

HOW-TO GUIDE

CHAPTER ADVOCACY

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This how-to guide was developed by the 2013-14 Council on Advocacy to assist chapter leaders in their efforts to train effective student advocates. It is a representation of best practices from different ASDA chapters. The Council encourages your chapter to plan advocacy events that suit the needs of your chapter. If you are not sure which event to hold, visit ASDA's [Advocacy Track webpage](#).

Lunch & Learns

Lunch & learns are often a first step to introducing your chapter to a specific advocacy issue. In some chapters, they are referred to "Pizza and Politics." It's best to educate your members about a current issue that is specific to your chapter or state, such as licensure, midlevel providers, student debt, and health care reform or non-covered services. It is ideal to focus on only one topic to ensure the issue is thoroughly covered.

How to host a lunch & learn:

1. **Choose a topic.** If you are unsure of which topic to choose, reach out to the Council on Advocacy at advocacy@asdanet.org. Council members can help you identify a topic that works best for your audience. Possible topics include:
 - [Dental licensure](#)
 - [Midlevel providers](#)
 - [ASDA Engage](#)
 - [Student debt](#)
 - [Barriers to care](#) and/or Medicaid
 - [Health care reform and/or the Affordable Care Act](#)
2. **Get approval from your administration.** Some chapters or schools have policies regarding events on campus, so you will need to comply with such policies. Be prepared to share a timeframe for the event, the goal of the presentation, expected attendance and whether or not an outside speaker will be used. If the speaker plans to use a PowerPoint presentation, you may want to share that with the administration as well.
3. **Choose a date and location.** Some schools offer free or low-cost public space for use by student groups but your options may be limited the closer you get to your event. Select a centrally located room with enough space to accommodate attendees. Pick a date at least one month in advance so you have sufficient time to secure a speaker and notify your members.
4. **Secure funding.** Funding for the meal or the speaker (if needed) can come from different sources, such as your chapter, the state dental association or the local dental society. If you are co-hosting the lunch & learn with an ADPAC event, you may be eligible for a \$250 reimbursement for food. You can also plan a "brown bag" event

where students bring their own lunch. However, “brown bag” events tend to draw in less people, as a complimentary lunch incentivizes attendance.

5. **Select a speaker.** Your school’s administration may have connections to the state dental association leaders and staff who are most informed about the issues. You can also contact your state association’s government affairs, advocacy and/or policy departments and work with them directly to identify a speaker. Be clear on your topic, the goals for their presentation and the necessary time commitment. Reach out to your speaker(s) at least a month in advance to confirm their availability and to give them enough time to prepare their presentation. Ensure the speaker presents an unbiased and objective review of the material. If they plan a PowerPoint presentation, confirm you have the technology capabilities to accommodate them.
6. **Promote the event.** Use email, your chapter website or newsletter, printed fliers and social media to publicize the event. Invite your administration to the event and ask them to share information across different classes to help increase attendance. On the day of the event, it is also helpful to assign one individual to remind students of the event.
7. **Finalize the details.** Order lunch 3-5 days in advance and confirm your order leading up to the event. Give your contact information (email and phone number) to the speaker(s) and confirm the place and time to meet. Ask for a biography that will help you introduce them. After their presentation, thank them for taking the time to inform your chapter on the issue. Follow up with a thank you note.

Advocacy Academies

Your chapter may decide to host an advocacy academy to train members on a broad range of issues and how to lobby at the state government level.

Advocacy academies dive deeper into legislative issues through a series of educational events. These events may also include training for how to lobby at the federal and state levels.

Please refer to the step-by step guide below to see how YOU can bring an advocacy academy to your school. Specific examples of successful advocacy academies are included beginning on page 22.

1. Determine objective of the advocacy academy. Decide on the format and structure of the event. Generally, these events are half-day or full-day sessions that feature multiple speakers. A number of different approaches can be taken to educate your classmates. Some schools host events on campus, while others travel to state dental associations or off-campus sites. The length of each academy can vary. Some schools host weeklong academies during lunch while others may meet once or twice a semester at varying locations. The Council on Advocacy recommends providing food or some sort of incentive to boost attendance and participation.

2. Get approval from your administration. Planning an advocacy academy is a larger task than planning a lunch & learn. You will first need to know if your chapter has the support of your administration.

3. Foster relationships with your state dental association. Reach out to your state dental association to help plan this event. Some chapters are able to work with their state dental association to secure funding, speakers and venue space. Fostering strong relationships with your state dental association is highly encouraged. It is their job to be aware of all issues affecting dentistry in your state. They can serve as advisors as to how and when student efforts are most effective. If your school does already have a strong relationship with your state dental association, please consider reaching out as soon as possible. If you would like any additional guidance in managing relationships with your state dental association, please contact your representative from [ASDA's Council on Advocacy](#). In addition to answering your questions, council members can put you in contact with chapter leaders that have held successful events.

4. Choose a date and location. Up to six months of planning is recommended. The objective of the event will help you determine when to hold the event. If the event is educational, it may be helpful to hold it at the beginning of the legislative session to ensure all members understand the important legislative issues within the state. If the purpose of the event is to prepare for state lobby day, the event should take place the week before or the week of the event. The ideal location is a lecture hall at your school, which will likely require advance approval from

your administration. Some schools offer free or low-cost public space for use by student groups, but your options may be limited the closer you get to your event.

Other options for locations include:

- State dental association headquarters
- Renting space in or near the state capitol

5. Speakers: You want to match the best speaker to your issue(s); and accommodating multiple schedules can be challenging with only a few weeks of planning. Make sure to invite speakers at least a month ahead of time.

6. Secure funding. Costs such as meals, renting space, transportation, meeting materials and speakers can impact the success of your event. The two best options are to secure a vendor to sponsor the event or to partner with the state dental association to help with funding. Refer to ASDA's [Fundraising and Sponsorship how-to guide](#) for additional information. Some state dental associations have funding opportunities dedicated to students and will work to address the associated costs. ASDA also offers the [LGN Special Event Grant](#) to help chapters hold advocacy-related events. A maximum of \$500 is awarded per chapter, up to six chapters per year. Charging registration fees is an option if you are unable to secure funding however, a registration fee may negatively impact participation rates.

7. Develop the agenda. Depending on the objective of your event, the agenda could include some or all of the following:

- The state legislative process (how a bill becomes a law)
- How legislation impacts dentistry
- The importance of grassroots advocacy
- Key issues (particularly those to lobbied for prior to state lobby day)
- It may be helpful to work closely with the state dental association on this task. They have the knowledge and resources to determine the issues and can help identify appropriate speakers.

8. Set up a registration process. Simple and free resources, such as [Survey Monkey](#), can be used to set up registration. Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact how much food to order, transportation needs, how many handouts are needed, if you've reserved an appropriately sized meeting space. It's also helpful to your presenter to know the size of the audience. If you were unable to secure enough funding, charging a modest registration fee could help address your costs. If a registration fee is needed, work with your chapter leadership and/or treasurer to determine the individual fee and logistics for collection.

9. Promote your event. Use email, your chapter website or newsletter, printed fliers and social media to publicize the event at least one month in advance. Promotion is vital to the success of your event. Encourage your chapter leadership to reach out and advertise the event via word-

of-mouth. Invite your administration and ask them to pass along details to different classes to help increase attendance. It is also helpful to assign one individual to remind students of the event as it approaches.

10. **Finalize the details.** Order lunch 3-5 days in advance and confirm your order leading up to the event. Give your contact information (email and phone number) to the speaker(s) and confirm the place and time to meet. Ask for a biography that will help with both an introduction and a thank you note to speakers and sponsors. Create a summary of the event to share with members of your chapter. Include the summary in your chapter newsletter or create a video that shows highlights from the event.

Looking for specific examples? See Appendix C on page 23.

Hosting a Midlevel Provider Debate

The implementation of midlevel providers is a hotly debated topic. In order to further educate your classmates on the ins and outs of dental therapists, your chapter may decide to host a debate regarding the pros and cons of midlevel providers. Should your chapter leadership deem a debate necessary, national ASDA has compiled some recommendations on how to best approach this task.

First and foremost, approach a midlevel provider debate with caution. The debate should remain unbiased. A poorly organized debate may provide an unbalanced platform for a particular side, thus distracting from the event's efficacy. Please strive to avoid this.

What follows are a series of suggestions and strategies that may be employed in order to hold a successful midlevel provider debate:

1. **Use students for the debate:** A debate held exclusively among students will force the student body to research both sides and understand the issues involved.
2. **Articulate the purpose of the debate:** Clearly define the objective of the debate. The debate should serve to better prepare students to speak with stakeholders. Stakeholders may include legislators, proponents and opponents of the issue. The debate should articulate ASDA's policy on midlevel providers, but should not serve as a platform to slander midlevel legislation.
3. **Help your classmates understand the issue:** Midlevel provider legislation has gained support because of issues with barriers to care. These barriers vary state to state. It is important to research the barriers specific to your state prior to the debate. Your [national leadership](#), regional ASDA leadership and your state dental association can help you acquire relevant materials and answer any questions you may have.
4. **Thoroughly discuss solutions to the issue:** Barriers to care is a complex issue. There are a number of proposed solutions to increase access to care. Research the proposed (and/or implemented) solutions and educate your classmates on the advantages of each.
5. **Consider sponsors carefully:** If sponsors are necessary, ensure that the sponsor does not have any incentive to influence the debate.

Reach out to your ASDA leaders when planning an informational session or debate on midlevel providers. The Council on Advocacy is here to help guide you through these processes. The council also possesses a variety of documents and presentations that may expedite your research.

Finally, always remember, there is a variety of alternative advocacy programming that can be organized by your chapter. Visit the [Advocacy Track Program](#) to learn which events are most appropriate for your chapter.

State Lobby Days

Participating in a state dental association lobby day can expose your chapter to the legislative process and introduce members to organized dentistry. Many, if not all, state dental associations organize some form of a state lobby day and generally welcome the participation of dental students. Visit your [state dental association website](#) for details on their upcoming events. If your state association does not hold a state lobby day or does not allow student participation, organize your own. If you are planning your own, be sure to speak with your [legislative coordinator](#) to help plan the event.

How to organize chapter participation in a state lobby day:

- 1. Confirm the date.** Find out when your state dental association is holding its lobby day event and confirm if students are invited to participate. These tend to take place in the middle of the legislation session (generally February – April). Work with your administration to arrange from time out of school. Make contact with the appropriate staffer to plan logistics, such as the policy regarding student involvement, costs, travel logistics, preparation. If you have multiple dental schools in your state, connect with their chapter leaders and plan joint participation. If you are planning a separate event, research when your state legislature is in session and determine an ideal time to lobby. Confirm dates with each class in your chapter as well any other participating chapters to ensure no exams are taking place at that time. Be certain you know exactly how many people plan to participate so you can organize them into smaller groups for appointments (about five people per group is ideal).
- 2. Secure funding:** You may want to consider utilizing the same funding resources you used when planning an advocacy academy. Please refer to page 5 for more information on securing funding.
- 3. Set up a registration process.** Simple and free resources, such as [Survey Monkey](#), can be used to set up your registration. Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact how you schedule appointments, transportation needs or amount of materials needed. If you were unable to secure enough funding, charging a modest registration fee could help address your costs. If a registration fee is needed, work with your chapter leadership and/or treasurer to determine the individual fee and logistics for collection.
- 4. Prepare your legislative agenda.** If you are participating in a state dental association lobby day, they will likely prepare the agenda for all attendees. If you are planning your own lobby day event, talk to your administration about issues that affect dental students. ASDA maintains content on state-level issues that can guide your agenda, such as:

- [Dental licensure](#)
- [Midlevel providers](#)
- [Barriers to care](#) and/or Medicaid
- [Health care reform and/or the Affordable Care Act](#)

You should also contact the state dental association for guidance. This will ensure a unified message from dentists and dental students alike.

5. Get informed. If you are participating in the state dental association event, be sure your attendees participate in any training prior to the event. If you are planning your own, organize a training session, or advocacy academy, in order to develop strategy and to prepare the students on the issues, the legislative process and how to lobby. State dental association policies do not always coincide with ASDA policies. If you are using ASDA's name for the event, make sure the issues you are lobbying are in line with ASDA policies.

6. Schedule your appointments. If you are participating in a state dental association lobby day, the organization will likely provide guidelines for scheduling appointments. If you are planning your own event, it is important to start the scheduling process early, as lawmakers' schedules fill up quickly. Scheduling your appointments up to six weeks in advance is recommended. Research your home constituent representative or which legislator represents the district where your dental school is located. Both state and federal lawmakers can be found via the "find your elected officials" function on [ASDA Engage](#). If you are lobbying a specific bill, research which committee will be debating the legislation and contact a committee member for an appointment. Call the legislators' offices and ask to speak with their scheduler. Identify who you are, how many people will be in your group, and provide a brief description of the issue(s) you would like to discuss.

7. Prepare your materials. This includes an overview of each issue or bill you are lobbying, talking points, leave-behind materials and a map. If you are participating in a state dental association event, these materials should be provided to you.

8. Follow-up. Establishing a relationship with a lawmaker is critical. After the meeting, be sure to follow up with any requested information and a thank you note. This will provide an opportunity to connect with them in the future. You can invite them to visit your chapter in the future.

9. Document your participation. Photos of your meeting with lawmakers are a great addition to your chapter website or social media pages. Write a summary of the event for your newsletter or blog, to inform members who couldn't attend.

Hosting a Legislator

Inviting a legislator to your chapter provides an opportunity for dental students to build rapport with lawmakers and ensure they are aware of the issues facing dental students. This event can vary from a formal address to students and faculty to an informal Q&A with a handful of individuals.

How to host a legislator:

1. **Get approval from your administration.** Like other events, this will likely require an approval process and you will need to ensure you have covered all necessary steps before contacting a lawmaker.
2. **Identify which lawmaker(s) you want to visit your chapter.** A federal lawmaker might draw a larger audience, but their schedules are rigid. When Congress is in session, legislators spend most of their time in Washington. Allow at least two months for scheduling to ensure the member is available. Many of the issues that directly impact dental students take place on the state level and since they are more local, a state lawmaker might be the best option. If you determine you want to invite a federal lawmaker, ensure that you only invite either the individual representing the congressional district in which your dental school is located or one of your two U.S. Senators. A list of dental schools and the respective congressional districts can be found in the appendix. If you invite a state lawmaker, researching committee membership might help determine who would be a strategic invitation.
3. **Determine the event type.** If your goal is to introduce the school to the lawmaker, than a formal address will allow the lawmaker to craft their presentation to best illustrate what they are doing on behalf of the school. If there is a specific issue the students/faculty are interested in, a town hall event would offer a Q&A approach where questions can be addressed directly. In recent years, town hall events have developed a reputation for disorder, therefore some lawmakers may be hesitant to participate. If your chapter wants to plan a town hall meeting, you will need to meticulously plan the event to ensure an orderly Q&A session. This includes a moderator, pre-drafted questions and maximum amount of speaking time. It is best practice to be flexible and ask what style of event they prefer. Occasionally the most effective event is an informal meeting with a few students over coffee to discuss the issues and a brief tour of the school.
4. **Set a date and location.** Similar to an advocacy academy, the ideal location is an on-campus lecture hall. Speak to your administration regarding logistics. Some universities do not allow political events on campus, therefore it is critical to promote this event as informational and be clear it is not a fundraiser or political rally. Elected *officials*, not *political candidates*, should be invited. Establish a few potential dates to accommodate the lawmaker's schedule.
5. **Contact the lawmaker.** Call the office and speak to their scheduler about the event. Be clear about who you are and the goals of the event but allow them to make the choice

on event type. The planning of this event could take a few weeks and working with the legislator's office could be an ongoing task. If the chapter plans to recognize the lawmaker for any specific effort on behalf of the school, notify the scheduler of this in advance. Invite the lawmaker to bring along staff and/or a photographer.

6. **Set up a registration process.** Simple and free resources, such as [Survey Monkey](#), can be used to set up your registration. Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact how much food to order, transportation needs, how many handouts are needed, if the reserved space is enough or too much and helpful for preparing the legislator for their presentation. If you were unable to secure enough funding, charging a modest registration fee could help address your costs. If a registration fee is needed, work with your chapter leadership and/or treasurer to determine the individual fee and logistics for collection.
7. **Event preparation.** If this is an address, be sure the lawmaker understands the audience and their concerns. Preparing a few students or faculty members with pre-drafted questions after the address is best practice, but be sure the lawmaker is prepared to answer questions. If you hold a town hall meeting, identify a moderator (preferably a faculty member) and pre-approve all questions. The parameters of the event should be clear to all those in attendance. Be the point of contact for the lawmaker. Provide all of your contact information (email, phone number) with the scheduler and confirm the place and time to meet. Request an official biography to develop their introduction.
8. **Promote the event.** A lawmaker visiting your chapter is a significant event. Be sure to promote the event through all media available, such as email, social media, YouTube, on-campus media (campus newspapers, radio, etc.). If the event is exclusively for dental students and faculty, be sure that is clear. Registration is critical, as you will need to know how many attendees to expect. You should invite representatives from your state dental association to attend as well.
9. **Thank your speakers.** Publically thank him or her after the session, then follow up with a thank you letter of behalf of the chapter. There are varying restrictions on sending gifts to legislators. A list of restrictions per state can be found via the [National Conference of State Legislatures](#) website.

ADPAC Events

The American Dental Political Action Committee (ADPAC) is the bipartisan legislative arm of the American Dental Association. ADPAC gives a political voice to thousands of dentists and dental students who care deeply about their patients and their profession. Chapters often organize ADPAC events such as drives or lunch and learns in order to inform students of the importance of a strong political action committee and participating in advocacy. ASDA appoints an ADPAC student director who serves as the dental student voice on the ADPAC board of directors. ASDA's [ADPAC page](#) provides more information and downloadable resources for planning an ADPAC event. Email advocacy@asdanet.org with any additional questions you may have about planning the event.

How to host an ADPAC event:

1. **Set a date and location.** A lecture hall that allows for a PowerPoint presentation is ideal. Your administration should approve the event prior to any planning. The ADPAC student director is also available to help plan an event.
2. **Contact ADPAC** at 202-898-2400 at least five weeks before your event. ADPAC will send you sign-up forms, ADPAC FAQs, sample publicity fliers and the ADPAC Lunch & Learn PowerPoint presentation.
3. **Plan the presentation and event.** ADPAC will reimburse up to \$250 for food, so be certain to save receipts. Invite a speaker as early as possible. Speaker suggestions include: a representative from your state dental society (president, executive director or lobbyist), an ADPAC board member or ADA Action Team Leader or an authority on dental health policy to speak on specific legislative issues.
4. **Plan the ADPAC drive.** Set up a table and have a few informed ADPAC student members to staff the drive. Since you are soliciting political contributions, there are specific regulations you are required to follow:
 - Your ASDA chapter cannot sponsor ADPAC memberships. Every student must fill out the sign-up form independently, and company and business funds cannot be accepted (e.g. no corporate credit cards).
 - When you hold an ADPAC Lunch & Learn or ADPAC Drive, under federal election law you are doing so as an ADA student member, not as an ASDA member.
 - If you are holding an ADPAC Drive during an ASDA event, you must use the following statements prior to ADPAC business and immediately following:

Opening Statement:

“To comply with all federal and state election laws, we will be temporarily suspending ASDA business and acting solely as ADA student members to discuss items regarding the American Dental Political Action Committee. It is to be noted that ASDA is not facilitating any financial relationship or contribution to ADPAC. Any solicited financial contribution and/or collection is on behalf of ADA student members and not ASDA.”

Closing Statement:

“This concludes ADPAC business as conducted by ADA student members. We now reconvene ASDA business.”

- Because neither ASDA nor its chapters can contribute to ADPAC, all cash contributions must be collected by the ADPAC drive organizer and contributed in a single, personal check. ADPAC contributions may not come from ASDA chapter bank accounts. Be sure to include a list of all individuals who contributed cash.
- All contributions and records must be received by the ADPAC office within 30 days. They must otherwise be returned to the original contributor.

5. After the ADPAC Drive

- Students who signed up for ADPAC will receive lapel pins. Email Stephanie Follett, ASDA’s senior manager of advocacy and policy, to request pins for new members. Please include a spreadsheet of the members that joined in your email.

Introducing ASDA Engage to Your Chapter

ASDAnet.org/Engage

ASDA Engage is a website that informs dental students on critical legislative issues that are occurring on the state and national levels. It also allows students to connect with their legislators through Action Alerts. Action Alerts are prompts that are set up in which we, as dental students, can take a unified stance on issues by writing letters, signing a petition, sharing a personal story or tweeting a representative.

Chapter leaders should make members aware of how to access and utilize this invaluable resource:

- 1. Designate an Engage chairperson.** A member or team of your chapter's legislative committee should be designated as being in charge of handling implementation of ASDA Engage.
- 2. Set a date and location to introduce Engage at the start of the school year.** A lecture hall that allows for an internet/computer presentation is ideal. You can do this is a stand-alone Lunch and Learn or at your monthly chapter meeting.
 - i. Access Engage at ASDAnet.org/Engage
 - ii. Give a virtual tour to your audience
 1. Identify the sections that show current legislation that is important to dental students on federal and local levels.
 2. Highlight the section where Action Alerts are located.
 - iii. Engage in an Action Alert in real time
 1. Sign in and fill out the form.
 2. Show how you can edit and add to the form letter to include a personal story.
 - iv. Encourage students to sign on and perform the Action Alert protocol simultaneously with you.
 1. Inform students to use both their school and home addresses, as the legislators being contacted are determined by zip code.
 2. Make sure students are selecting which dental school they attend, for tracking purposes.
- 3. Alert members when new Action Items become available.** Students will receive notification from Engage (via national ASDA) when there is new legislation to take action on.
 - a. Educate yourself on the issue so you may answer any questions that may be asked of you.
 - b. Post messages on social media and your chapter website to increase awareness and encourage participation.
 - c. Personally ask colleagues to participate in the Engage Action Alert.
 - d. Host an "Engage Letter Writing" luncheon when Action Alerts become available
 - e. Set aside "Engage Letter Writing" time at monthly meeting.

APPENDIX A



**Student Legislative Day
February 10-11, 2013
A G E N D A**

Sunday, February 10	(Location: The Victory Café, 10 Sheraton Avenue, Albany)
7:30 p.m. – 9 p.m.	Introductory Dinner with Invited Guests
Monday, February 11	(Location: Legislative Office Building, Hearing Room A)
9 a.m. – 9:15 a.m.	Welcome and Opening Remarks: Dr. P. Deborah Weisfuse, NYSDA President
9:15 a.m. – 9:30 a.m.	Importance of Involvement in Government Affairs: Mr. Lance Plunkett, NSYDA General Counsel & Director of Government Affairs
9:30 a.m. – 9:45 a.m.	Importance of EDPAC and Candidate Campaign Funding: Dr. Mark A. Bauman
9:45 a.m. – 10 a.m.	Federal Grassroots and the ADA: Dr. Paul R. Leary
10 a.m. – 10:30 a.m.	The New York State Senate: Senator Neil Breslin, Chair/Ranking Minority Member, Senate Insurance Committee
10:30 a.m. – 11 a.m.	Overview of Key Legislative Issues: Dr. Mark J. Feldman, NYSDA Executive Director
11 a.m. – 11:15 a.m.	Break
11:15 a.m. – 11:45 a.m.	The New York State Assembly: Assemblyman Richard Gottfried, Chair/Assembly Health Committee
11:45 a.m. – Noon	Lobbying: What to Do, What Not to Do: Mr. Roy Lasky, NYSDA Lobbyist
Noon – 1 p.m.	Lunch

- 1 p.m. – 1:30 p.m. The Executive Branch and Governor’s Office:
Robert J. Duffy, Lieutenant Governor
- 1:30 p.m. – 1:45 p.m. National Legislative Issues:
Dr. William B. Calnon, ADA Past President
- 1:45 p.m. – 2 p.m. Operations in the ADA Washington, DC Office and Candidates
School: Dr. Steven Gounardes, Second District ADA Trustee
- 2 p.m. – 3 p.m. The Politics of Medicaid; Lobbying and the Media: Ms. Kate
Breslin, President & CEO, Schuyler Center for Analysis & Advocacy
- 3 p.m. – 4:30 p.m. *Brainstorming Session on hot topic to develop an action plan to
work on at the dental schools
*Optional tour of the State Capitol if time permits
- 4:30 p.m. – 5 p.m. Review and Q/A Session

APPENDIX B

Dental Schools by Congressional District *(last updated August 2016)*

University of Alabama at Birmingham School of Dentistry
Congressional District: AL-7

Arizona School of Dentistry and Oral Health
Congressional District: AZ-5

A.T. Still University Missouri School of Dentistry and Oral Health
Congressional District: MO-6

Texas A&M Health Science Center Baylor College of Dentistry
Congressional District: TX-30

Boston University Henry M. Goldman School of Dental Medicine
Congressional District: MA-7

University of California, Los Angeles School of Dentistry
Congressional District: CA-33

University of California, San Francisco School of Dentistry
Congressional District: CA-12

Case Western Reserve University School of Dental Medicine
Congressional District: OH-11

University of Colorado Denver School of Dental Medicine
Congressional District: CO-6

Columbia University College of Dental Medicine
Congressional District: NY-13

University of Connecticut School of Dental Medicine
Congressional District: CT-5

Creighton University School of Dentistry
Congressional District: NE-2

The University of Detroit Mercy School of Dentistry

Congressional District: MI-13

East Carolina University School of Dentistry

Congressional District: NC-1

University of Florida College of Dentistry

Congressional District: FL-3

The Dental College of Georgia at Augusta University Congressional District: GA-12

Harvard School of Dental Medicine

Congressional District: MA-7

Howard University College of Dentistry

Congressional District: DC-At Large

UIC College of Dentistry

Congressional District: IL-7

Indiana University School of Dentistry

Congressional District: IN-7

The University of Iowa College of Dentistry

Congressional District: IA-2

University of Kentucky College of Dentistry

Congressional District: KY-6

LECOM School of Dental Medicine

Congressional District: FL-16

University of Nevada, Las Vegas School of Dental Medicine

Congressional District: NV-1; & NV-3

Loma Linda University School of Dentistry

Congressional District: CA-31

Louisiana State University Health Science Center School of Dentistry

Congressional District: LA-2

University of Louisville School of Dentistry

Congressional District: KY-3

Marquette University School of Dentistry

Congressional District: WI-4

University of Maryland School of Dentistry

Congressional District: MD-7

Meharry Medical College School of Dentistry

Congressional District: TN-5

University of Michigan School of Dentistry

Congressional District: MI-12

Midwestern University College of Dental Medicine

Congressional District: AZ-6 & AZ-8

Midwestern University College of Dental Medicine

Congressional District: IL-6

University of Minnesota School of Dentistry

Congressional District: MN-5

University of Mississippi School of Dentistry

Congressional District: MS-3

University of Missouri-Kansas City School of Dentistry

Congressional District: MO-5

University of Nebraska Medical Center College of Dentistry

Congressional District: NE-1

University of New England College of Dental Medicine

Congressional District: ME-1

Rutgers School of Dental Medicine

Congressional District: NJ-10

New York University College of Dentistry

Congressional District: NY-10

University at Buffalo School of Dental Medicine

Congressional District: NY-26

Stony Brook School of Dental Medicine

Congressional District: NY-1

University of North Carolina at Chapel Hill

Congressional District: NC-4

Nova Southeastern University College of Dental Medicine

Congressional District: FL-23

The Ohio State University College of Dentistry

Congressional District: OH-3

University of Oklahoma, College of Dentistry

Congressional District: OK-5

Oregon Health & Science University School of Dentistry

Congressional District: OR-1 & OR-3

University of the Pacific Arthur A. Dugoni School of Dentistry

Congressional District: CA-12

University of Pennsylvania School of Dental Medicine

Congressional District: PA-2

University of Pittsburgh, School of Dental Medicine

Congressional District: PA-14

School of Dental Medicine of the University of Puerto Rico

Congressional District: PR-At Large

Roseman University of Health Sciences College of Dental Medicine

Congressional District: UT-4

Medical University of South Carolina, College of Dental Medicine

Congressional District: SC-6

The Herman Ostrow School of Dentistry of USC

Congressional District: CA-34 & CA-37

Southern Illinois University School of Dental Medicine

Congressional District: IL-12

Temple University Kornberg School of Dentistry

Congressional District: PA-2

University of Tennessee Health Science Center College of Dentistry
Congressional District: TN-9

The University of Texas Health Science Center at Houston School of Dentistry
Congressional District: TX-9

UT Health Science Center San Antonio Dental School
Congressional District: TX-21

Tufts University School of Dental Medicine
Congressional District: MA-7

University of Utah School of Dentistry
Congressional District: UT: 2

The VCU School of Dentistry
Congressional District: VA-3

University of Washington School of Dentistry
Congressional District: WA-7

School of Dentistry at West Virginia
Congressional District: WV-1

WesternU College of Dental Medicine
Congressional District: CA-35 & CA-39

APPENDIX C

The following week-long advocacy academy was hosted by the School of Dentistry at the University of Texas Health Sciences Center at Houston. They are an advocacy powerhouse and model advocates for the dental profession. Reach out, especially if you're in Texas. Their site is houstonasda.com and their agenda is below:

MONDAY – Organized Dentistry

Speaker: Local Dentist / Dental School Faculty

How were you introduced to organized dentistry?
Why is it important to join organized dentistry?
What benefits do you receive as a member?

TUESDAY – The Texas Legislature

Speaker: TDA Director of Public Affairs

When does the legislature meet?
How does the legislative process work?
How does a bill become a law?
What areas of the law affect dentists?
Who regulates the dental profession?
What the difference between state law and state board rules?
Who decides the TDA legislative agenda?
Who implements this agenda?
What is a lobbyist and what do they do?

WEDNESDAY - Voting, Grassroots, and Political Action

Speaker: Local Dentist / DENPAC Board Member, DENPAC Representative, CLRA Member, or Key Contact Dentist

How do you register to vote?
How can you find out who represents you?
How did you establish a relationship with your legislator?
What is a key contact dentist? How does his or her relationship with a legislator help lobbying efforts?
How do you stay informed on dental issues?
What is a political action committee (PAC)?
Why do we need DENPAC? What does DENPAC do?
How can you participate in political action?
Where do your DENPAC dollars go?
Who delivers the money to legislators?
How can students contribute to DENPAC?

THURSDAY – Dental and Regulatory Issues

Speaker: Local Dentist / DENPAC Board Member, DENPAC Representative, CLRA Member, or Key Contact Dentist

How many dental related bills were filed last legislative session?

What are the hot topics issues facing dentistry?

FRIDAY - Future of Dentistry

Speaker: Local Dentist / New Dentist

What issues are students currently facing they could use help with?

What do students see for the future of dentistry?

* Happy hour at local bar

The next example comes to you from the LSU Health New Orleans School of Dentistry. LSU has a bright advocacy future as they recently held their first Advocacy Academy in 2015. Their advocacy academy was split into two parts over two sessions. The first part focused on the importance of grassroots advocacy and provided an overview of key dental issues. The second part focused on students who were interested in attending a national or state lobby day. The topics were on *how a bill becomes a law*, *how to lobby*, *strategy sessions*, and a *Q & A session* to clear up any confusion on the topics. The academies were structured as follows:

Advocacy Academy Part 1: “Increase awareness for dental issues”

1. Get approval from your administration.

2. Choose a date and location.

LSU was able to host at their school auditorium during lunch. LSU chose a date according to the state and national student lobby day.

3. Secure funding.

4. Develop the agenda.

The agenda was developed six months before the event.

1. Meetings:
 - a. Students in the legislative liaison committee (3 total members) met monthly to discuss dental related issues. Each member picked one dental issue to research and present at the meetings. At the end of each meeting a brief 2-3 minute overview was given of each topic.
2. The PowerPoint presentation topics:
 - a. **The importance of grassroots advocacy**
 - a. The LL gave an introduction and touched on the importance of grassroots advocacy
 - b. **Engage**
 - a. LSU revisited the importance and efficacy of the Engage website, found here: <http://cqrcengage.com/asda/>.
 - b. At the end of the presentation, LSU encouraged students to attend State and National Dental Student Lobby Day and provided details as how to attend.
 - c. **Overview of key dental issues**
 - a. Since there had been monthly meetings on dental issues it was simple to pick key issues and create a presentation. LSU also contacted their State Dental Association to make sure they covered topics that would be lobbied for during state lobby day. The three members of the legislative liaison committee took turns presenting the key topics. Twelve total topics were presented.

5. Set up a registration process.

LSU used Survey Monkey to get a count of how many students were attending, what class they were in, and what they hoped to learn. This helped gauge which classes were most involved/not involved, the amount of food to order and what topics to present.

6. Promote your event.

We had one student from each class announce the event a few months and a few weeks before the event. A mass email was also sent out to the school to invite students.

7. Finalize the details.

Get your ducks in a row.

- a. Review Survey Monkey to ensure reserved room could accommodate anticipated attendance
- b. Review food order
- c. Review timing of presentation

Advocacy Academy Part 2: “Strengthen your team”

This session was focused on the students who were interested in attending a state or national lobby day. The date was held a day before the lobby day event. The meeting went as follows:

1) Introduction

- a) The LL welcomed everyone to the meeting and spoke more about lobby day.

2) How a Bill Becomes Law

- a) A quick overview of how a bill gets passed between the House and Senate

3) How To Lobby

- a) The main focus on this was to give students an idea of how a session would proceed.

4) Key Issues

- a) The issues were based what was being lobbied and the pros and cons of each issue.

5) Strategy Sessions

- a) Students were given the opportunity to practice what they would say during the meetings.

6) Q & A

- a) This was the time for students to ask for clarification on anything from bill to the dress code.

Our final example comes to you from the Ohio State University College of Dentistry. Ohio State ASDA won the Gold Crown for Legislative Initiatives in 2015, so taking a page out of their book is not only suggested, but also encouraged. Ohio State has predominantly held their advocacy academies in the evenings at the Ohio Dental Association. The ODA provides seating and food for up to 16 students. The idea is to invite young students and to inspire their participation in advocacy efforts. A typical format goes as such:

1) Schedule the event

This is the trickiest part. Remember that this date must work well for both the ODA and the D1 academic calendar.

2) Advertise the event

Ohio State likes to use internal, word-of-mouth marketing for this particular event, especially considering its more intimate setting. Asking a first year student who has expressed interest in advocacy to bring friends always seems to work well.

3) **Confirm attendance**

Confirming numbers for the ODA helps with food and drinks

4) **Show up**

The ODA does all the heavy lifting here. They provide the food, give the presentation and answer all questions. This is a relatively stress free way to educate your classmates on the effects of policy on dentistry.

5) **Items covered include**

- a) How legislation can / has impacted dentistry
- b) Key issues that the ODA is currently fighting
- c) How dental students have helped in the past
- d) What dental students can do now to get involved
- e) The overall importance of Grassroots Advocacy

Should you have any questions at all, please reach out to your national ASDA Council on Advocacy. They are happy to provide additional resources or put you in contact with the right person. Your national leaders can be found here: <https://www.asdanet.org/utility-navigation/about-asda/leaders-and-governance/Councils/Council-on-Advocacy>. Finally, to see how your chapter is doing, check out ASDA's new [Advocacy Track Program](#). This awesome new tool will help your chapter set goals and identify weaknesses. Best of luck, advocates!