

# The Capitol Key

ACP's Advocacy Newsletter for Key Contacts



September / October 2004



## CHAPTERS EXPAND ADVOCACY PROGRAMS WITH STATE LEGISLATIVE ACTION CENTERS

For the past year, the Florida, New York, and Pennsylvania chapters have successfully used Legislative Action Centers (LACs) to help mobilized their members on key state issues. LACs allow members to respond easily to current legislative alerts, find out who their legislators are, and compose a letter, e-mail, or fax to legislators. Members of the Pennsylvania College of Internal Medicine (PCIM) used its LAC to generate over 7000 letters, e-mails, and faxes to their state legislators on key health issues such as tort reform in the past year.

In addition to the legislative function, some chapters have used the legislative action center's email and data based capabilities to communicate with their membership on all chapter related topics and to manage their membership data base. The California and Ohio chapters have recently acquired legislative action centers for that initial purpose and plan to expand its use in the future.

All five chapters use the same LAC vendor, Voter VOICE, that charged a one time set-up fee of \$500 and an annual fee of \$2000 at the time of purchase (it maybe possible to negotiate a lower set-up fee). Since the information on the LAC must be developed and kept current, those chapters with full-time staff will find this to be a more feasible option than chapters that do not.

The Florida, New York, and Pennsylvania chapters' legislative action centers are available at:

FL - <http://www.acponline.org/chapters/fl/>

NY - <http://www.acponline.org/chapters/ny/>

PA - <http://www.acponline.org/chapters/pa/index.html>

\*The California and Ohio chapters' LACs are not yet posted online.



## GRASSROOTS SPOTLIGHT OHIO CHAPTER HOSTS BREAKFAST AT ANNUAL SCIENTIFIC MEETING TO RECRUIT KEY CONTACTS!

Two years ago, the Executive Committee of the Board of Governors (ECBOG) set a goal to increase the number of Key Contacts from 2,000 to 4,000 by 2004. In order to meet the ECBOG goal by the year's end, each chapter must have roughly 4% of its membership enrolled in the Key Contact Program. (To see how close your chapter is to reaching the ECBOG goal, please refer to the chart on page 2). As the

deadline approaches, the Ohio Chapter is about 60 Key Contacts shy of the goal. In order to meet the ECBOG target, the Ohio Chapter has developed some innovative ways to increase interest and attract new Key Contacts. The majority of its efforts will be focused on recruiting Key Contacts at the Chapter's Annual Scientific Meeting in early October.

The Governor of the Ohio Chapter, Dr. David Bronson, wanted a forum to share public policy updates with interested members and decided to accomplish this by hosting a special Key Contact breakfast event as part of the Chapter's Scientific Meeting. Invitations for the first annual "Thank You Key Contact Breakfast" were sent to all members who had registered to attend the Annual Meeting as part of their registration confirmation. Additionally, when Key Contacts check-in at the meeting they will receive a lapel pin designed by the Chapter (pictured above). Carla Biggert, Executive Director for the Ohio Chapter, explained, "The visual will help to re-enforce more interest and discussion." Members also will be able to enroll in the Key Contact Program at the check-in table and participate in the breakfast the following day.



To further facilitate Key Contact recruitment at the meeting, Chapter staff will set up a health and public policy display table, featuring a high speed internet connection, and will encourage members to enroll on-site. To help draw interest to the table, Chapter Staff has planned a drawing for ACP products.

Be sure to read about the Ohio Chapter's success in the next edition of *The Capitol Key!*

## WASHINGTON OFFICE STAFF NAME CHANGE

The College's Associate for Grassroots Advocacy, Kathy Heabel, was recently married and she will go by her married name, Kathy Liever. Kathy can be reached at the same extension, 1-800-338-2746, ext. 4532, and her new e-mail address is [kliever@acponline.org](mailto:kliever@acponline.org).

## OVER 800 NEW KEY CONTACTS NEEDED TO REACH THE ECBOG ENROLLMENT GOAL

As the deadline draws near, the College still needs over 800 new Key Contacts to reach the ECBOG goal (to increase the number of Key Contacts from 2,000 to 4,000 by 2004). In order to achieve the goal by the year's end, each chapter must have roughly 4% of its membership enrolled in the program. Check the chart below to see if your chapter has reached the goal. For suggestions on how to increase your chapter's enrollment in the

Key Contact Program or assistance recruiting Key Contacts, please contact Kathy Liever, the College's Associate for

Grassroots Advocacy, at 800-338-2746, ext. 4532 or [kliever@acponline.org](mailto:kliever@acponline.org).

Chapter	Dec. 2002	Aug. 2004	Percent Change	Total # of members in Chapter	% of Membership in Key Contact Program	# of Key Contacts needed to meet ECBOG Target
AL	28	53	+ 89%	1,412	3.8%	4
AK	7	122	+ 1,643%	136	89.7%	-
AZ	20	42	+ 45%	1,621	2.6%	23
AR	21	24	+ 14%	596	4.0%	-
CA	181	236	+ 30%	9,626	2.5%	149
CO	28	40	+ 43%	1,278	3.1%	11
CT	44	52	+ 18%	1,947	2.7%	26
DE	16	39	+ 144%	369	10.6%	-
DC	14	20	+ 43%	1,799	1.1%	52
FL	109	196	+ 80%	5,457	3.6%	10
GA	45	74	+ 67%	2,535	2.9%	27
HI	3	9	+ 200%	657	1.4%	17
ID	5	7	+ 40%	199	3.5%	1
IL	71	108	+ 52%	5,322	2.0%	105
IN	28	39	+ 39%	1,804	2.2%	33
IA	22	41	+ 86%	1,002	4.1%	-
KS	23	27	+ 17%	898	3.0%	9
KY	16	26	+ 63%	1,208	2.2%	22
LA	32	72	+ 125%	1,739	4.1%	-
ME	16	20	+ 25%	494	4.0%	-
MD	54	82	+ 52%	1,825	4.5%	-
MA	54	87	+ 61%	3,409	2.6%	49
MI	42	61	+ 45%	3,730	1.6%	88
MN	26	33	+ 27%	1,884	1.8%	42
MS	17	23	+ 35%	717	3.2%	6
MO	36	43	+ 19%	2,226	1.9%	46
MT	10	20	+ 100%	244	8.2%	-
NE	15	26	+ 73%	845	3.1%	8
NV	10	18	+ 80%	451	4.0%	-
NH	18	31	+ 72%	432	7.2%	-
NJ	67	95	+ 42%	4,041	2.4%	67
NM	19	35	+ 84%	655	5.3%	-
NY	174	232	+ 33%	10,388	2.2%	184
NC	43	70	+ 63%	2,891	2.4%	46
ND	9	21	+ 133%	222	9.5%	-
OH	55	103	+ 87%	4,048	2.5%	59
OK	44	55	+ 25%	808	6.8%	-
OR	32	52	+ 63%	1,171	4.4%	-
PA	103	129	+ 25%	5,948	2.2%	109
RI	14	32	+ 129%	602	5.3%	-
SC	23	55	+ 139 %	1,060	5.2%	-
SD	11	18	+ 64%	247	7.3%	-
TN	35	57	+ 54%	1,917	3.0%	20
TX	97	148	+ 53%	5,840	2.5%	86
UT	20	24	+ 20%	486	5.0%	-
VT	15	18	+ 20%	358	5.0%	-
VA	74	155	+ 109%	3,090	5.0%	-
WA	36	83	+ 131%	1,847	4.5%	-
WV	15	20	+ 33%	681	3.0%	7
WI	36	40	+ 11%	1,929	2.1%	37
WY	4	6	+ 50%	98	6.1%	-
<b>Total</b>	<b>1,937</b>	<b>3,143</b>	<b>+ 62%</b>	<b>104,189</b>	<b>3.0%</b>	<b>857</b>

Achieved Target Enrollment ( $\geq 4.0\%$ )

3.0% - 3.9% of Chapter Membership Enrolled

2.0% - 2.9% of Chapter Membership Enrolled

< 2.0% of Chapter Membership Enrolled