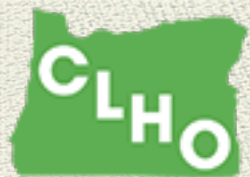


Policy & Navigating Political Landscapes

Leadership Development Webinar
June 7, 2019



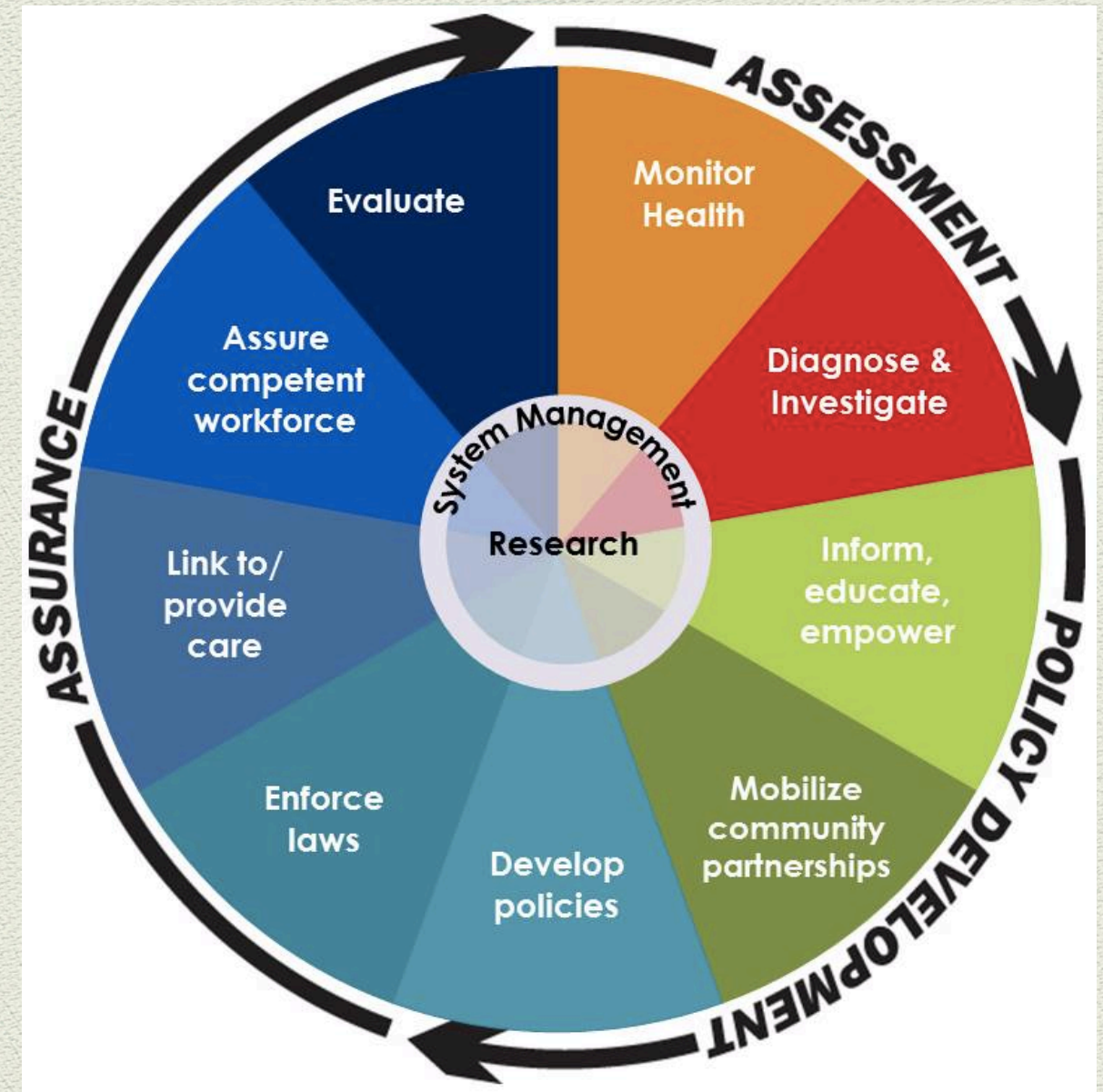
Oregon Coalition of Local Health Officials

Learning Objective

- ◆ **Receive practical advice from experienced leaders about moving forward local public health policies.**

Policy Work Alignment

- ◆ Accreditation
- ◆ Public Health Modernization
- ◆ Public health 3 Core Functions & 10 Essential Services



Welcome, panelists!

- ◆ Commissioner Kelley Minty Morris, AOC Health and Human Services Committee Co-Chair
- ◆ Alex Cuyler, Lane County Inter-Governmental Affairs Director
- ◆ Rebecca Austen, Lincoln County Public Health Administrator

It's all Politics

Commissioner Kelley Minty Morris
AOC Health and Human Services Committee Co-
Chair

Playing the Politics of Public Health

- Timing is everything!
- Know your Commissioner's motivation
- Help them look good
- Be prepared to lose

Blue Zones

- Policy and the built environment affects health
- Make the healthy choice the easy choice
- Tailored to each community- Pick your priorities

CHLO Leadership Development:
**Policy and Navigating Political
Landscapes**

Alex Cuyler, Lane County Intergovernmental
Relations Manager

June 7, 2019

What is an Intergovernmental Relations Manager?

- I manage state and federal affairs for Lane County.
- I work in County Administration, but am in constant contact with Commissioners, the District Attorney, Sheriff, and Department Staff.
- We have a Legislative Committee with two appointed Commissioners, and Department Directors.
- I am a registered lobbyist in Oregon and contract with a firm in Washington, DC.
- I have been employed in this position for 12 years.

Why is public health policy advocacy important to me?

- It is important to Lane County, which serves as the Board of Health. The breadth of authority that the Board of Health has is unique among local government.
- Prevention saves significant money and heartache. Taxpayers expect effective “upstream” work, and public health has a good story to tell to those who are underwhelmed by “government” writ large.
- Public health employees are highly committed to their work but are not necessarily experts at changing policy. I help them focus their energy to the right audiences at the right time with the right messaging.

CLHO Leadership Policy Work June 7, 2019



Public Health
Prevent. Promote. Protect.

Lincoln County

Rebecca Austen, Lincoln County Health Department Director



- Build relationships
- Share the joy
- Show up
- Slow and steady wins the race
- Use data and constituents to tell the story

The big question:

- What advice do you have for local public health administrators on building relationships with elected officials and forwarding public health policy?

Public Health Policy Advocacy

- Identify the correct audience.
 - Don't waste time with the wrong person
- Identify a local champion and foster that relationship.
 - At your Board of Commissioners and State Delegation
- Establish context.
 - This is import because...(or provide a recent example)
- Be brief in all communications.
 - State what you want in first sentence. Use bullets whenever possible and cite data if available
- Remember to thank your elected officials.
 - Share info and updates regularly, host meetings, and otherwise become a resource
- Build statewide coalitions and avoid unique programs.
 - While cute, "When you've been to one Oregon county you've been to one Oregon county" is not a recipe for effective partnerships

Questions

- Should public health administrators be more strategic about their own priorities during campaigns and election cycles?

Questions

- Can you share some successful strategies for working with the Lane County staff and Board of Commissioners to advance substance use disorder treatment and funding?

Questions

- ◆ What's the best way for public health administrators to communicate public health priorities and essential services to Commissioners who may not have a public health background?

Tips

- What is your **top tip** for navigating political environments?

Learning Objective Met!

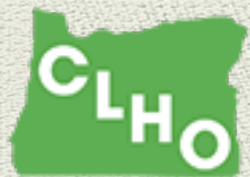


- **Receive practical advice from experienced leaders about moving forward local public health policies.**

Thoughts or Questions?

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