Hello, everyone. And welcome to today's webinar on Bringing it Home - Grassroots Advocacy by Sherri Layton and Michael Kemp. It's great that you can join us today. I'm the director of training and professional development for NAADAC, the association for addiction professionals.

I'll be the organizer for this training experience. The permanent home page for our NAADAC webinars is naadac.org/webinars. Make sure to bookmark this web page so you can stay up to date on the latest in addiction education. Closed captioning is provided by Caption Access. Please check your most recent confirmation e-mail or our Q&A and chat box for the link to use closed captioning.

Everything NAADAC webinar has its own web page that houses everything you need to know about that particular webinar. Immediately following the live event, you will find the online CE quiz link on the exact same website you used to register.
Everything you need to know will be permanently hosted at naadac.org/advocacy-grassroots' webinar. We're using go to webinar. You'll notice the control panel that looks like the one on my slide here. You can use that orange arrow anytime and maximize the presenter. If you have any questions type them into the box. You can download a user friendly guide on how to access our online CE quiz and immediately earn your CE certificate. Make sure to use those instructions on the handouts tab when you're ready to take the quiz.

There's also a few more handouts on that handouts tab that you can also find on our NAADAC website for this webinar. Now, let me introduce to you today's presenters. Sherri Layton has 43 years of experience in the treatment profession. She has been with the treatment center since 1992. She manages continuing care services and coordinates the advocacy efforts in Texas and nationally. She is the current president of TAAP.

We're excited to have us here, Michael Kemp. Michael has worked in the addiction treatment profession for 35 years and has provided clinical supervision to addiction programs and counselors in all levels of care for over 20 years. Recently, Michael retired as director of peer recovery services for Oregon state hospital and returned to Wisconsin. And he has served on various addiction treatment and services boards in Wisconsin, since 1998.

Michael served as co-share of NAADAC's public policy committee and is currently a commissioner on the national certification commission for the addiction profession. Michael when you're ready I'll hand this over to you.

>> Thank you all for attending today. We're really excited to share this webinar with you, which kind of helps us transition from our NAADAC advocacy hill date to your state advocacy efforts. We're going to start real quick with a poll
and ask you if you participated in NAADAC's hill day. That occurred this past October.

>> Thanks, Michael, wow that was fast. Already have of you have voted in this poll. Again, the question you see in front of you, did you participate in NAADAC's advocacy and hill date. We'll give you five more seconds to respond. We'll share the results and I'll turn the poll back over to your presenters.

>> Okay. Help me out here, Samson.

>> Yeah, Michael and Sherri, do you see the results on the screen, did you want to speak to those results?

>> Well, first of all, I just want to say thank you very much all those who did attend. Sending an invite to those who were not able to attend to stay tuned for our next advocacy in action hill day which we don't know when it will be. We'll be glad to have you be part of it. Sherri, do you want to add anything? Otherwise we'll go into the second poll question.

>> No, go ahead.

>> Okay. So for those of you who did attend, the second poll is if you answer all the questions you can here, again, if you attended Tuesday's briefing and update sessions, if you had a virtual meeting with either your senator or house member or their staff, joined would someone else in the meeting with their elected official and I have made a follow up contact. Thank you or information that was requested. Please vote. It looks like we have a little difficulty with the second and third questions look about the same.

>> One distinction between the second and third, the second question should be had a virtual meeting with my senator or -- or I had a virtual meeting with my senator or house member or staff in their district office virtually.

>> Thank you for the clarification.

>> Thank you so much for clarifying. It looks like we've
got our polls in. We're going to go ahead and close that and show the results on screen. So our presenters can speak to those results.

>> Again, thank you for those who attended the Tuesday briefing update sessions. I hope that you were -- gave some feedback to us all so we can continue to improve how we do a hill day. And I hope your meetings went well with the senators, house members or their staff. I do want to really emphasize -- I see that only 12% made follow up contact. It's not too late to do so. I hope that you take a moment out of your day in the upcoming week. Again, send a thank you. Send any information. Again, encourage -- build that relationship with them.

Okay.

>> Okay.

>> Okay. Well, now that hill day is behind us, we're going to talk about what happens next. And, again, this is the learning objectives for our webinar. Talking about how we stay connected to the contacts we've made. How we follow up with state advocacy work. Connecting with other advocacy groups and providing support. And being part of the policy conversation. Let's get this started. So bringing this relationship back home. Know your elected officials. Realize that some of them may change in the next couple weeks as elections are held. Get to know who your elected officials are and what their interests are, when they're going to come in. Go to their website. Sign up for their e-mail list, sign up for their newsletter. Read about what's important to them. This helps you build a relationship. Know their calendars. Attend their events.

See where they're going to be, where they're going to speak. And, again, you can invite them to your organization's events to visit your facility. Again, let them know who you are, what you do, what's important to you. Some people get
concerned when they don't see the senator or the house represent. Know they have -- they surround themselves with very knowledgeable staff and they are key to the work we do in advocacy. Most have a healthcare aide and they're the most knowledgeable about the issues us addiction professionals are putting forth.

Get to know them, find out their e-mail. Feel free to e-mail them often. One of the things I do, is again, let them know what legislation is happening locally. What events are happening locally. What concerns through different advocacy groups are being expressed and keeping them aware of the situations that are going on. This will be mentioned later, also, I really work to be their go to person in the addiction profession. What do you need to know? You know, what information do you need and how can I assist you in legislation?

They're the ones we establish the rapport with, the relationships. They're usually much quicker to respond and usually don't have form e-mails back to us. There are also virtual ways to connect with our lawmakers. Most of our lawmakers are now engaged in social media, whether that be Facebook, Twitter, Instagram, or others. And they use the traditional e-mail aspects. If you go on their websites you'll see contact for me and they'll ask for confirmation e-mails. You often get a standard response, which is one reason I work with the healthcare aides because you get more of the real response of what's going on.

They have mobile office hours or virtual town halls now. Get on a list to do that, get invites. You hear them talk about the issues that are important to them. I like to after attending a mobile office hours or virtual town hall follow up with an e-mail thanking them for the work they do and letting them know, again, that I am here as an expert on addiction
issues. Okay.

Sherri?

>> Thank you, Michael. It's exciting that some of you attended hill day, but it's also exciting that this webinar attracted so many people who were not able to attend hill day. It just gives an indication that you're interested in this topic and we really want to give you the opportunity to feel like that you can walk away from this with some very tangible information, things to do, some action steps you can take. We're just kind of wrapping up our -- from our virtual hill day, but in just a second we're going to be moving into carrying this information into your state legislators and how you can become more active. And even some ideas about organizing addiction professionals in your state.

Michael mentioned being in touch with your legislators. We just want to -- this is a show and tell, okay. And this is John Cornyn, a United States senator from Texas. Most of the senate websites follow this, they're the individual's last name dot senate dot gov. If it's a House of Representatives member, it's the last name dot house dot gov. This is an example -- Samson is going to navigate for me. But this is the contact page. Some of the things that -- if you'll scroll all the way to the bottom, Samson -- some of the things that Michael highlighted here on the bottom of the right where it says keep informed. That is how you sign up for their e-mail newsletters. And so, you know, they love to tell you what they're doing, all the great things they're accomplishing, the legislation that they have introduced or supported. You know, they'll talk about hot button issues in the press.

But this is your way to stay kecked with your individuals. And then Samson is highlighting there in the middle you have all of the local offices in Texas. And so in the case of a senator,
he's -- in a state as big as Texas, he is going to have a Washington, D.C. office but he's also going to have numerous offices around the state. And so, you know, this gives you an opportunity to identify where is his offices, because a key piece of this is district staff. District staff is going to be located in those offices.

I started having my most successful interactions and getting our federal lawmakers to our facility when I began to develop a relationship with the district staff. And then if you go up to the about tab, Samson, this will show you very quickly there on the left, you see committee assignments. And this identifies the committees that the senator is on, what his roles are on those committees. And this is a way, you know -- we're going to show you in just a moment on NAADAC where you can find key committees and members of those committees specific to NAADAC issues.

But this also gives you information sometimes about how you can present our issues in a way that is meaningful to your senator. For example, I visited with a House of Representatives member, who was -- he has -- he's on a committee for border security. And so his interest in substance abuse disorder issues was about drugs coming across the border more so than it was about services. If I go into that meeting knowing that information that his focus is going to be on a border issue, then I can talk about how that is happening in Texas and what the impacts of that are. I can spin -- talking about spinning -- I can spin my information in a way that it is meaningful to him.

And so also on the tab about newsroom, you will see on that -- you'll see how prolific this is for, you know, four or five -- five things he put out some kind of news about -- just two days ago. And so you can get a lot of information about --
again, the work that they're doing, but the key piece of that is what's important to your elected officials. And when you really want to start, you know, building that relationship and bringing them information that has value to them, then you can look at these things.

Also, signing up for their e-mail as well as sometimes they'll make announcements here about when they're going to be in the district. What activities that they're doing, what events they may be doing. It gives you an opportunity to perhaps see them when they are in the district. The contact tab, we talked about that one earlier.

With the election happening next Tuesday, there is that opportunity, elected officials, they're campaigning like crazy right now if they're up for reelection. They're going to be available in your areas. But then generally speaking, like at the end of the year they will be back home in the district when they're taking a break from session. And a lot of times they'll come back to their party's gatherings. So the county, you know, Republican meeting or the county Democrat meeting. And they're going to want to come and tell you about all the great things that they've done.

Those are great places to meet the district staff to say hello just to get you face in front of the elected officials. And even if it's not your party affiliation, go ahead and go. You know, you can be incognito. You don't have to, you know, bring your -- you don't have to come in as the enemy. You can just come in as somebody who is interested. This is your elected official. Once they're elected, they're there for all of us. Don't be afraid to go someplace you might not otherwise go.

Also we're going to have lame duck people after November 3rd. So if that -- there's no -- they'll definitely go
back and have session in D.C. But you will -- no telling what's going to happen in the lame duck session. There may be some that feel like they're freed up for party commitments and they, you know, do some things differently. There may be some that do things out of spite, who knows. It will be an interesting time. We can move forward. Thank you very much, Samson for doing that.

Michael said if you were part of hill day and you haven't followed up yet, there is still opportunities to do that. This isn't just a recent virtual hill date. This is any time that you're building that relationship and making those contacts. Always important to send thank you for the time that they spent with you. Thank you for the interest they showed in the issues that we discussed. Bringing information to them that you promised. So we're going to talk a lot about building a relationship, we're building a relationship. Michael indicated talking to these key staff member, in our case it's generally healthcare staff. Talking to those key staff members and continuing to work with that person. A long time ago, I stopped requesting appointments with the elected official because those almost always never happen, and started focusing in on who handled healthcare and building a relationship with that person.

So now I just I e-mail that person directly for a visit time. I e-mail that person directly when I want to pass on some information or ask a question. And so any information that you said you would get back to them, it's always important to follow up and do that. If you got interest or they ask questions about things that maybe you weren't prepared for, being able to go out and look for specific information in those interest areas.

For example, I talked about the representative who was mostly interested in border security as it related to substance use disorder. This is an example -- this happens every year in
Texas. I would imagine some other states do this as well. This comes out of our University school of Texas social work. We have Dr. Maxwell and she puts together the substance use trends in Texas every year and she looks at DEA seizures, she looks at arrests, treatment admissions. She looks at ER visits. She looks at all kinds of things and she puts this -- it's an incredibly valuable report that she does.

This is always something I pass back to the staff members of our elected officials. Okay, you know, we're talking about substance use disorder and this grand overview for the United States. Well, let's bring it home. Let's bring it back to the state. And so, for example, this -- we have all this national emphasis on the opioid epidemic, but this says methamphetamine remains the major drug threat according to half of the DEA offices in Texas.

So there's lots of focus on the opioids, but here in Texas, as I'm sure in many other states, there's a lot of other drugs that are a big issue. And information like this, substance use trends report, gives them something tangible that they can filter the information they're getting through.

The specific bills you talk about at any given point, the ones we highlighted at hill day we want to keep in touch with them about bill developments. We try to keep you up on that through NAADAC's advocacy alerts. This is about making you a resource and saying I'm your expert. You want to talk about substance use disorder in this state, this district I'm your go to person and I'll get information for you.

I want to -- I can click, can't I? Let me go back one. I want to highlight our NAADAC website, hill day 2020 attendee information page. This has a lot of information on it. What you see on the screen are the one pagers that Kristin Hamilton developed for us. One of our NAADAC staff. She did a wonderful
job putting this information together. And these are available on the website. Even if you didn't attend the hill day, go to these, look at these, this is a great resource for what are the current issues and what does NAADAC have to say about these and what specific legislation are we supporting.

And so this also -- if you did not send this information to your person that you visited with, then you can send this to them now and say, hey, it's a follow up. You know, you always want to keep staying in touch. Even if you didn't attend hill day, if you have a relationship with a staff member, be it in the district or be it at the D.C. office, you can take this -- you can send this information to them with an introduction as to why they should pay attention to this.

On the information web page there's committees that are generally making decisions about NAADAC's issues. And it will give you -- our firm, they did a wonderful job of highlighting what those key committees are. And then also telling us who members are for those. Go to that page, look at those committees and see is your representative or senator on a key committee. Sometimes they hold key positions and it's really important to connect with them.

Michael, I think we're coming back to you.

>> Okay. I suppose we can. We weren't going to and we're going to do it now. Again, what we're taking a look at, we've been talking a lot about the national issues and our national representatives. I'll just mention a couple things that -- before about building relationship before I go into this.

One of the things that I've observed in making these connections with the healthcare aides and different representatives is that just like the public, many of them have been affected by substance use disorders in their own family or even in their own life. And when you make connections with
them, be prepared to hear their stories. Sometimes I've had to go from advocacy into kind of a counselor mode. Which I don't think was a bad thing, because we really developed a rapport based upon their own experience with substance use disorders.

So be prepared for that. It does affect everybody. Right now, many of them are focused on -- like Sherri was saying -- the opioid crisis. And yet, I always share with them that it is really an addiction crisis. I'm from Wisconsin. We're the number one state in alcohol consumption. People don't want to look at that because there's so much money being involved in it and yet many people have been affected by it as I work in the state here in the government. They've experienced loss. They've experienced recovery. You can celebrate with them.

The other thing that Sherri did mention is building the relationship is when you find out what they're working on. Feel free to send them a thank you note for issues other than addictions, too. As a citizen. I had an experience where I sent my congressmen a thank you note on a bill that he had been working on for quite a while on how positively impacted our community. I received a personal e-mail back from the Congressman sharing he had a rough day and he wanted to respond to me and say it helped brighten his day. That went a long way to cementing the relationship where the next couple times I was in Washington, D.C. he made sure to be part of that meeting rather than -- with the healthcare aide, not just the healthcare aide.

So, again, we're experts at developing rapport with people. This is a place where we can use it quite effectively to impact the work that we do.

So, again, national issues translate into our state. Federal government funds many initiatives. We just had the CARES Act, you know, passed. And we're going to be joined
here -- I have somebody who wants to copresent with me. She usually does when I'm on the computer.

Again, federal government funds, many initiatives, many through SAMSA or other initiatives that get transferred to our budget. Most of it is about opioid money. Yet as we continue to discuss with our federal representatives the addiction crisis, we're starting to see moneys go to other things like recovery -- communities of recovery and recovery housing. Workforce development is a very key issue in our profession. And we were able to get money for continuing education for addiction professionals included in the CARES Act.

This is something that specifically comes to your state, affects your community colleges, your universities. Builds the workforce.

Parity, back in 2009, the parity legislation was passed. And to this day, we're still struggling with having insurance companies follow the regulations of the federal law. The federal government sees this as more of a state issue. How is parity happening in your state? Where is it not happening? What are your legislators standing on that? How much are they aware of that. Is the -- look for stories of people that are being denied treatment or treatment that they need due to insurance company denial.

Counselor licensing is a state issue. Where is your state at in regards to, you know, who can provide services, who can supervise counselors, what kind of licensing do they have?

A big one right now is criminal justice reform. Not only just in the prisons, but in the court systems, itself, such as treatment courts. Such as access to treatment, recovery housing. Treatment programs in prison. Sentencing reform in regards to substances. I know there is some really interesting things going on in the states. The last state I lived in,
Oregon, before I moved back to Wisconsin, has a referendum on their ballot right now in regards to decriminalization of all substances following much of the Portugal model. It gives advocates a chance to address justice reform in such a context.

There's patient brokering solicitation and treatment centers where there's kickbacks. A big one that's happening throughout the company is cannabis and marijuana. How is that affecting your state in regards to legalization efforts? Medicinal marijuana, funding around marijuana, going from a state that had cannabis legalization and taxation to a state that does not. Yet, it's an issue we will be grappling with in the next legislation where there's a discussion about decriminalizing marijuana or legalizing marijuana or just letting states do -- eliminate all federal oversight of it.

I had mentioned recovery housing and recovery support services for communities of recovery. This is something that's gaining a lot of traction due to a lot of advocacy going on right now. Very effective advocacy in how -- take a look at how in our state we compare with the people doing this work so we can build good continuums of care and systems of care and communities of care.

Rural treatments, recovery services, right now, again, it's been highlighted federally and in the state about virtual services and access to treatment, especially in rural committees, which is big, and prevention programs.

This is happening on a national level and when it gets to the state, who is responsible for doing that work? Who has got the money? Who is distributing the money? How effectively are they? These are issues that we'll be addressing in our state.

Okay. Samson, we have a polling question. This gets back to our state elected officials. How many times have you visited your state elected officials at your state capitol before? Or
have you? If so, how many times? So there's the selections. One to three, four to six, seven to ten, more than 11, no you haven't but you plan to in the future.

>> Oh, my gosh, thank you so much, Michael. Everyone, you are voting so fast. Great questions coming into the questions box. Feel free to keep sending in those questions. If you missed our earlier instructions there are two tabs to pay attention to on the control panel. The questions tab where you can send questions to our presenters and the handouts tab. Sherri Layton went over some handouts and we grabbed some of those and put them conveniently into the handouts tab for you to download or view. I'll give you about five more seconds for the polling question that is on the screen. Thank you so much for participating in this poll. I'll going to close the poll and share the results and I'll turn this back over to Sherri and Michael and we'll have a couple more polls coming up in just a minute.

>> Wow. Thank you for those of you doing the work in the state. That's a good percentage. I'm glad to see there is 60% looking at doing this in the future. Hopefully this webinar can help inspire that and help direct you. And, again, if you ever need assistance, our e-mails will be included in this webinar and we can help you with this process and connect you with people who can help with the process.

Okay. Samson, what did I do here? I'd like to go back to --

>> No worries, polling question four is next, and then we'll do polling question five. So the difference is, polling question three was at your state capitol. The polling question four is going to be back at home in your district.

>> Okay. Thank you. Have you visited your state elected officials back at home in your district before? If so how many
times? One to three, four to six, seven to ten, more than 11, no I plan to in the future.

>> It looks like you guys got the hang of the poll. I'll give you five more seconds.

It looks almost 50% of you have voted. The polling questions are on your screen. The difference between this one and the one before, the one before was at a federal level. This one is at home locally in your district. Thanks everyone. Michael and Sherri I'll close the poll and share the results if you'd like to speak to the results and we'll have one more polling question right after this one.

>> Okay. Looks like a little bit more of you have visited your officials in your district. We can just go right into the next question. Have you hosted an elected official at your facility before? If so, how many times? One to three, four to six, seven to ten, more than 11 and no, I plan to in the future. Yes, they will come to your facility.

>> Thank you, believe it or not I was talking while I was on mute. If you've done that before, cheers. Five more seconds for this question. Michael, head's up we have our sixth polling question right after this one.

>> Rock and roll with it.

>> I'll share the results on screen so we can see those.

>> Wow, I am really quite surprised and blown away by that. 10% had more than 11 times. Thank you, thank you, thank you. This is where the rubber meets the road. This is where they get to see the work that we do and they can see just how professional we are.

Here is number six and then we'll be done with the polling questions I believe. Have you attended a state regulatory stakeholder meeting, if so how many times? One to three, four to six, seven to ten, more than 11, no, and I plan to in the
future.

>> Thanks so much. Yes, everyone this is your last polling question but you'll have a chance to interact with the presenters towards the end of the webinar when we do a live Q&A. Feel free to keep sending in those great questions into the questions box of the go to webinar control panel. About five more seconds and we'll close this last poll. Perfect, thanks, everyone, I'll turn this back over to Sherri and Michael.

>> Thank you, Samson. Thank you for attending the state regulatory meetings. Again, this is something I hope in your state that you get notice of. Here in Wisconsin, we have a redo of our standards for substance use disorder treatment program coming up for a stakeholder meeting and public comments in two weeks. They just came out and there's a lot of scrambling because there's some changes that are being proposed that will affect the workforce. Again, other addiction professionals are making sure that the standards of care, the ethics of care continue to be in that regulatory work. So thank you for attending. Because, again, we have a voice and we need to have the addiction profession speak.

Let's see. We talk about, you know, national. What about your state affiliate? Hopefully your state has a NAADAC affiliate. If not, let me encourage you to work with other addiction professionals to contact our NAADAC office and discuss organizing and developing a state affiliate.

In your state affiliate, we hope that you have a legislative chair on your board. It's very important to have someone who has a passion for this work. Who has somewhat of an understanding of this work or a willingness to really learn. In the busy busy lives of us as addiction individuals has ability to dedicate time to this work. In this affiliate, that legislative chair, along with the leadership of the board can
put together a committee that hopefully will have regional representation on your legislative committee. One of the challenges we've had here in Wisconsin in building a legislative committee is getting people from the rural areas involved. Yet those are large areas in our state that have their own representation.

Because as you look at working with legislators, they want to hear from you in their district. If I'm from somebody else's district, they don't really want to hear from you they're not there to represent me. They're to represent the people. It's really important to put out the call for and encourage representation from throughout your state in the different districts so that each of them can develop a relationship with their state representatives.

We're also hoping in your state, whether that be the legislative chair or someone designated on your board to have somebody that would work with our public policy committee here at NAADAC that would be able to communicate with us the issues that are going on in your state and we can communicate with them the issues that are going on nationally that will be affecting their state. Again, we often -- as we build these relationships with our representatives that want to know data and we can share data with each other, trends that are going on, what we're encouraging support for legislative alerts so that state organizations can contact their representatives both on your state and federally on issues that are affecting us.

Who served as your state captain for virtual hill day? This is something I'm hoping that the board is in contact with. Someone who is willing to be part of the legislative process. I'll tell you, the state captain, they learned a lot about the process from being state captain. Here in Wisconsin, I was ecstatic I had a former student take over as state captain. Now
she is very much wanting to be part of the process of our legislative committee here in the state and starting to work and understand how our state politics are different than our federal politics.

Also, the connections. Who attended in your state? Find out e-mails. Make contacts. Share information. Help each other write e-mails or attend events together to where you can support one another and help each other address issues that come up.

If you are interested in this, contact your state president. On NAADAC's website, there is a button where it talks about affiliates. A map will come up of the United States and you can just click on your state and it will tell you who your state president is and provide contact information.

Your state wants to be part of working with other organizations. NAADAC is not a standalone organization that tries to do it all. We can't. Addiction and recovery affect a large component of our United States. We have treatment providers, we have recovery support systems. We have recovery residences, young people in recovery is one that's very active. We collaborate with our national partners in signing on letters and legislation support and sharing advocacy. We partner and NAADAC has partnered with their conference and invited them to partner with ours so that we have a strong voice as we move in legislative issues nationally.

We're hoping that the same happens with your state when you develop a legislative committee who in your state is working as part of the addiction profession. Whether that be your own state affiliate but there's organizations like NANI, treatment providers, recovery organizations. Different counties here in Wisconsin we have bonded together and have coalitions that are addressing addiction and recovery issues. Take a look for
opportunities where you can attend meetings, or even serve on boards. You can even -- some interesting potential partners, maybe your chamber of commerce, you know, your Elks Lodge. People that are being affected in your community from the addiction crisis and want to support recovery efforts to make communities safer and healthier.

Again, the more we have here, the stronger voice we have. Because when we see legislatures federally or state they ask what sort of organization and who has got support. Numbers count. One of the things that we have learned in doing advocacy is that the first job that legislators they believe they have is to be reelected. That happens before serving the people. When you come with numbers, they see votes. They know that this is an issue that is going to either help them get reelected or be a thorn in their side if they're trying to be reelected if they're not addressing it or addressing it in a way that continues to provide discrimination and oppression to people in recovery.

Invite partners. Go to their events. Support their events. Talk to one another. Realize that you may not always agree with one another, but we have an alignment here that we know that treatment works and recovery is possible. We work for wellness and health in our communities. With that, Sherri, I'm turning it over to you.

>> Thanks, Michael. That idea of potential partners, when you begin to start looking at state advocacy work you're going to need as Michael said to bring more voices together. Because, you know, the picture here, you know, is that we are addiction service providers, period, are a very small fish in the overall mental health or behavioral health pool, which is also a small fish in the giant ocean of healthcare. If we can't bring these voices together, then we're going to be a little bitty whisper. As we join our voices, we're going to be able to make a bigger
impact. And so what you see on your screen is some of our partners in Texas and recovery people is our national alliance of addiction residents affiliate. The association of substance use programs is the provider organization for substance use providers. NAMI Texas.

Another place to look for identifying potential partners is who has got the opioid dollars? Millions of dollars have been sent to the states in the last five years or so to address the opioid epidemic. Those went to your single state agency, your regulatory agency. That money went there, but then it got distributed out for people to actually administer those services through those dollars. Who has got those dollars? Follow the money, you're going to find partners. Bringing people together. And you're not, as Michael said, you're not all going to necessarily come down in the same place on every issue.

In Texas, we have an understanding with our partners that some will take the lead on certain issues and we'll come alongside and support. As TAAP we'll take the lead on some issues and others will come alongside and support. The full responsibility of carrying all the issues does not fall on one organization. But we separated out -- we actually have a coalition right now because we're getting ready for a state legislative session. We're meeting every week, remotely of course. Our group of partners is meeting every week. We're kind of talking about what's most important to whom and how to get that work done and get those responsibilities spread out.

Going back to some of those federal issues that Michael talked about earlier, you know, if -- oftentimes federal legislation is passed, but because of the way our constitution is and federal power versus state power, how that federal legislation gets implemented is up to the state. And so, you know, as we know, some states are very robust about how they
embrace some of those issues and other states can be very lackadaisical to say the least about how they implement some of those issues.

And so you may need to have state legislation to back up the federal legislation. Here in Texas in the last few years, we passed a bill to get what we have in Texas licensed chemical dependency counselors because we needed to do that piece in order to access those -- that federal benefit. We passed legislation in 2017 to develop a strategic plan for robust parity enforcement. Because it had been pretty lame until then. We have -- we are looking at some legislation for this upcoming session to demand transparency and accountability for how opioid money has been spent in Texas. Because it's a big mystery. 160 something million dollars that there's not a whole lot to show for.

So, you know, what you -- oftentimes you have to carry these issues all the way through to state legislation. And in that case, this can help. The patient brokering was an issue that was addressed in 2018 in federal legislation. We have two bills that we're working on for our Texas legislative session. One through recovery housing and another just through service providers for patient brokerings to bring that federal piece of legislation in and make it specific to what we're doing.

Also in working with state partners, in working with other states, you don't always have to reinvent the wheel. If you find out Wisconsin or California or Massachusetts or New York or Florida or Texas has a good bill addressing an issue that you want to begin to tackle in your state, go and ask someone to help you pull the legislation and you can -- that starts then your process. You can start there rather than having to write all that legislation from scratch. The other piece of that is -- there's an organization called the National Association of
State Model Drug Laws. I may have the A part wrong. State Model of Drug Laws.

They have a model drug law. That's a place to go to look at what do we want to tackle in our state, and they address a lot of different components in that model law. We're building some of our patient brokering prohibitions in Texas we're working on for next year. All have some of the pieces in that state model law.

This is a state response. You get advocacy alerts from NAADAC. Sometimes it's like, okay, here I'm going to click and send a routine e-mail to my senator or my House of Representatives member. It's just kind of a form letter so to speak. What we have done and what I have done is I have said, okay, let's bring providers together in Texas and let's begin to do a state wide response to some of these issues. And where I kind of learned this was from the sign on letters that NAADAC was being asked to sign onto. You will see many -- the sign on letters that we have -- NAADAC has signed onto over the last couple of years on that resources page that we refer to earlier.

So, you know, taking those -- taking these issues, building a letter that says let's be specific to Texas, let's be specific to our state. And the second paragraph of this letter says an article last month in the San Antonio express news opened with it's easier to buy alcohol than it is to get a COVID-19 test. Okay. So making it very specific to the state, the district, whatever you're writing from. In this case it's a letter to our senator so we did the entire state. I put together 72 providers that were willing to sign onto this letter.

Now, the first time you do this, it takes a good bit of work. You've got to herd the cats together who come together and say, yes, okay, I want to be part of that. But then once you kind of get this rolling and you begin to build a reputation
as someone who they will trust to come on board with these things, then it becomes much easier to get those sign ons. What we have been told by staff members and our own government relations firm is that when you can do a state level response, you know, bring multiple providers together or multiple organizations together, you can do the same thing with the state partners I just referenced in the last slide. You can bring up partners. You can do a partner response.

But this gives you kind of a big bang for your buck, so to speak, rather than sending a whole lot of single e-mails that are kind of a form e-mail, form letter kind of thing. This is one example of that. I'm glad to share some of these examples with you as well.

Bringing the addiction professionals resolution to your state, and this was passed by the U.S. house on June 3rd, 2019. It's on NAADAC's website for the advocacy in action. And it was a bipartisan resolution that acknowledged the contributions of addiction professionals across the country. This was even preCOVID. This was even before the focus on front line healthcare workers of which I believe that we are front line healthcare workers because most of us have continued to provide services in the midst of COVID.

But this is something that you could bring to your state. We took the addiction professionals resolution here in Texas. And I was working with our state representative and he was going to introduce a resolution in the Texas house. Very similar to the national resolution. We normally have a capitol day in person. State level capitol day and that was going to be read on the house floor the day that we were there. Now with everything going virtual, there would probably be some difference to this. You can bring this addiction professionals resolution to your state at some point.
It's okay that it's over a year old. It's still very, very relevant and it gives you a language so that they don't have to start from scratch on these kinds of things.

Organizing your district, okay, and this is my personal district, the 21st district in Texas and what I went and looked at was, okay, how many licensed providers do we have? How many treatment beds does that represent? How many outpatient slots does that represent? How many employees does that represent? Employees are voters. Michael referenced the importance for every elected official to get reelected. They want your vote. And so if you can make a point -- if you can make a case for how important it is that they address -- or that they recognize the importance of substance use providers in your district -- we had 19. This isn't the full list. It wouldn't fill on the slide. We have 19 licensed providers in this district that represent this many beds and this many outpatient slots and this many employees.

You know, I bring that up every time I talk to them. We have 19 providers in your district. There's a lot of treatment that goes on in your district. A lot of people are employed in this industry. So, you know, again, it takes time to organize this. It takes time to find out how people are licensed. How many people they employ. But generally you're going to find people willing to coordinate with you if you begin to reach out and say, hey, I want to organize our district. I want to organize our state. I want to organize the providers. So, you know, the ultimate goal is not just to have them recognize the importance, but have the elected official spend time with you as well and looking at, okay, let me get this leadership together. I need to talk to these people and find out what's important to them.

You know, you want to multiply your impact. I can be
Sherri Layton from the hacienda treatment center, but if I bring information about how many providers are in the district. You know, maybe three or four will come along with me, we're going to begin to say we're important. Pay attention to us.

So, you know, we've talked about this a lot, but just to kind of bring it down to friendship terms. You know, we're building a relationship and it's everything that you know about relationships. I'm trying to make this fun. But don't just hang out with the cool kids. Okay. The cool kid being the elected official. You know, their staff is equally important in building this relationship. Their district staff is equally important. And your state elected officials have district staff as well. So the same ideas we've showed you on the website for Senator Cornyn and identifying his district offices you're going to see that same thing on your state level official's websites as well.

So your district staff, their capitol staff, make sure that you are connecting with them. You're going to have a much easier in with those people initially than you will -- and as you begin to gain credibility with them, they're going to start opening doors to the elected officials. I had been trying for probably ten years to get our U.S. representative to visit La hacienda. I began to start taking to the district director that I was able to get our U.S. representative here on campus and to visit with us.

They're super important, don't discount those. Like any friendship, relationships take time to grow. Be persistent, stay in touch. You know, let them know when there's something that you want to offer them. Don't just call when you need something. You know, give them information about a bill. Send them some important research that has come out. You know, help them to be the healthcare expert relative to substance use for
their boss. Always do what you said you were going to do. It doesn't -- you don't have to always know the answer, just like we always say, you don't have to know the answer, just know how to get that answer and make sure you get the information back to them.

And honoring where they come from. Staff members, they have a party affiliation, okay. And it's -- once they're elected in office, party politics goes out the window. Advocacy is not about party politics. Advocacy is about the issues. And they're to work with the person who is in office. And so, you know, remembering where they come from and trying not to create animosity or difficulty in the relationship by wanting to focus on issues that aren't specific to what we're talking about relative to addiction services. Honor where they come from, recognize they have constituencies they have to be loyal to but when we're talking about addiction services we can talk about that from a bipartisan place.

Bring something to the table. I talked about that. Making sure that you are giving them good information. Be their expert buddy. Respect their time. Be selective. Make sure that you're bringing what's valuable and then follow up, follow up, follow up. Again, as we do with relationships, you've got to continue that relationship. And then invite them over. Okay. That's our way of saying invite them to your events. Invite them to your facilities. Invite them to a meeting with treatment facility leadership in your district. Then always be appreciative. Always honor and respect and be thankful for the time that they're giving you. The interest that they're showing. If they know something, you know, our U.S. representative introduced a bill to extend the timeframe for the payroll protection program so that -- I think numbers could be calculated or a longer period of time. That was helpful because
we're employers. Thanking him for those kinds of things.

Michael, do you want to say anything about this?

>> Thank you, Sherri. Very informative. I know we're at the end of this election season, but as soon as this one ends the new one begins. Is that one of the things I also do is attempt to establish a relationship with anybody who is running for office. We just have someone here in Wisconsin who has announced their candidacy for U.S. senate for the 2022 election. A cohort and I have made contact with their office in regards to wanting to be their addiction experts as they move forward there -- I'm not saying we're going to necessarily support him, but offering him information and providing him with that -- starting that relationship so that it becomes a campaign issue and people get involved.

I like what you said, Sherri, in regards to if there's events going on in your community, if there's coalitions going on, invite them. Invite them to be the main speaker at an event. Politicians do love to hear themselves speak sometimes. Again, it's an honor for them. They may not come. Honor that. They may send someone else. Honor that person. You know, make sure you follow up, follow up, follow up.

>> For our state conference in September, we had a U.S. representative do opening remarks for the beginning of our conference. It was the first time that we've had a federal elected official do that. We have in the past had state senators, state representatives do that. And so but it's a way -- you know, they're always looking for opportunities to get in front of their constituency so to speak. We give them time, we have -- I invite our state representative out to our facility each year after they close the legislative session. I have a reception for him. The staff really likes him. They always -- the staff always comes together. We do a nice reception with
good cookies and nice snacks. He gets the opportunity to tell us about the legislation that was important to him. So it's a wrap up for him for kind of his -- you know, from a political standpoint what he did for his constituency. He's very supportive of stuff we're needing and I work with him closely. Then we talk about the legislation that has -- was important to providers as well.

And so, you know, those -- giving -- they're always looking for an opportunity to campaign and bringing them on board to say thank you to them for the work that they did is a campaign opportunity for them. Because as Michael said, as soon as they're elected, they're starting to work on getting reelected.

Okay, this is -- you know -- I love to give credit to you, the former speaker of the house was a guy from Texas. And he coined the phrase all politics are local. But this -- this is really talking about bringing the issues home and, you know, as I gave the example of the drug trends in Texas report, you know, bringing it home to your state and if you can bring it home to your district, you know, anything that you can show -- any -- if we're asking for funding for substance abuse prevention that's a red ribbon campaign, you know, funding for red ribbon campaigns, how is that used in your district? You know. What if there's needs for services for women with children. What is in your district? What is not in your district. Bring these issues home.

Why does it matter to this particular area of your state or your state in contrast to the rest of the country? The idea of methamphetamine versus opioids versus alcohol versus marijuana is primary issues in a particular area. So you want to let them know why this particular piece of legislation is important to the providers in that district.

Then, we're the solution. We know that substance use
disorder is connected to a myriad of social problems. Criminal justice, foster care, truancy for children. Fetal alcohol syndrome, maternal deaths. Just a whole list of things that relate to substance use disorder. We are the solution to those things. And we are much more cost effective than holding someone in prison or having a child in foster care for years and years and years, all of those kinds of things. So to treat the problem that we know as the primary problem in many of these social difficulties is -- makes huge financial sense.

I talked about this earlier but I'll just say it again. Make sure that when you're advocating, you have singleness of purpose. You know that you're advocating for specific issues around addiction services. If you want to advocate for other issues, that's great. All these principles apply. But make sure that you're focused on one area at a time. Okay. Because you can come on -- it's like let's stay focused and let's come from a nonpartisan place and let's focus on one particular thing. In our case, it's addiction related issues. And if you want to go advocate for other hot button issues, I have an employee who loves to advocate for save the bees. You know, she uses all this stuff on save the bees. She has a great time doing it.

But we don't bring that together at the same time when talking about addiction services. And then I also identify who you represent. Every time I talk I introduce myself as I work for la Hacienda center, we have 180 employees in your district. Emphasizing who you represent.

It's not as hard as you might think, but can you help in their campaign? This is a gentleman who was running for reelection in a run off race for our state representative. I invited over all the leadership for treatment centers in his district, this is the state district. So smaller than the list
I gave you where there was 19. But the state district -- I had a backyard barbecue, invited him to come, and he had the opportunity to tell us why he should be reelected. And we had the opportunity to tell him what was important to us as addiction service providers.

So, you know, he was glad to come because I promised to bring this group of leadership together. And it was -- as you can tell there was probably about a few more people here than what you can see. There was about 15 people total, so it was a small gathering. And I've done this for some subsequent people campaigning to do kind of a meet the candidate thing. But, again, I focus on inviting representatives of addiction service leadership of addiction service providers. And give -- so they know what we're coming to talk about.

Another one that I did was for another state person running for state representative and our sheriff showed up. He just popped in. I was kind of surprised. I happened to run into him at the grocery store the day before and told him. I never expected he would respond to the invitation but he did. This is probably beyond advocacy 101 but it's not college level advocacy. You can definitely do it. It just takes a little mentorship perhaps and if you want to do some things like this, I'm glad to help you with that.

Then in Texas, we have a state capitol day. We've had two components of it. We have ABCs -- we teach people really a lot of the things we talk about here. We go into how the government works. How a bill becomes a law in Texas. All of those kinds of things. And we use district captains rather than state captains. It was organized very much like NAADAC's hill day was, make appointments. Follow up. All of those things happen. So we have our ABCs in November and the fall, and then we have our capitol day in the spring.
We have three partners that do this. It's TAAP, our recovery people which is our recovery community center, recovery housing group, and then the association of substance abuse programs is our providers. Service providers.

And we put together one of our partners had some grant funding that allowed us to put education pieces together. So we put some education pieces together for Texas for our capitol day experiences. And so it has to do with the social and economic cost of substance abuse, the flip side of that page has to do with the benefits gained by treatment and recovery services. And then the fact sheet about substance use disorder in Texas. I'm glad to share those with you all if you'd like to see those for some examples.

This is just going beyond the capitol. We asked you in one of the poll questions have you testified at a regulatory hearing, but that's another place. You know, people -- regulators don't often know what happens in the real world and it's our job to tell them. The single state agency who makes your rules, you know, they -- they have a lot of ideas about how things work. My experience is, it's not always really how things work. So, you know, again bringing your alliances together with what groups are addressing addiction policy, starting to find that out in your state.

Media, how you can advocate in the media. Media loves to portray addiction in a very bad light. You know. Wants to demonize people that have addiction. We need to be the people to say people recover. Lives are saved, families are healed, communities are restored. So if we're not sharing that message then the media is getting their information from the last celebrity's relapse who really went off the rails or something like that.

So the more we can be talking in the community through
various opportunities about treatment works and that people recover, we are those folks to carry the message. Under the umbrella of diversity, equity and inclusion that we're under right now, we need to be talking about disparities in treatment access and quality for minority populations for, you know, folks that are getting -- you know, individuals who are getting their treatment in the criminal justice system. Not necessarily the same qualities of treatment, those kinds of things. So disparities in treatment access falls under this whole conversation about diversity, equity, and inclusion. It's something we can have as part of our advocacy efforts.

And then we have your homework. So things we want you to do and a lot of these things we just talked about. We'll just leave this slide up here for you to kind of key on a couple of things and say, okay, I need to go do this. You know, I need to go like my senator's Facebook page. I need to go meet the district director. I need to get two of these issues and figure out what's -- how does this apply to me, how can I make this personal. That's your take home homework, your action list. We hope you'll take some of those things to heart and begin to step out and do some of those things. Michael, do you want to add something?

>> On the previous slide you talked about look at other agencies. You had mentioned before your sheriff came to your event. Sometimes we get focused on other addiction programs or other advocacy groups that are specific around addiction not realizing that addiction affects everything. The sheriff in our county is a very strong supporter and consistent attendee at our addiction focused group because his officers are responding to overdoses, the crime that's involved with it. So the sheriff's association is a partner for some of the addiction work we do in the state.
You tend to think law and order, and again, how it affects them. The state coroner's group, they've been a voice for addiction. Our city mayor here, you know, one of the things that we did is ask him to do a proclamation for recovery month, which he did. And then we invited him to an event. Again, he has aspirations for further politics so, again, making this connection just sometimes beyond the obvious is look for those opportunities. Because, again, the stronger voices we have supporting the work that we do, the easier our work is. So go ahead, Sherri, do the next slide, which is I think our final one. Isn't it?

>> It is. Then we turn it back over to Samson.

>> Yes, remember to vote.

>> We want to -- if you haven't voted, please vote. This is the greatest advocacy you can do. We're seeing record votes, record people registered to vote. Record people voting all across the country. What's exciting for us is that people are engaged. They're engaged in the process and we think that engagement will translate to people being more willing to take a step out and get actively involved in advocacy and we really want to help you do that. You know, Michael and I both are very willing to mentor folks and our e-mails are there and we're glad for you to let us know how to help.

>> Let us know when you have success, too, if you make contact and something happens. Let us know because, again, it's about connection, relationship. You may be -- your congressman may be working on an issue another congressman is, we can help make that connection, also. So thank you, again, for attending this webinar. Okay, Samson.

>> Thank you so much, Michael and Sherri. So much incredible nuggets. I'm like saving these quotes, all politics are local. I actually can tell you my first, first job as an
intern was in a school district. Because of their advocacy in the marriage and family therapy union in Columbia, South Carolina, and the providers there, they got funding from the Department of Education to get treatment into schools. We had a legit treatment program. The reason was not because we were treating addiction -- we're treating what we know is impacting some of their negative data points. Their data points are ours, we share that and that's how we reach the advocacy. All the memories were coming back as you were sharing those. We've got some great questions from the audience.

I'm going to jump right in --

>> Another quick quote.

>> Go for it.

>> Former GR government relations staff member that we had at NAADAC, he said politics -- advocacy is like baseball. It's a slow game. And it's important to remember. This takes time, it takes perseverance. Legislation is not meant to happen quickly. It's supposed to have built in accountability and the slow process brings accountability for legislation. So, you know, don't get discouraged if it takes a long time. It's a slow game. You know.

>> That's right.

>> And you don't get a home run every time you get up to bat.

>> That's good. Thank you so much. Our first question comes from Katina, what does advocacy look like for students who are still in college and want to make a difference?

>> I would -- you know, we have -- in Texas we reach out to students with TAAP, with our state affiliate and students are welcome. They are full blown members and can be as much a part of our advocacy as they want to. You have great -- people love to hear from young people. And so young people, students are
great advocates for that very reason. You have a fresh perspective to bring. So -- one of our partner -- one of NAADAC's partners is the Association of Recovery in Higher Education. I don't know if you're part of a recovery community in your university or have a recovery community in your university but you may be able to connect with them even if you're not part of that. You may be able to connect with them to find out what kind of issues are they advocating about and see if you can do something along those lines.

>> I also have a student committee on our state affiliate board. Where they can have voice. We need that voice. And the other important thing about a student is that you are entering the workforce. So the workforce development area that we've talked about, student loan reimbursement for addiction work, these are important issues where you can bring your experience that's occurring to the table and it's very powerful.

>> Thank you both so much. I'm going to try to squeeze in two more. I texted you -- I just texted you a real long one. It may help to read it. This question comes from Danielle. I attended addiction advocacy day in my state. One of the representatives mentioned alcoholic is kind of a taboo subject among representatives and senators because a number of them suffer from it or have someone close to them who does. How do we overcome this when advocating for our state services?

>> Michael, you want to start on that one?

>> Well, again, one of the things as a counselor we are purveyors of hope, we're the voice of hope. Treatment works, recovery happens. We're also addressing the oppression and the stigma that occurs in regards to that.

I think that you continue to state how it -- again, look at the bigger picture. We talk about how when recovery helps communities heal, the wellness factors, the financial aspects
continue on a message. Like what was just said, realize it takes time. The stages of change. Whatever -- who knows at what point what you say may induce more contemplation which is the next step in the change process.

>> And I would also add but the focus on how the state is impacted by active addiction. So look at -- can you get stats for foster care. How many children in foster care are removed from their caregivers because of substance use disorder. Stats like that that aren't going to feel personal to that individual most likely but will emphasize the importance of addressing the issue overall. And so, you know, how it relates to emergency room visits, perhaps, and the cost. The healthcare related costs. Those kinds of things. And so, you know, emphasis on how it's impacting the state and not just talking about addiction as a general subject.

>> All right. So I'm breaking the rules.

One more. Okay. Rosa from Wisconsin, we're going to go a little over here.

>> All right.

>> Rosa from Wisconsin, yeah, I thought Michael you would appreciate that. She asked are there any advocacy resources available in Spanish? Any references you can share?

>> I don't know. I hope Rosa, you e-mail me and I will do some research with you and we'll find something.

>> I don't know of anything.

>> So, yeah, so that's great. Thank you, Michael for saying that. On the screen right now you'll see Michael and Sherri's contact information. Also, it's going to be on the slides if you print out the slides in PDF either on the slides in the handouts tab or the go to webinar control panel or on our website. You'll be able to access that information. By the way, this is the last of our one two three four five part
webinar series on advocacy. You'll see this was the last one. But if you missed the other ones, there are some great information on shaping policy and practice, updates on federal spending. Bolstering the addiction workforce with HHS involved. Confidentiality rule changes. They're covering privacy policy updates we've been advocating for.

Go to naadac.org/advocacy-webinars to watch the sessions. They're all available for free to view for the general public. Here is the schedule for our upcoming webinars. Please tune in if you can as there's some really interesting topics with great presenters just like today. For example, we have three clinical webinars for your addiction education next week Wednesday, Thursday and Friday. Training on antisocial personality disorders. And then on Thursday, we have Dr. Eric Davis, the medical director of a hospital who will be training us on aversion treatment as an affect CBT model for treating substance use disorders. So much more coming up and really fortunate to welcome these speakers who weren't able to make it to this year's conference when we shifted from live in person to virtual. They're meeting us in the webinar platform.

If you haven't already make sure to bookmark this website, naadac.org/cultural-humility-webinars for additional resources on cultural humility and advocating for social responsibility in your communities or in our profession. As an additional resource, NAADAC has provided for you six excellent free webinars on COVID-19. You can check out the COVID-19 resources page anytime to learn from top concerns presented by experts in our field currently.

NAADAC is offering two specialty online training series, the clinical supervision and addiction treatment in military and veteran culture presented by Dwayne Frans. You can visit the web pages at the bottom of these slides to learn more. A quick
review as a NAADAC member, you will get over 145 free CEs. These CEs have a processing fee for non-NAADAC members. So if you join NAADAC you can go to naadac.org/join and have access to incredible educational content. AA&R magazine, articles that come out each quarter. Face to face trainings, conference, bonus packages and access and so much more information.

Thank you so much, Michael and Sherri for your valuable expertise, your lessons, leadership and support in the field. Everyone, thanks for joining, please make sure to complete the short survey that pops up at the end of this webinar. You'll receive a follow up e-mail from go to webinar that gives you the recording to this and another chance to complete the survey. I hope you all stay well. You can check out our social media on Linkedin, Facebook and Twitter anytime. Have a great day, everyone. Bye bye.