Focus on Leadership: SPAN Liaison
Athena Brand, APhA-ASP Speaker of the House

Webinar Presenter

Athena Brand
APhA-ASP Speaker of the House
athenalvbrand@gmail.com
APhA-ASP Webinar Procedures

You will see the Audio Mode menu screen.

1. Please Click – “Use Telephone” if you would like to dial-in to listen to the webinar. Dial the number listed on the screen. Once you have been connected, follow the prompts which will ask you to enter the Access Code followed by the Audio Pin.

2. Please Click- “Use Mic & Speakers” if you would like to listen to the webinar through your computer speakers.

3. To be respectful of others, please mute your telephone or microphone until you would like to speak or ask a question.

Follow along with the PowerPoint displayed on the screen.

1. In order to ask an audio question during the Q&A portion, you should scroll over the icons and find the “Raised Hand” icon. Once you have found the “Raised Hand” icon, the organizer will unmute your line, and you will be able to ask a question.

2. In order to ask a written question during the Q&A portion, you should type a question in the question box of your control panel.
Congratulations on becoming Your Chapter’s SPAN Liaison!

• Welcome to the Network!
  – Student Political Advocacy Network
• FIRST!
  – Sign up online as your chapter’s SPAN contact

Duties of the SPAN Liaison within APhA

• Serve as a contact for APhA Policy and Advocacy Department to receive periodic updates
• Share these updates with your chapter!
• Organize chapter activities regarding APhA’s Calls to Action
  – Sign up to be an Advocacy Key Contact to get Calls to Action
Duties of the SPAN liaison within Pharmacy

- **Educate legislators** about pharmacy issues and pharmacy education
- **Motivate fellow students** and pharmacists to be more involved in governmental affairs and politics
- **Advocate to patients** the value pharmacists bring to patient care in the health care market and economy

Get involved through grassroots advocacy!

What is Advocacy?

- Advocacy: The act of supporting something you believe in—Active Support
  - Screenings
Why is Advocacy so important?

- Healthcare environment
  - New roles of pharmacists
  - Will we be overlooked?
- Pharmacists improve patient care
- Who is advocating right now?
  - Physicians advocating for physicians
  - Nurses advocating for nurses
  - Who will advocate for you?

Impressing Representatives

- 2 Ways to Impress
  - Shock and Awe
    - Short-term investment—it’s all about the numbers!
      - Letter Writing Campaigns
      - Phone Calls
  - Trusting Relationship
    - Long-term investment
      - Capitol Hill and local visits
      - Invitation to a local pharmacy
- They will contact YOU
Student Impact

This is where YOU and your chapter make your mark!

– Students know more!
  • Be a reliable source of information!
– Committed to Pharmacy
– Excitement

Making a Difference

• Sign up to be an Advocacy Key Contact
  – Shock and Awe
• Up-to-Date
  – Calls to Action
Take action on the Alerts we have posted and make sure that your congressmen know where you stand on the issues. You can use the Election lab to register to vote and research local candidates in your area.

Sign up to become one of our Advocacy Key Contacts to receive updates about upcoming issues that affect YOU!

- Find your elected officials
- Issues and Legislation
- Election and Candidates

Enter your ZIP Code and click “Go” or click here for other searches.
**APhA “Call To Action”**

- What is a “Call to Action”?  
  - An alert asking you to communicate with policy makers to effect a *pending policy decision*
  - A request asking you to contact your *legislator* on a specific issue
  - A request asking you to contact *regulatory agencies* on a specific issue

**Knowing What to Say**

![Image of APhA website](image-url)
Knowing What to Say

- Legislative Action Center
  - Updated information
  - Talking points
  - Alerts and updates on issues you can discuss with your representatives

APhA-ASP Policy Process

4 Levels
  - Chapter
  - Midyear Regional Meeting
  - APhA Annual Meeting and Exposition
  - Take Action! (Policy Standing Committee)
Rally Support

How does your chapter get students involved in drafting resolutions for MRM?

Policy Begins with YOU!

Step 1: An APhA-ASP Chapter Member has an Idea

An APhA-ASP chapter member has an idea about an issue that affects student pharmacists, patients or the profession in general.

THIS IS YOUR IDEA!
Bring it Forward

Step 2: APhA-ASP Chapters Discuss Ideas

• A chapter member brings their idea to the chapter for discussion

• Policy wording is formulated

• Chapters vote at a chapter Mock House of Delegates to decide which Resolution to send to MRM

On To MRM (Saturday)

Step 3: MRM Policy Proposal Forum

• Each APhA-ASP chapter brings their proposed resolution forward

• The floor is open for discussion from all student pharmacists regarding the policy idea and potential wording changes

• This is the chance to make statements for or against certain proposed policies
After the Policy Proposal Forum (Saturday Night)

- Chapters meet and discuss their views on the proposed policies and possible wording changes
- Chapters may discuss wording changes that were not previously mentioned
- Chapters tell their Delegate which policies to vote for or against

Ways to Change Proposal Wording

- Amendments: any wording change that may or may not change the intent of the policy
- With amendments, there might be opposition from the other Chapter Delegates
Step 4: Chapter Delegates Convene at the MRM Closing Business Session

- The closing business session is called to order by the APhA-ASP National Executive Committee Member.

- After a policy proposal is read aloud, the Chapter Delegates may address the Regional House of Delegates to discuss the proposal or propose amendments.

Step 5: APhA-ASP Resolutions Committee Discuss Resolutions Passed at MRM

- The 8 Regional Delegates meet at the January Business Meeting and compile the policies that were passed at each MRM.

- They work together to come up with the resolutions that will be proposed and passed at the APhA Annual Meeting.

- GET TO KNOW YOUR DELEGATE!
Before Annual Meeting

Step 6: Proposed Resolutions Sent to all Chapters

• After January Business Meeting, the resolutions that will be proposed by the Resolutions Committee at Annual Meeting are sent to every chapter

• The proposed resolutions are also posted on the APhA-ASP website prior to Annual Meeting

Policy Process At Annual Meeting

Step 7: APhA-ASP Chapters Attend the Open Hearing on Proposed Resolutions

Step 8: APhA-ASP Reference Committee Meets

Step 9: Reference Committee makes Recommendations to the APhA-ASP House of Delegates
Policy Process Finish

Step 10: APhA-ASP House of Delegates Convenes

Step 11: APhA-ASP Policy Standing Committee Takes Action

Step 12: Approval by the APhA Board of Trustees

Step 13: Action Plans on Resolutions Implemented

Policy Process Update

• Streamline the APhA-ASP Policy Process
• One Chapter, One Resolution
  – Focus on quality
  – Collaboration
    • Within your chapter
    • Among schools
  – Role of the RD
    • No Overlap
2012: Election Year!

• Get student pharmacists interested in policy
• Updates from the Policy Standing Committee
  – Educate your chapter
• Ideas for Election Year
  – Voters Registration Drive
  – Screening at the Polls
  – Inform your chapter about the platforms of the candidates
  – GO VOTE!

Recognition

• Chapter Spotlight in the PSC communications
• Chapter Spotlight on Facebook
• “Policy and Legislative Award” at Annual Meeting
• Good Government Student Pharmacist of the Year Award
• “Winter is Cold, but Advocacy is Hot!” Awards at the Political Leadership Breakfast
APhA Good Government Student Pharmacist of the Year

• Award Established in 2004
• Recognizes a Student Pharmacist who:
  • Establishes grassroots activity
  • Promotes value of advocating for pharmacy
  • Raises awareness of pharmacy issues at the local and state level
• Deadline to apply: November 1st
• Go to pharmacist.com for application

2011 Recipient
Andrew Helm
University of Washington

SPAN Liaison Resources

• Virtual SPAN Binder (Coming Soon!)
  – Duties of SPAN liaison
  – Ideas for promoting pharmacy at your chapter
  – Tools for MRM
• Legislative Action Center
  – Will keep you up-to-date on pharmacy issues
• Policy Standing Committee Communications
  – Information to help you throughout the year
  – PowerPoint slide sets for general meetings
Upcoming Webinars

- Policy and Advocacy Webinars
  - Grassroots Advocacy
  - MRM: What to Expect/APhA-ASP Policy Process 101
  - “Winter is Cold, but Advocacy is HOT!” Campaign
  - Chapter Delegate Orientation for APhA2013

The Network is Depending on YOU!

- Make your Mark this year as your chapter’s SPAN liaison
  - Motivate and Inspire
  - Inform
  - Empower
Who to Contact

- APhA-ASP@aphanet.org
- APhA-ASP Regional Delegates
- APhA-ASP Policy Standing Committee
- Keith Marciniak: Group Director of Student and New Practitioner Development
  Kmarciniak@aphanet.org

Questions?