

INFLUENCING CHANGE IN HEALTH POLICY

ELEVATOR SPEECH = 3 C's = CLEAR, CONCISE, CONVINCING MESSAGE

An elevator speech is a short introduction (30 – 60 seconds or amount of time during an elevator ride) used to explain who you are, what information or facts you want a legislator to know, and what you would like a legislator to consider or how you want a legislator to vote on an issue.

Remember...

- Remember you are the expert in your role – as student or nurse. Legislators have less knowledge about your responsibilities as a student and/or role as a nurse. You know what you know, they don't know what you know
- Elevator speeches are not a general conversation – you are delivering a specific message – be focused
- You may meet opposition – try to anticipate different possibilities of opposition and how you will respond
- Elevator speech should be specific to the individual or group – alter elevator speech to share consistent message to variety of individuals or groups (for example – legislators, administrators, business leaders, or your peers)

Development of Elevator Speech:

- **ISSUE OF INTEREST:** Select one INA legislative agenda item with bullet points OR bill number (house file [HF] or senate file [SF]) of concern to create talking points specific to your concerns or role
- **OUTCOME:** Anticipated outcome after conversation – want to legislator to know more specific information, want legislator to vote a particular way on legislative issue, or want to set up another meeting
- **ATTENTION GRABBER:** Catchy first phrase or statement - intrigues listener and prompts ongoing communication
- **TALKING POINTS:** Subsequent talking points should be facts or examples to support your main issue
- **CLOSING/WRAP UP:** Restate attention grabber, share anecdote, or ask question to prompt future interactions
- Use attention grabber to redirect conversation if needed – *“What I really want you to remember is...”*
- Do not feed into negative comments – acknowledge concern and bridge back to your attention grabber and facts
- Write out your elevator speech and practice before you deliver it (use template on back). Remember that writing is more formal than speaking. Once you've written your elevator speech, read it aloud several times to decide what is unclear, not succinct, or sounds too formal. Change elevator speech as needed.
- Most importantly - practice, practice, practice!!

Delivery of Elevator Speech:

- Make eye contact, use a strong handshake, and remember to smile
- Let your enthusiasm and passion for issue be seen and heard
- Speak naturally, confidently and in clear, audible tone of voice
- Be prepared to walk and talk and be succinct – legislators are busy and schedules unpredictable
- Stay focused on the purpose and anticipated outcomes of elevator speech
- Do not use jargon – the legislator or others may not know healthcare terms
- End your pitch with a question to spark additional conversation. Examples on the back

Leaving a Positive Impression:

- Message Consistency + Repetition = Impact
- Deliver the message by controlling the agenda
- Be polite, positive, and proactive

Iowa Nurses Association - 2017 Public Policy Priorities & Legislative Agenda

1. ADDRESS ACCESS TO A FULL RANGE OF HEALTH CARE FOR ALL IOWANS BY:

- Promoting health care affordability while ensuring accessibility
- Supporting rural access to health care
- Supporting access to mental health services
- Addressing long term care needs that addresses adequate staffing
- Enhancing public health program function and infrastructure
- Prioritizing child and adolescent health

2. PROMOTE A CULTURE OF PATIENT SAFETY THAT:

- Promotes healthy communities using evidenced based prevention strategies
- Addresses the opioid crisis
- Supports effective comprehensive tobacco control

3. ADDRESS NURSE SAFETY IN ALL PRACTICE SETTINGS TO:

- Identify workplace safety risk and promote strategies to reduce exposure
- Support strategies that promote adequate nurse staffing
- Reduce the occupational hazard of workplace violence

4. SUPPORT EFFORTS TO EXPAND NURSING WORKFORCE THAT:

- Increases workforce funding
- Addresses the impending nursing shortage
- Increases the number of nursing faculty
- Increases the number of nurses with higher education

5. SUPPORT EFFORTS ALLOWING NURSES TO PRACTICE TO THE HIGHEST EXTENT OF THEIR EDUCATION AND LICENSE AND:

- Allows nurses to be full participants on the interdisciplinary health care team
- Expands practice privileges across health care settings
- Protects reimbursement of advanced practice nurses

Talking Points Example

ISSUE OF INTEREST: SUPPORT EFFORTS TO EXPAND NURSING WORKFORCE THAT:

- Increases workforce funding
 - A career in nursing will be an even more attractive, lucrative option if students are incentivized by loan forgiveness after school to avoid struggling with excessive student loan debt.
<http://www.forgetstudentloandebt.com/student-loan-relief-programs/nursing-student-loan-forgiveness-programs/>
- Addresses the impending nursing shortage
 - The U.S. is projected to experience a shortage of Registered Nurses (RNs) that is expected to intensify as Baby Boomers age and the need for health care grows.
<https://pdfs.semanticscholar.org/bff5/5a5ced1cd4be7cedfe92738fd1e8abade311.pdf>
 - In Iowa, 25.0% or 12,833 of licensed RNs are in the 50-59 age group.
 - In Iowa, 17.2% or 8,835 licensed RN are in the 60-69 age group.
https://nursing.iowa.gov/sites/default/files/media/2015%20Trends%20in%20Nursing%20Report%2010192016%20FINAL_0.pdf
- Increases the number of nursing faculty
 - In Iowa from 2015-2017, it is expected that 94 nursing faculty will retire.
https://nursing.iowa.gov/sites/default/files/media/2015%20Trends%20in%20Nursing%20Report%2010192016%20FINAL_0.pdf
 - A shortage of nursing school faculty is restricting nursing program enrollments.
<https://pdfs.semanticscholar.org/bff5/5a5ced1cd4be7cedfe92738fd1e8abade311.pdf>
- Increases the number of nurses with higher education
 - The Institute Of Medicine's evidenced-based recommendations recognize patient needs have become more complicated and that nurses must attain higher levels of education in order to have the requisite competencies to deliver high quality care.
<http://www.aacn.nche.edu/media-relations/HRSA-Nursing-Workforce-Projections.pdf>

ELEVATOR SPEECH TEMPLATE

Hello, my name is _____

If you are a registered nurse, briefly share type of patients you work with and place of employment.
If you are a student, identify what college/university you attend and briefly why you want to be a nurse.

ATTENTION GRABBER: Catchy first phrase or opening statement to intrigue legislator to want to know more. Should be INA legislative agenda item or legislation (using bill number such as HF or SF).

TALKING POINTS:

#1 - State a fact, issue of concern, or example:

#2 - State a fact, issue of concern, or example:

#3 - State a fact, issue of concern, or example:

OUTCOME: State how legislator could better understand or help resolve your issue if not a specific bill in legislation OR exactly how you would like legislator to vote on legislation (in favor or against):

Choose a question to end with:

- Can I meet with you when you are back home in our district?
- Can I talk to you at the next local legislative forum you host in our community?
- What additional information can I send or share with you?

- Provide legislator (or legislator's clerk) your contact information/business card.
- Thank legislator for their time and willingness to meet with you (or speak with you).
- Write a thank you note (US mail) or email to your legislator within the next 48 hours.