Grassroots Advocacy

Moderator:
Dr. Eric Hodges
  - ADPAC Grassroots Committee Chair

Panelists:
Dr. Rick Andolina
  - ADPAC Membership Committee Chair
Dr. Jolene Paramore
  - Action Team Leader, Florida
Mr. Nick DeSarno
  - ADPAC Grassroots Manager
In-Person Meetings are the most effective advocacy tool!

**Grassroots Advocacy**

**MOST EFFECTIVE:**
- In-Person Visits from Constituents
- Contact from Constituents’s Reps.
- Individualized Postal Letters
- Individualized Email Messages
- Visit from a Lobbyist

**LEAST EFFECTIVE:**
- Form Faxes
- Post Cards
- Form Email Messages
- Form Postal Letters

Source: Congressional Management Foundation

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Be an Influencer!

Influencers (i.e. bring other to the table)

Campaign Volunteers & Donors

Voters

Voting Age Adults
One Voice United in Advocacy

It is the mission and goals of the Action Team Leaders to:

Engage their team to maintain a political presence in congressional district by participating in legislative and political activities.
Over 3,000 Bills Each Year Introduced in Congress that Affect Dentistry
ADPAC and Dentistry is Bi-Partisan

- ADA Member Voter Registration Breakdown:
  - Registered Republicans: (49%)
  - Registered Democrats: (22%)
  - Registered Unaffiliated/ Other: (29%)

- ADPAC 2014 Election-Cycle Contributions:
  - Republican Candidates: 59%
  - Democrat Candidate: 41%
How to be an Effective Advocate

Engage

Act

Contribute
Visit ADA.org/Engage
Grassroots Advocacy

Why Use and Promote Engage?

• Communicating with your Member of Congress educates them and their staff about issues important to dentistry.
• Congressional offices use sophisticated computer software to track your interaction and communications with their office.
• Every email, phone call or petition you sign is logged into a database.
• “Influencers” are tracked in this system and their concerns often become the Member of Congress’s concerns.
Grassroots Advocacy

Ground Game

- Over 12,000 Emails sent to Capitol Hill in 2014 alone
- ASDA and other allied dental associations work together on messaging
- ADA is using Social Media and the Huddle to Inform Grassroots dentists about important issues
Social Media

• We encourage you to take pictures of your visits with legislators, on the steps of Capitol Hill or at other historic DC monuments that we can share with our active social media community!

• Send us your legislative meeting photographs: socialmedia@ada.org

• Please be sure to follow us and Twitter and Facebook
How to be an Effective Advocate

Engage

Act

Contribute
Over 500 Action Team Leaders
How to be an Effective Advocate

Engage

Act

Contribute
To Win a Competitive…

Senate Race: $8.6 Million

House Race: $1.6 Million

**This does not include independent expenditures!**
How to Contribute

- Become a Club Member of ADPAC: Capitol, Capitol Elite or Diamond
- If you deliver and ADPAC check, bring a personal one
- Hold a Home Fundraiser
- Contribute to Dentist Legislators
Home Fundraisers
Contribute through ADPAC to one of the below supported candidates for U.S. Congress. Contributions given here directly fund the candidates' campaigns, are earmarked through the PAC, and should be between $10.00 and $2,600.00.

Rep. Brian Babin (R - TX - 36)  
**About This Candidate**  

Rep. Paul Gosar (R - AZ - 04)  
**About This Candidate**  

Ed Holliday (I - MS - 01)  
**About This Candidate**  

Rep. Mike Simpson (R - ID - 02)  
**About This Candidate**  

[Contribute](https://ADA.org/ADPAC)
Hot Topics Discussion

Moderator:
Mr. Thomas Spangler
-Senior Director, Legislative & Regulatory Policy

Panelists:
Ms. Mary Dietrich
- Director, Congressional Affairs
Ms. Jennifer Fisher
-Congressional Lobbyist
Ms. Margo Klosterman
-Congressional Lobbyist
Ms. Mindi Walker
-Congressional Lobbyist

Dr. Frank Kyle
-Manager, Legislative & Regulatory Policy
Ms. Janice Kupiec
-Manager, Legislative & Regulatory Policy
Mr. Robert Burns
--Manager, Legislative & Regulatory Policy
Ms. Sarah Milligan
-Director, ADPAC/ Political Affairs
Mr. Nick DeSarno
-Manager, Grassroots
Hot Topics Discussion

Issues at Play

- Action for Dental Health
- Student Debt
- Medicare Part D Enrollment
- ERISA Reform
- McCarran-Ferguson Repeal
- Non-Covered Services Bill
- Dental Education (e.g. funding for dental residencies)
- Medical Device Tax
- FSA Expansion
- Business Tax Deductions (Sec. 179)
- Medicaid RAC audits
- Medicaid Reform

- Children’s Health Insurance Program
- Affordable Care Act Implementation
- Community Water Fluoridation
- Federal Dental Services Funding (military, VA, Public Health, etc.)
- Dental Research Funding (NIDCR, Military)
- Diet and Nutrition Guidelines (e.g. research into effects of added sugar)
- Tobacco Regulation
- Dental Amalgam
- Regulatory Oversight (OSHA, DEA, FDA, EPA, CMS, HRSA, etc.)
ADA Washington Leadership Conference
April 27-29, 2015

ADA American Dental Association®
Opening Remarks

Dr. Charles McGinty
Chair, American Dental Political Action Committee
Issue Overview

Mr. Mike Graham
Senior Vice President, Government & Public Affairs
H.R. 539, Action for Dental Health

Dr. Barry Howell
Council on Government Affairs

- Establishes two Centers for Disease Control and Prevention (CDC) grants but requests no additional funding.
- One grant supports volunteer dental projects (including Give Kids A Smile® and Missions of Mercy).
- The second grant supports Action for Dental Health initiatives intended to reduce ER visits, expand access to nursing home residents and ensure access to community fluoridated water.
Issue Review

ADH Progress Report

YEAR TWO: 2015
A Progress Report
H.R. 649, Student Loan Refinancing Act

Dr. Irving Lebovics
Council on Government Affairs

- Allow borrowers, under the federal student loan program, to refinance their existing loans multiple times.

- Bill would assist new dentists in reducing their overall debt, thereby opening opportunities to practice in areas of need.
H.R. 1185 RAISE Health Benefits Act

Dr. Gus Vlahos
Council on Government Affairs

- Allows families to carry over all unused Health Flexible Spending Arrangement (FSA) funds from year to year.
- Raises the savings cap from $2,500 to $5,000 per year.
- Allows for an additional $500 to be added to the cap for each dependent beyond two.
Capitol Hill Ads

Each year, dentists donate millions of dollars of free or discounted dental care.

All Americans deserve good oral health. Support the Action for Dental Health Act of 2015

We’re taking action to improve the oral health of all Americans.

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ADA Townhouse

137 C St. S.E, Washington DC
Keynote Speaker

Dr. Richard Black
Chair, Council on Government Affairs
Keynote Speaker

Chuck Todd

- Host for *Meet the Press*
- Political Director for NBC News
- Acclaimed Author
- Former Chief White House Correspondent