Membership

- 90 plus members - mostly nonprofits
- Providers of behavioral health, child welfare, and juvenile justice
- Includes 4 regional behavioral health providers
- Statewide membership
Board of Directors

• 15 members
• Statewide representation
• Rural and Urban
• Reflects membership
Political Engagement History

- Prior to 2008 kept very low profile
- 2009 First Day at the Capitol and Hill Day
- 2009 set up Political Action Committee
- Board of Directors supported more active engagement in political process
- 2010 endorsed 1% sales tax and engaged Scutari and Cieslak to lead effort
- 2011 public information campaign on cuts to human services
- 2012 Restoration and Expansion of Medicaid
- 2013 Department of Child Safety
Support from SLHI

• SHLI gave Council funds to do media campaign to inform public and legislators about the impact of cuts to health and human services

• Statewide media training with board members and 55 staff persons from membership

• Statewide media effort with focus on local stories and media

• Leveraged resources of larger agencies who had media and marketing staff
What Board Members Need

• Information—background and sound bites
• Training for media interviews
• Support of experienced peers/staff
  • Buddy system works well
• Help with developing vignettes to augment facts
• Knowledge about who they are meeting with
• Participation in organized events to help build confidence
  o Day at the Capitol
  o Congressional Hill Day
Board and Member Engagement

• Media training-focus on earned media
• Supplied talking points and coaching
• Vetted stories prior to press interview
• Board members invited legislators and media to tours, events, etc.
• Got their feet wet with the process
• Worked with state wide group on unified messaging
Advocacy Tools

• All members given Guide to the State Legislature
• Council member donated funds for web based email system for state legislature and congress for member use
• Developed background pieces and talking points
• Set up website Saving Arizona’s Future to post stories and media articles
Advocacy Tools

• Council CEO met with member agency boards to discuss issues and need for engagement
• Polled members and developed economic impact data
• Identified legislative districts served by member agencies – developed profile on each district
• Helped members set up appointments with legislators and accompanied them at their request
Day at the Capitol

- 2009 First Day at the Capitol
  - Board members and other members participated
- 2013 Over 100 participants including staff, volunteers, service recipients, and board members, and their board members
- 2014 Over 65 participants including staff, volunteers, service recipients, and board members
National Lobbying

• Hill Day sponsored by National Council of Behavioral Health
• Arizona delegation has grown from 11 to over 20 each year
• Members attend and take their board members to DC
• Board members and other members now host visits/tours for Representatives and candidates
Member Board Training and Engagement

• Some board members provided media and advocacy training to their boards
• Used trainer from SLHI project
• Council staff provided information in electronic format that could be presented to boards
• Invited to meet with board members
Lessons Learned

• Crisis motivates engagement
• Initial funding from SLHI helped kick start the program and build advocacy capacity
• Training and good written materials are essential to get people engaged
• Board members must feel prepared and supported
• Target “asks” as much as possible
Legislative Success

- One cent sales tax
- Restructuring of Board of Behavioral Health Examiner bill
- Medicaid Restoration and Expansion
- Revisions to DHS licensing authority
- Department of Child Safety legislation
- DHS Rule Making on Behavioral Health Services
Impact on Arizona Council

• Membership growth—from 68 in 2009 to 93 in 2014
• Council became recognized as leading stakeholder to involve in policy decisions
• Members now ask for Talking Points on issues and are engaged in advocacy at all levels
• Nomination by DHS Director Humble for public policy award
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