



**2019 DNP NATIONAL CONFERENCE**

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# **HOW TO ENGAGE DNP STUDENTS IN HEALTH POLICY**

**DEBORAH L. HOPLA, DNP, APRN-BC, FAANP**

**STEPHANIE BURGESS, PHD, APRN, BC, FAANP, FAAN**

# OBJECTIVE

- Analysis of issues and forces affecting health delivery through the public and private sector, major models of political decision-making, and current health legislation.



# GUIDELINES AND STANDARDS

- This course reflects guidelines for advanced practice nurse education as recommended by the National Organization for Nurse Practitioner Faculty (NONPF) <http://www.nonpf.org/NONPF2005/Buttons/DNP-NPCurricTemplates0907.pdf> and <http://www.nonpf.org/NONPF2005/NTFCriteriaWebVersion0208.pdf>.
- Additionally, this course reflects the guidelines by the American Association of Colleges (AACN) in the Essentials of Master's Education and the Essentials of Doctoral Education for Advanced Nursing Practice <http://www.aacn.nche.edu/DNP/pdf/Essentials.pdf>.

# STRUCTURE OF THE COURSE

- **Very little lecture**
- **Students assigned to “Political Lobbying Firms”**
- **Group project work is among the Firm, private Firm discussions**
- **Work on their 2 Projects privately, other Firms can’t see their work till posted**
- **Course Professor functions as a facilitator and will hold 2 online meetings with groups to ensure they are on track**

# POLITICAL LOBBYING FIRMS

- Students are assigned to be in one firm that they work with all semester (some groups do well, others struggle with slackers)
- Usually 4-5 to a group
- Randomly assigned
- Graded by the peers in their group Firm on each project for quality of work and participation. (Some do get an F).
- Must develop a Firm contract and Firm name with a slogan.

- **CAROLINA ADVOCACY PARTNERSHIP**

- *"Change. One community at a time."*



# INTERNSHIP

- A health policy/political internship will be co-arranged to provide the student application experience of health policy analysis, development, implementation, or political influence
- 40 hours
- Mutually arranged that suits the student and mentor's schedule
  - Can work on any policy issue or legislation
- **Legislator**
- **County Council**
- **School Board**
- **Governor's Office**
- **Mayor**
- **CEO of a Hospital System**
- **Congress: House or Senate**
- **County Solicitor**
- **Coroner**

# LOBBY DAY

- Students spend the day at the Statehouse
- Counts for 8 hours of their internship
- Wear their lab coats and name pins
- Talk with legislators on key legislation
  - Visit Legislators at their office at the Statehouse
  - Given talking points
  - Given a list of legislators of who to visit

March 6, 2019 this year!!





# TOPICS. THERE ARE VERY FEW LECTURES. EACH ONE IS ABOUT 5-7 MINUTES

- **Business Plan: Nurse Owned Business.....What are the politics of this?**
- **How do we pay for health care?**
- **How a bill becomes law?**
- **How to read a bill?**
- **Political Action**
- **Lobbying**
- **Campaigning**
- **Economic Development, Taxes, Infrastructure**
- **Developing legislation**



# **COURSE PROJECTS/ASSIGNMENTS**

- **Design a Campaign**
- **Develop Legislation**
- **Debates**
- **Internship**

# LEGISLATION

- **Must devise a piece of legislation based on a SC 3-County Assessment:**
- **Infrastructure: Roads, Internet, Water, Sewer**
- **Health care**
  - **Top 5 dg, Providers, Hospitals, PMH, DG centers, etc.**
- **Businesses: Major employers**
- **Tax Base**
- **Schools**



# LEGISLATION

- After legislation is devised, then the Group Firm posts their legislation and Firms debate the merits of the legislation.
- Debate lasts 4 days.
- Firms vote on the legislation to pass or fail.
- The Firms with the most votes wins.



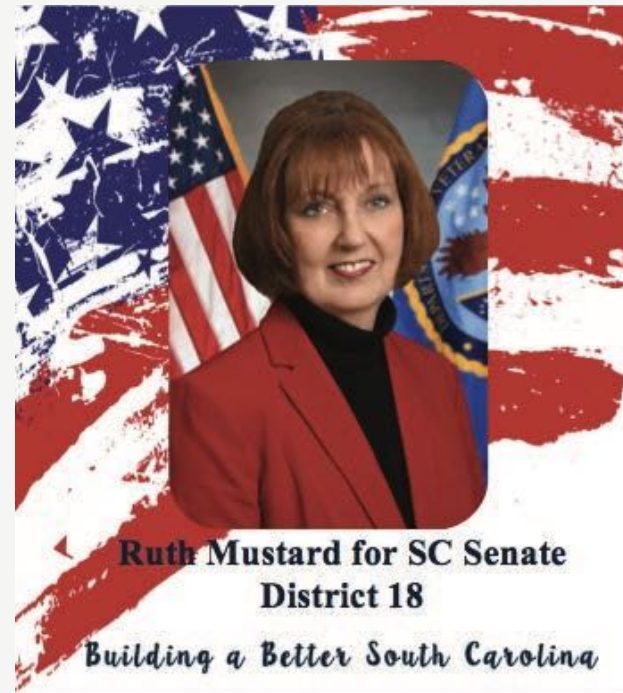
# CAMPAIGN

- Each Firm Devises a campaign for a Firm member who runs for State Senate
- Meet the candidate
- Brief life story and platform
- Platform is built on 4 issues
  - One of which is related to a health issue based on their 3-counties assessment
  - Other issues: Can be related to immigration, economy, education, defense, transportation, personal rights, domestic violence, etc.



# CAMPAIGN

- Platform
- Mission
- Vision
- Issues (4)
- Campaign Slogan
  - “Bridging the gap one step at a time”
  - “Building a Better SC”



# CAMPAIGN

- Firms must devise a campaign budget to campaign for at least 6 months.
- Campaign location and costs related to rent, utilities, phone, computers, personnel and use of volunteers, travel
- Management Structure and Team. Staff and job descriptions and salaries
- Market analysis: Who is target audience, who does the campaigning,
  - Pricing strategy for TV, Newspaper, Email, Mail out, Door to Door, Website, Signs



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# FUNDRAISING

- Have at least 3 events
- Where
- Who to invite
- Themes of each fundraiser
- Cost
- Expenses/Revenues
  - Expectation to raise money after cover costs of fundraiser.
  - Need to raise at least 300,000 tp cover cost of campaign expenses.



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# MILESTONES FOR THE CAMPAIGN

- Key endorsements
- Money raised
- Marketing materials completed
- Website completed
- Social Media
- Email

Website

E-mail

# WHAT DO STUDENTS LEARN?

- **Teamwork**
- **Lobbying**
- **Handling controversy**
- **Political analysis**
- **Public discussion/debate**
- **Technology/multimedia**
- **Organizing a campaign**
- **Leadership**
- **Public relations**
- **Collaboration**
- **Strategic/Political Skills**
- **Needs assessment**
- **Budgeting Project management**
- **Analyzing legislation**
- **Networking**
- **Persuasive writing**
- **Developing legislation for change**
- **Communication**
- **Analyzing health policies**

# QUESTIONS

