



## AGENDA

**Sixth Annual  
ASH Advocacy Leadership Institute  
June 6-7, 2016  
ASH Headquarters Conference Center  
2021 L Street NW, 10<sup>th</sup> floor  
Washington, DC 20036**

### *Objectives:*

- Participants will gain an understanding of how the federal legislative and regulatory processes work;
- Participants will learn about ASH's position on key policy issues;
- Participants will learn how to become effective advocates for hematology and will demonstrate new skills during visits with their congressional delegation;
- Participants will learn how ASH is involved in policy development;
- Participants will learn what opportunities are available through ASH to get involved in advocacy and other Society activities.

### Monday, June 6, 2016

**8:30 a.m. Breakfast Available**

**9:00 a.m. Welcome and Introductory Remarks**

*Alan Lichtin, MD*

*Chair, 2016 ASH Advocacy Leadership Institute*

#### **Introductions**

*ASH Advocacy Leadership Institute Participants*

#### Background Materials:

- 2016 ASH Advocacy Leadership Institute Participants
- ASH Staff Participants

#### **Overview of Workshop Objectives**

*Alan Lichtin, MD*

**9:15 a.m. Get Involved in ASH: Overview of ASH Programs, Activities, and Opportunities**

*Matthew Gertzog, MBA, CAE*  
*ASH Deputy Executive Director*

Background Materials:

- About the Society
- ASH Standing and Scientific Committees and Nomination Information

**9:30 a.m. How a Bill Becomes a Law. . . and What Comes After: An Overview of the Legislative Process and ASH Advocacy Priorities**

*Suzanne Leous, MPA*  
*ASH Director of Government Relations and Practice*

*Ellen Riker*  
*ASH Consultant*  
*Senior Vice President, Cavarocchi Ruscio Dennis Associates*

Background Materials:

- Legislative Process: How a Bill Becomes a Law
- Legislative Process: The Authorization and Appropriations Processes
- Policy Basics: Introduction to the Federal Budget Process
- The Federal Budget Process (in Theory)
- Chart: Federal Appropriations Process
- Status of Fiscal Year (FY) 2017 Appropriations
- Graphic: Percentage of Bills Enacted as Laws on the Decline
- Differences Between Legislation and Regulation

**10:30 a.m. NIH Perspective: Outlook for Hematology Research Funding and Workforce**

*Cindy Roy, PhD*  
*National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)*

Background Materials:

- Speaker Bio: Cindy Roy, PhD
- Hematology Research at NIDDK

**11:30 a.m. ASH Efforts Related to Sickle Cell Disease and Trait**

*Stephanie Kaplan*  
*ASH Senior Manager of Government Relations and Public Health*

Background Materials:

- Overview of ASH Efforts Related to Sickle Cell Disease and Trait

**12:30 p.m. LUNCH**

**1:15 p.m. Group Photo**

- 1:30 p.m. Overview of Federal Sickle Cell Disease Issues and Programs**  
*Mary Hulihan, DrPH, MPH*  
*Centers for Disease Control and Prevention (CDC)*
- Background Materials:
- Speaker Bio: Mary Hulihan, DrPH, MPH
- 2:30 p.m. Congressional Staff Perspective: What It's Really Like to Work on Capitol Hill and Why Advocacy Matters**  
*Congressional Staff TBD*
- LaTasha Lee, PhD, MPH*  
*ASH Manager of Sickle Cell Disease Policy and Programs*  
*Previous Fellow in Offices of Representative Alcee Hastings (D-FL) and Senator Sherrod Brown (D-OH)*
- 3:15 p.m. ASH Congressional Fellowship**  
*Suzanne Leous, MPA*
- 3:30 p.m. Tools for Capitol Hill Visits**  
*Suzanne Leous, MPA*
- Ellen Riker*  
*Tracy Roades*  
*ASH Legislative Advocacy Manager*
- Background Materials:
- General Tips for Capitol Hill Visits
  - Map of Capitol Hill
  - Review of Issues, Fact Sheets, and Talking Points
    - FY 2017 NIH Funding Fact Sheet
    - Sickle Cell Disease Fact Sheet
    - “Dear Colleague” Letter on CMMI Sickle Cell Disease Demonstration Program
    - Capitol Hill Visit Talking Points
- 4:00 p.m. Role of ASH Communications in Getting the Advocacy Message Out**  
*Amanda Szabo*  
*ASH Communications Manager*  
*Stephen Fitzmaurice*  
*ASH Communications Specialist*
- Background Materials:
- Best Practices for Social Media Advocacy on Capitol Hill
- 4:15 p.m. Prep for Capitol Hill Visits**
- Role-Playing for Capitol Hill Visits

- Hill Day Group Break-Out

**5:00 p.m. Adjourn**

**Additional Resources For Your Information:**

- Chart: Overview of the Government of the United States
- Frequently Asked Questions About the Federal Government
- Physicians in the 114<sup>th</sup> Congress
- Additional Online Resources

**Tuesday, June 7, 2016**

**7:30 a.m. Breakfast Available**

**8:00 a.m. Capitol Hill Visits/Strategy Review**

- Overview, Logistics, and Schedule  
*ASH Staff*

**8:15 a.m. Travel to Capitol Hill**

**9:30 a.m. – Congressional Visits**

**4:00 p.m.** Each participant will visit his/her Representative and Senators as scheduled and will leave ASH fact sheets with the Member of Congress or staff person.

**5:00 p.m. Departure**

**Follow-Up:**

- Each participant will participate in an [ASH advocacy campaign](#) and will successfully encourage at least two colleagues to participate.
- Participants should plan to attend the Grassroots Network Lunch on Saturday, December 3, 2016 at the [58<sup>th</sup> ASH Annual Meeting and Exposition](#) in San Diego, CA, where they will be recognized for their participation in the ASH Advocacy Leadership Institute.