ABC’s of Change; Advocacy Before Complaining

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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 it 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 newspaper, 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

“We should be carrying CyanoKits”
Promote Medicaid, Medicare Increase
Write Grants
Contact & Educate Local Elected Officials
Contact local Hazmat, Fire Department
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

“We need a new station”  Promote Medicaid, Medicare Increase  Write Grants  Contact Private Sector  Shared Services
Turning Complaints into Advocacy

“We should have community AED’s”

Promote Medicaid, Medicare Increase

Write Grants

Contact Private Sector

Local Not-for-profits; Rotary

Fundraiser
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.
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

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