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AMERICAN COLLEGE OF SURGEONS

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Highest Standards, Better Outcomes

CHAPTER ADVOCACY INITIATIVE PROGRAM 2020 CRITERIA AND APPLICATION

Purpose

To further engage active ACS chapters in a comprehensive state legislative advocacy initiative, the College is dedicating one \$15,000 grant to a deserving chapter. The selected chapter would be required to match \$5,000, for a total of \$20,000 to spend on an ACS state advocacy initiative. This would include a lobby day, testifying before legislative committees, developing a coalition of interested specialty societies, hiring a lobbyist – the full range of activities that go into an advocacy initiative. In addition, an ACS State Affairs staff person would be assigned to play an integral role in the planning, development and implementation of the initiative.

Criteria

- 1. Chapter leadership (officers, councilors and governors) are expected to play an active role in the advocacy initiative.** They are expected to participate in the whole campaign, including attending the lobby day, testifying as necessary, participating in ad hoc meetings and engaging in the grassroots campaign. A minimum of 75% of the chapter leadership is required to play an active role in the initiative.
- 2. The Chapter must host its own lobby day as lead sponsor of the event.** This does not prevent the Chapter from also participating in a State Medical Society/joint lobby day, but a stand-alone event is required for the initiative.
- 3. In those states with more than one ACS Chapter, those Chapters in the state interested in applying for the Chapter Advocacy Initiative Program must submit a joint application.** Statewide advocacy requires a united surgical voice which is best developed when diverse chapters are working together. For this initiative to work, multiple chapters will need to create a Joint Advocacy Committee (JAC) with equal representation from each chapter. Separate applications from more than one chapter in a state will not be accepted.
- 4. If a joint application is submitted and approved for the program, the funds will be provided to the Joint Advocacy Committee.** This committee will need its own tax status and its own bank account, and will be responsible for planning and implementing the initiative.

5. **Program funds must be used to cover the costs of the advocacy initiative.**
6. **Applicants agree to use the Program funds to advance an ACS state-level initiative** to be selected from the following list. Informational toolkits for each issue will be provided.
 - a. Uniform Emergency Volunteer Health Practitioners Act
 - b. Trauma system funding
 - c. Expansion of coverage for bariatric surgery
 - d. Coverage for colorectal cancer screening
 - e. Definition of surgery
 - f. Bleeding Control programs and funding
 - g. Other surgical issue relevant to the state
7. **At the end of the state legislative session, the chapter selected for this Program will have 45 days to provide a report describing the initiative and its accomplishments.** This report should detail how the funds were spent, describe the activities used to advance the initiative and final outcome, and assess the overall completion of goals and objectives of the program.

Date Due

Applications (form attached) with applicable attachments must be received no later than close of business on **September 1, 2019**. They should be sent to cjohnson@facs.org or mailed to Christopher Johnson, State Affairs Associate, American College of Surgeons, 20 F Street NW, Suite 1000, Washington, DC 20001. Applications received by the deadline will be reviewed and grant recipients confirmed by the Health Policy and Advocacy Group (HPAG).

The State Lobby Day toolkit is available at <https://www.facs.org/advocacy/state/chapter-grant>. Chapters are encouraged to utilize this planning guide in considering all aspects of a state lobby day.

ACS CHAPTER ADVOCACY INITIATIVE PROGRAM 2020 APPLICATION

Application Due Date: September 1, 2019

CHAPTER(S):

PRIMARY CONTACT:

ADDRESS:

CITY, ST ZIP:

TELEPHONE:

EMAIL:

AMOUNT REQUESTED: \$15,000

CHAPTER MATCH: \$5,000

CHAPTER ADVOCACY/LEGISLATIVE CHAIR: (Name)

CHAPTER CONTRACT LOBBYIST? Y/N, if yes (Name & Contact):

Select a state issue from the following (check one – see attached chart of the states to see if your state already has statutes related to these issues):

- Uniform Emergency Volunteer Health Practitioners Act
- Trauma system funding
- Expansion of coverage for bariatric surgery
- Coverage for colorectal cancer screening
- Definition of surgery
- Bleeding Control programs/funding
- Other surgical issue relevant to the state (describe):

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Please answer the following questions as completely as possible.

1. **Goals:** Please explain why you selected the above issue, how it impacts your state, and what your overall goal for this advocacy campaign will be.

2. **Strategy:** Please provide a brief description of the overall strategy you will use to achieve this goal? (Legislators you may target, coalition utilization, grassroots, lobbying, media, etc.)

3. **Activities:** Please provide a list of activities you will utilize in order to reach your goal, including a general timeline (with legislative deadlines).

4. **Planning:** How is the campaign to be planned – special Chapter committee, Chapter Council, Joint Advocacy Committee, etc.? If a committee will be formed, who will participate in it? Will there be one person assigned to lead the planning of the initiative (and if so, who)? What roles will Chapter leadership play? Who will attend hearings, testify, and participate in other events as needed? Will there be an assigned media contact?

5. **Lobby Day:** How does the Chapter plan to utilize a lobby day in conjunction with these other activities? Will it be part of the Chapter’s annual meeting or an independent event? Will other Chapters and/or state surgical/medical societies be invited to be co-sponsors (coalition activity)? Anticipated number of participants?

Has the Chapter sponsored a lobby day in the past? If so, please briefly describe the event; level of participation by surgeons; issue focus; etc.

6. **Target Audience:** Define the target audience: Who will be invited to participate in this campaign, i.e., Chapter leadership, Chapter members, Residents, all surgeons in the state, etc? Other organizations? Legislators? Media?

7. **Objectives:** How does an advocacy initiative like this fit with the Chapter's efforts on state legislative advocacy?

8. **Budget:** Provide a budget for the campaign.

If your chapter is not selected to participate in the Program, would you still like to be considered for the original lobby day grant program?

Yes

No

IF yes, please answer the following questions:

1. Will the Chapter be the only sponsor of the event, or will other Chapters and/or state surgical/medical societies be invited to be co-sponsors (coalition activity)?

2. What issue will be the focus of the lobby day (if different from above)?

3. Provide a brief outline/schedule and budget for the event.

Application Due Date: September 1, 2019