



## PHARMACY LEGISLATIVE DAY PLANNING TIMELINE

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### Year-Round:

- Provide students, faculty with a list of legislative issues being reviewed or passed. Information can be retrieved from your state association and through the web at [www.pharmacist.com](http://www.pharmacist.com).
- Attend and participate in open hearings on policy at your State Pharmacy Association meetings and APhA Annual meeting at which many resolutions are discussed and voted upon. This will help you to be an informed spokesperson at the event.
- Encourage students to speak to the legislators and the public regarding the importance of the screenings/immunizations in promoting wellness and reducing health care costs. (Year-round)

### 90 to 60 days Prior to the Event:

- **Contact your State Pharmacy Association** to see when (or if) they coordinate a Legislative Day. If not, contact other schools of pharmacy or APhA-ASP chapters within your state. (75 days prior to the event).
- **Decide upon and form committees** necessary to plan your event. Possible committees include:
  - **Public Relations:** These individuals are responsible for social media in addition to contacting newspapers, radio, and television stations in the community to promote the event. Sample news releases are included within this toolkit for use by this committee.
  - **Publicity:** These individuals are responsible for posting flyers and posters advertising the event in public areas around the community (e.g. senior citizens centers, local pharmacies, hospitals, and shopping centers). Be sure to ask permission prior to posting signs in stores and in public buildings.
  - **Screening and Immunization Committee Chairs:** These individuals will establish a committee responsible for coordination the training sessions for their respective area (i.e. hypertension screening will be coordinated by the hypertension committee chair). This committee is also responsible for ensuring that needed supplies are ordered and available for the event as well as contacting pharmacists to serve as practitioner supervisors at the event.
  - **Legislative Committee:** These individuals will gather information about state pharmacy legislation and host an interest meeting to prepare students for appointments with their legislatures. Also responsible for inviting legislators.

### 60 to 45 days Prior to the Event:

- **Identify the pharmacists who will participate in the Legislative Day.** Identify a pharmacist-in-charge to be present throughout the entire planning of the event to inform the faculty/employers/local associations of the event and request their assistance.
- **Identify the Legislative Day site(s)** (60 days prior). This may be at your state capitol or at a community pharmacy based on your state's regulations.
- **Invite the Legislators.** Send a letter of invitation to your Legislators (60 days prior to event). Inform the Legislators of the organization sponsoring the event, location and date of the event, significance of the event, and the opportunities it provides for them and their constituents. (60 days prior to the event –

include in invitation). Allow two weeks for the scheduler to receive the invitation, and then call to confirm the letter was received and that the legislator will attend. (45 days prior to event)

- *If the Legislator **will not be** able to attend*, request that a legislative staff member attends because the event may receive media coverage and you would not want their office to be excluded.
  - *If the Legislator **will be** attending* and the scheduler is inquiring about the best time to arrive, suggest they arrive at a time that the media personnel is expected.
  - *If the Legislator and staff are unable to attend*, thank them for their reply and offer your assistance with any future endeavors.
- **Identify radio and TV show producers** and send them information on Legislative Day with a “pitch” letter indicating that you would like an interview to promote this community service project. A pitch letter is used to introduce your organization to an editor or a producer and to suggest story ideas.
  - **Contact state and local health departments** to inform them of Legislative Day.
  - **Contact pharmaceutical industry representatives** for donation of testing supplies and stuffers for giveaway bags.

#### **45 to 30 days Prior to the Event:**

- **Media Relations-** A press release including the Ws (what, when, where, why) with the sponsors names should be released in order for the event to receive media attention. (30 days prior to event). Make follow-up phone calls to radio and TV producers to arrange an interview to discuss the event.
- **Make follow-up phone calls to the legislators** confirming they received the letter of invitation. (45 days prior to event).
- **Distribute posters and flyers** to identify target locations advertising when and where screening and immunization services will be provided.

#### **30 to 10 Days Prior to the Event:**

- **Health Screenings (Training):**
  - Training session for each screening should be coordinated for the students by the screening/immunization/diabetes/heart committee chairs.
  - Provide students with the opportunity to sign up for time slots throughout the Screening and Immunization day. (3 weeks prior to event)
  - Make copies of fact sheets and immunization schedules to be distributed at the Legislative Day sites. (10 days prior to event)
- **Legislative Issues (Training Session):**
  - Invite your State Pharmacy Association Executive Director to present to students about policy being voted upon related to pharmacy and what the most important issues are for this legislative session.
  - Instruct students on how to effectively conduct a Hill visit (see Guide to Conducting a Hill Visit).

- **Confirm that supplies for each screening and/or immunization are available.**
- **Encourage and assist students in making appointments with their legislatures.** Provide students simple instructions on finding their legislators' contact information and how to make. Some students might appreciate a template email or phone conversation for making the appointment.
- **Media Relations:**
  - Continue making media contacts and distributing flyers and poster throughout the community.
  - Send news via social media and press releases to local newspapers detailing Legislative Day if they are not planning to run a feature article on the event.
  - Send out radio public service announcements (PSAs) to the public service director of the stations. If you cannot get an appointment, follow up with a telephone call to make sure the PSA made it to the right person.
- **Make information concerning important pharmacy legislation to leave with legislatures and staff.** Information should be concise, appropriate, and emphasize the main points for which you are advocating. Be as creative as possible with these so that they are memorable.

### **10 Days to 1 Day Prior to the Event:**

- **Confirm** that the pharmacists will be present, the supplies are available, and legislators' attendance.
- **Continue to publicize** the event to the community.
- **Gather all documents and supplies** for the health screenings and legislator appointments.

### **Day of the Event:**

- **Screenings and Immunizations:** Students should speak to the legislators regarding the accessibility of pharmacists and the importance of providing screenings and immunizations to the public.
- **Advocating to Legislatures:** Be available to attend appointments with legislatures if students are uncomfortable in attending alone. Provide "leave-behinds" to legislatures.
- **Have fun!**

### **Within One Week After the Event:**

- Send a "thank you" letter to:
  - The legislator who attended (Include copies of any media coverage and the numbers of individuals impacted by the event in order to promote participation in future events)
  - The legislators who were *unable* to attend informing them of the service provided and media coverage received with hopes that they will participate in the future.
  - All media who promoted Legislative Day
  - Business locations who promoted Legislative Day
  - Pharmacists and other health care professionals involved in Legislative Day
  - Your school, faculty or other local supporters
  - Pharmaceutical companies who helped sponsor Legislative Day