



NAADAC 2020

Virtual Hill Day

October 6 - 7 | A Virtual Experience

STATE CAPTAIN TRAINING WEBINAR

NAADAC's First Virtual Hill Day!

We have over 300 registrants from 47* states + Washington, DC + Puerto Rico!

- **Mid-Atlantic Region:** 49 registrants
- **Mid-Central Region:** 37 registrants
- **Mid-South Region:** 28 registrants
- **North Central Region:** 11 registrants
- **Northeast Region:** 27 registrants
- **Northwest Region:** 38 registrants
- **Southeast Region:** 73 registrants
- **Southwest Region:** 27 registrants



*Missing Connecticut, Wyoming, and Hawaii.



Your Role as State Captain

- Coordinate the meetings for all registrants in your state.
 - Schedule meetings with your Senators on behalf of all registrants from your state.
 - Schedule meetings with U.S. Representatives **OR** ask registrants to do so.
 - ****Connect individuals from the same congressional district** so that they can work together to schedule and attend their meetings.
- Report those meetings to your RVP and/or Kristin*.
 - Include the list of attendees, the date & time, and the platform** (Zoom, conference call, etc.)

*Kristin Hamilton, JD, NAADAC Director of Communications, can be emailed at khamilton@naadac.org.

**Need assistance with this? Contact Kristin.



Step 1: Identify Your Members of Congress*

U.S. Senate	U.S. House
<p>Senators represent the entire state.</p> <p>Look up at https://www.senate.gov/general/contact_information/senators_cfm.cfm.</p>	<p>House members represent a district within a state.</p> <p>Look up at https://www.house.gov/representatives/find-your-representative.</p>

*These links will be provided via email after the webinar.



Step 2: Contact Your Members of Congress*

- Call, email, or fill out the form on your Members' websites.
- Always include the following information:
 - Your name and location so they know you are a constituent.
 - That you are an addiction professional and would like to set up a meeting on Oct. 7 with the Member or his/her staff about addiction and healthcare-related policy.
- If you are unable to connect with an office via phone (many offices are working remote) or online contact form, please alert your RVP or Kristin and we will provide additional support.

*Sample text will be provided via email after the webinar.



What to Say if You Call

Sample script:

- 1) *My name is [NAME] and I am joining a group of over 300 addiction professionals participating in a Virtual Hill Day on October 7.*
- 2) *I would like to set up a time to meet with [Senator/Representative _____] or [his/her] staff about addiction & healthcare-related policy.*
- 3) ***Who would be the best person to speak with or email to set up this meeting?*** *I would be happy to set up a meeting by phone or video conference.*



What to Say if You Email or Fill Out a Form

Sample text:

Hello _____,

I am a constituent and addiction professional from ___[city, state]___ and am joining over 300 other addiction professionals for a Virtual Hill Day on October 7th organized by NAADAC, the Association for Addiction Professionals. NAADAC represents the professional interests of over 100,000 addiction professionals. [Include information about other attendees joining you, if appropriate.]

[I/We] would like to meet with you to discuss the increased need for substance use disorder services and the importance of supporting the addiction workforce in light of the COVID-19 pandemic. I hope you will be able to meet with [me/us] on October 7th. I would be happy to help coordinate a virtual meeting platform, so please let me know if you have a preference for video or teleconference.

I look forward to hearing back from you.

Sincerely,

Your name

Your home address

Your title/job role and employer

Your phone number

Your email address



Follow up, follow up, follow up. And confirm.

- It's best to begin requesting meetings **three weeks prior** to the Hill day. (Week of September 14)
- Congressional offices are busy fielding multiple meeting requests, so follow up is extremely important in securing your virtual meeting!
- Follow up if you don't receive a response within two days.
- Confirm date, time, and digital location of your meeting.
 - Keep in mind that most virtual meetings/calls take approximately 20-30 minutes. Schedule accordingly!
- Confirm who will be attending the meeting.
 - It's recommended to include Congressional staff on calendar invites so they have the correct time and access to virtual conference information.



Step 3: Put Your Meeting on the Schedule

- When you get your meeting scheduled, tell your RVP and Kristin*.
- Include in your email :
 - Who you are meeting with (Member of Congress? Staffer?)
 - **Remember that meeting with staff can be just as valuable because they are trusted advisors!**
 - When you are meeting
 - How you are meeting (Zoom? Conference call?)

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Prepare Yourself Logistically

- Meet* with the other Hill Day attendees who will be attending the meeting(s) with you.
 - Discuss who will be the lead.
 - Make sure the group is familiar with your digital platform's technology features to avoid technical issues.
 - Decide the key points each person will address from the one-pagers and talking points that NAADAC will be sending you.
 - Do not use SUD/mutual support jargon – most will not know or understand it.
 - Speak from personal experience.
 - **Remember:** Leave them with the impression that you are the addiction expert and you have treatment, recovery support experience and can be of value to them in the future!

*Virtually, of course.



Prepare Yourself on the Issues

- NAADAC will provide talking points, one pagers and other Hill Day-specific information.
 - **2020 Fall Priorities:** SUD Workforce Infrastructure and COVID-19 impact; SUD Parity; and Credentialing.
- Watch the **NAADAC 2020 Advocacy Webinar Series.**
- Review the **NAADAC Action Alerts.**
- Learn about your Members of Congress.
- **Most Importantly:** Attend the Welcome Session on October 6th at 1:00pm EST.



After Hill Day

- Send a follow-up email saying thank you.
 - Provide the office with digital copies of the one pagers and other NAADAC handouts.
 - Invite them to tour your facility.
 - Be sure to include your name and contact information!
- Fill out and submit the Meeting Debrief Form that will be provided.



Thank you!

We couldn't do this without you!

Contact your RVP or Kristin at khamilton@naadac.org with any questions.

