

Contact Local Elected Officials

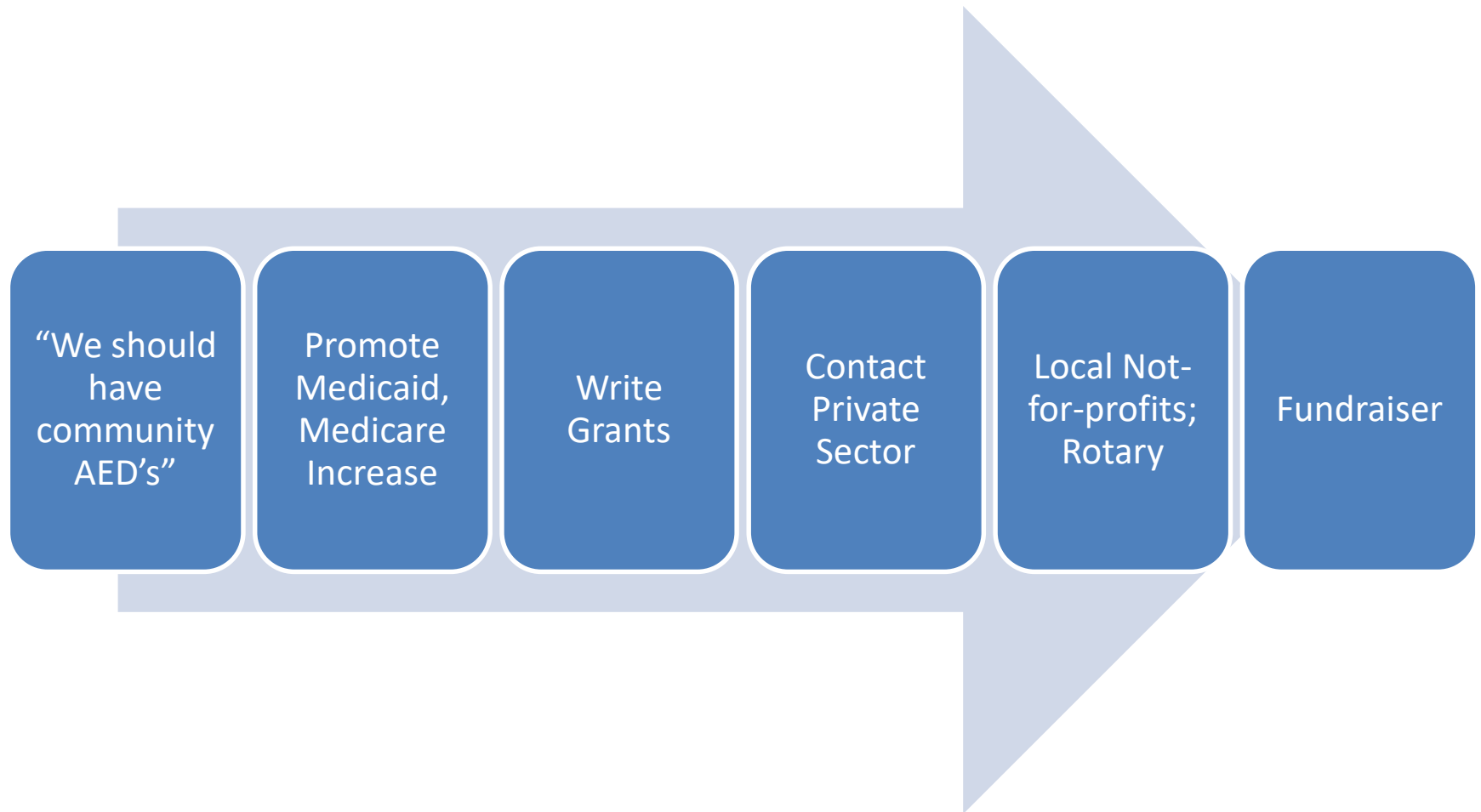
Find savings.

What else can I bring more money into our service?

Turning Complaints into Advocacy



Turning Complaints into Advocacy



Importance of Associations

- They work for you every day, 24/7/365.
- Collective voice, **collective votes**.
- Some lobby.
- Some endorse.
- Educating about our industry.
- Staying informed.



**United New York
Ambulance Network**

Care you can count on!



Importance of Government Relations

- Do you have a **Government Relations Position?**
 - Attend local public meetings.
 - Representation on councils.
 - PUBLIC HEALTH partnership (data sharing).
 - Community organization memberships (Rotary Clubs).
 - Liaison to your public officials.

Watch How Easy

This Is!

We Have It All



A meaningful
story.

We can save a
community/hospital
money.

Always Remember

You're valuable.

You play a critical role in our communities.

You matter.

You make a difference.

We deserve what we give.

Get help when help is needed.

Feel Free to Contact Me



518-858-2459



aidanoconnorjr@gmail.com



[/aidanoconnorjr](https://www.linkedin.com/in/aidanoconnorjr)



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