



INNOVATION IN ADVOCACY

Katherine B. McGuire

Chief Advocacy Officer, American Psychological Association

July 28, 2020

Guiding Questions Revolution or Renewal?



**WHAT SOCIETAL AND ETHICAL
PATHWAYS ARE BEING
DETERMINED AT THE MOMENT?**



**AGAINST WHAT ARE YOU
INCLINED TO REBEL? WHAT HAS
YOUR ALLEGIANCE?**



**HOW DO YOU RESPOND TO
DISRUPTIVE INFORMATION?
TOOLS AND TACTICS?**

Covid-19 Spikes and Final Sprint

○ New “Phase IV” Covid-19 stimulus bill by August?

- Extensions of waivers
- Round 2 of provider relief and small business payments
- State and local aid (increased flexibilities for \$\$\$)
- UI checks

- Gripping Brinkmanship – party identity at stake?
- “Clean” Covid-related bills or “open door”

“IF TOMORROW NEVER COMES” MODE

Normal “Dog Days of Summer” regulatory mischief

Power Comes at a Cost – Senate up for grabs?

- Governors: 24 Democrat/26 GOP — +10 gain since 2016
- House: 241 GOP in 2017 – 197 today – 115 left/retired/defeated
 - 43% turnover

What lies ahead???

HEALTH CARE SYSTEM

- **Public Health Preparedness:** What went wrong and how to remedy gaps before the next outbreak?
How to target populations most in need?
- **Hospital Surge Capacity:** How to ensure adequate capacity and in-time access to key equipment?
- **Health Coverage:** What are the roles, responsibilities, and gaps in private and public insurance?
Who has access to mental health services? Who doesn't?
- **Health Disparities:** What structural changes are needed to address underlying inequities?
- **Privacy, Tracking, Tracing and Hacking:** How to protect health data and consumer privacy?
- **Price Gouging and Pandemic PPE Profiteering:** Who's to blame, how to remedy?
- **Paid Sick Leave:** Did the lack of this benefit worsen the spread of the disease by infected workers?
- **CARES Act Supports:** Who got funds, how were they distributed, and what were they used for?

Source: Mehlman Castagnetti Rosen & Thomas GR presentation

What lies ahead???

ECONOMY & SOCIETY

- **Shutdowns:** Did costs of economic closures outweigh benefits? How do we manage future and rolling outbreaks?
- **Safety Nets:** Why did they fail the most vulnerable (by race, income, age, health)? How do we fix them?
- **Remote Learning Inequities:** What disparities emerged and how do we bridge digital divides? How has learning in K-12 been impacted? College costs?
- **Protecting Essential Workers:** Did critical essential workers (health providers, warehouses, meat plants, drivers) receive adequate protection and fair pay?
- **The “Info-demic”:** Was there too much misinformation online or too much censorship?
- **Small Business Revival:** What will it take to restore Main Streets? Are dominant “tech” players too powerful?

What lies ahead???

GOVERNMENT PREPAREDNESS & RESPONSE

- **Testing Failures:** What went wrong with CDC testing and why has the U.S. badly trailed other nations?
- **CARES Act Supports:** Who got the \$3T, how did they get it and what did they use it for?
- **Election Preparedness:** How to protect voter health and election integrity in primaries and November?
- **State & Local Solvency:** Should the Feds bail out everyone, even places over-leveraged before COVID?

- Source: Mehlman Castagnetti Rosen & Thomas GR presentation

Traditional + Modern Advocacy Strategies

*Tactics and Tools to
Advance and Shape
Policy Priorities*

- **Legislative Advocacy** –state-federal legislative tools for change
- **Judicial Advocacy** –amicus briefs
- **Regulatory Advocacy** –filing of public comments/sharing data/evidence
- **Industry Advocacy** –experts/recognized surrogates: CEOs, scientists, psychologists
- **Citizen Advocacy** –1-1 partnership –long term relationships to champion priorities
- **Media Advocacy** –strategic use of all forms of media
- **Diplomatic Advocacy** –building of networks of allies around issues
- **Political Action Advocacy** –supporting champions

Must Combine Multiple Advocacy Strategies to Succeed!!