



On the State Front: State Advocacy

The Center for State Policy works to ensure that chapters have the resources necessary to effectively understand the impact of health policy issues on family medicine and advocate to their legislators by offering several resources, events, and grant opportunities.

Resources

- Importance of family medicine fact sheets – found on the [home page](#) of the Center for State Policy section of the AAFP website in the blue map by clicking on the state. Each sheet provides information on the supply of family physicians, the physician shortage, and the impact of family physicians on the economy in each state.
- [State legislative issue backgrounders](#) – two-page documents on health policy issues with background information, state policy lists, and examples of state legislation. AAFP members can use the backgrounders to supplement their advocacy efforts or learn more about an issue.
- [Advocacy toolkits](#) – based on strategic priorities of the AAFP, including resources like model legislation, template letters, infographics and social media content, research articles, and more.
- [Model legislation library](#) – sample legislation text to help draft prospective laws.
- AMA/AAFP [Health Workforce Mapper](#) – a free, interactive tool that displays the geographic distribution of the health care workforce. Maps can be customized by state, metro area, types of providers, specialties, physician age, practice type, and more.
- State advocacy [webinars](#) – opportunities to learn about issues influencing health care and family physicians through the lenses of AAFP constituent chapters' efforts in advancing family medicine-focused policies across the states.
- [State legislative bill tracker](#) – a home base for seeing what legislation has been introduced in various states. Legislation is broken down by topic and by state. The bill tracker is organized through StateScape and is supplemented by a StateScape tutorial.
- [State grassroots capabilities template document](#) – includes information on how to set up Speak Outs, legislative scorecards, petitions, storytelling projects, and surveys.

Annual Events

[Annual Chapter Leadership Forum](#) (ACLF) – ACLK is a springtime event that provides an opportunity for chapter staff to interact with other colleagues and exchange best practices on issues that affect our members. Breakout sessions are focused on chapter governance, advocacy, and communications. The next ACLK will be held from April 29—May 1, 2021.

[Family Medicine Experience](#) (FMX) and [Congress of Delegates](#) (COD) – FMX is the AAFP's largest annual meeting, providing five days of education, networking, inspiration, and patient-centered solutions for family physicians. The next FMX is intended to be held in Anaheim, CA from September 28—October 2, 2021. COD is the policymaking body of the AAFP that consists of two delegates and two alternates from each constituent chapter and from various member constituencies. The Congress meets just before FMX to hear addresses from AAFP officers and discuss resolutions submitted by chapters and reports from the Board of Directors and commissions, to ultimately consider adopting resolutions as official AAFP policy.

[State Legislative Conference](#) (SLC) – Typically held in October (but virtually spread out over four months this year), SLC provides an opportunity for chapters and members to participate in “deep dives” on health policy issue areas across the states. During SLC, participants can connect with health policy experts, family physicians, chapter leaders, and AAFP staff to share resources and tips on how best to tackle the toughest issues impacting family physicians.

Grants and Awards

[Chapter Day Advocacy Assistance Grant](#) – Each year, the Center for State Policy offers five \$4,000 grants for small- and medium-sized chapters to host a chapter advocacy day. On this day, chapters can build out their advocacy efforts on any issue(s) and host priority-driven discussions with members. Funding is intended to be used only for expenses related to advocacy day, including facility rental, member travel, member lodging, speakers, and food and beverages. For events held virtually or through a hybrid model due to COVID-19, check out our suggested in-person event alternatives listed below to amplify your advocacy efforts.

[Primary Care Spend Grant](#) – The Center for State Policy offers two \$10,000 grants to chapters of all sizes to support their advocacy efforts related to primary care spend and make resources available for other chapters. Greater investment in primary care spend is an essential feature of a system that lowers costs, improves health outcomes, and benefits both physicians and patients. Grant recipients are required to share their campaign plan and any advocacy materials (fact sheet, infographics, legislation, reports, etc.) developed to distribute to other chapters to assist their endeavors in primary care spend. Check out the advocacy materials created by Colorado AFP, the recipient of the 2018-2019 Primary Care Spend Grant under our Advocacy Toolkits section.

[Leadership in State Government Advocacy Award](#) – This award recognizes chapters that have made outstanding contributions to further family medicine through legislative accomplishments, initiatives, and/or public policy efforts. Winners of the award receive one free registration for SLC and a plaque to commemorate their work.

Ways to use grant funding during the COVID-19 pandemic:

- Contract with a technological company to host a virtual event
- Print flyers or other materials to distribute
- Pay for a guest speaker that can lead a presentation and discussion or offer expertise at a virtual event
- Invite state legislators to present and engage with physician members
- Gather resources and tools to host a virtual advocacy workshop, targeted to your state's legislative priorities
- Partner with other organizations to prepare deliverables to hand to legislators during session
- Invest in email and social media marketing to promote an event or message
- If putting on a full day, virtual event, invite an outside organization to host a workout or meditation break between sessions to break up the day, maintain interest, and get participants moving
- Offer smaller, dedicated chat rooms with outside experts between sessions so participants can have the opportunity to directly ask questions and discuss topics more informally
- Host a giveaway or post-event thank you gift to increase engagement and give participants something to look forward to
- Incentivize event registration with swag (clothing, iPhone card holders, water bottles, keychains, etc.)
- Engage with the Center for State Policy to brainstorm additional ideas

Questions? Contact Eric Waskowicz, Manager, Center for State Policy for more information or clarification at ewaskowicz@aafp.org.