

# **INFLUENTIAL VOICES: POWER, POLICY, & IMPACT**


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# HEALTH POLICY ISSUES FACING AMERICANS TODAY



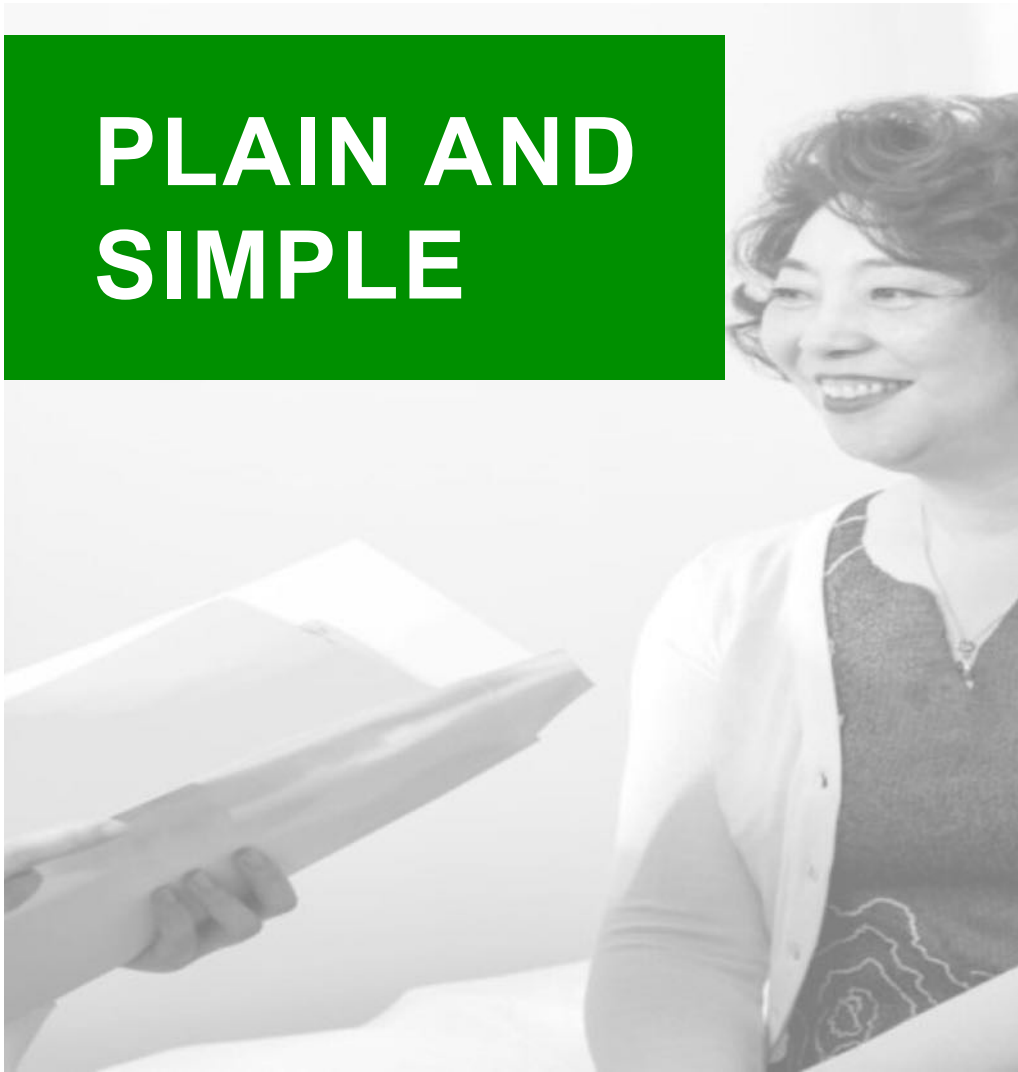


“Nearly every expert I’ve spoken with— Republican or Democrat, old or young, adherent of Milton Friedman or Karl Marx— has theoretical explanation as to why the United States spends nearly 20 percent of its gross domestic product on health care— more than twice than average of developed countries. But each one also has a story of personal exasperation about the last time a family member or a loved one was hospitalized or rushed to an emergency room or received an incomprehensible, outrageous bill.”

Elisabeth Rosenthal

An American Sickness: How Healthcare became Big Business and  
How You Can Take it Back

# PLAIN AND SIMPLE



Our patients, families, and communities deserve better.

Why would we let the decisions be made without our expertise?

The question becomes, why is this so hard?



**HEALTH CARE  
COSTS**

**COVERAGE**

**ACCESS TO  
CARE**



# VITAL DIRECTIONS: VISION

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“A health system that preforms optimally in promoting, protecting, and restoring the health of individuals and populations, and helps each person reach their full potential for health and well-being.”

## CORE GOALS

BETTER HEALTH AND WELL-BEING  
HIGH-VALUE HEALTH CARE  
STRONG SCIENCE & TECHNOLOGY

Dzau, V. J., McClellan, M., McGinnis, J.M., & Finkelman, E.M. editors.  
(2017). *Vital directions for health & health care: An initiative of the National Academy of Medicine*. Washington, DC: National Academy of Medicine. (p. 10).



Dzau, V. J., McClellan, M., McGinnis, J.M., & Finkelman, E.M. editors.  
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## Vital Directions for Health and Health Care: The Priorities

### Action Priorities

- **Pay for Value**
- **Empower People**
- **Activate Communities**
- **Connect Care**

Dzau, V. J., McClellan, M., McGinnis, J.M., & Finkelstein, E.M. editors. (2017). *Vital directions for health & health care: An initiative of the National Academy of Medicine*. Washington, DC: National Academy of Medicine. (p. 11).



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# POLICY DECISIONS

policy



**GET YOUR FACTS FIRST, THEN  
YOU CAN DISTORT THEM AS  
YOU PLEASE.**

MARK TWAIN





## FIVE DEMOCRATIC VALUES

EQUITY  
EFFICIENCY  
SECURITY  
LIBERTY  
COMMUNITY

Stone, D. (2011). *Policy Paradox: The Art Of Political Decision Making*. (3rd Edition). W.W. Norton & Company, Inc. New York.

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1. Target Population
  2. The Values
  3. Rules Governing Or Constrain Action
  4. Rationale

THE ASSUMPTIONS THAT LOGICALLY TIE THESE TOGETHER

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Schneider And Ingram (1997) As Cited In Smith, K.B. & Larimer, C. (2017). *The Public Policy Theory Primer*. Westview Press. Boulder, Co

# INTEREST GROUPS AND AGENDA SETTING

Consider...

- Who receives the most visibility?
- Who has the most resources: Time, money, information
- Public opinion of the organization
- Politically Skilled

Berry (1999). *The New Liberalism: The Rising Power Of Citizen Groups*. The Brookings Institute: Washington.




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# “THE STRUGGLE OVER IDEAS”

- Deborah Stone discusses the policy process as the “the struggle over ideas”

Stone, D. (2011). *Policy Paradox: The Art Of Political Decision Making*. (3rd Edition). W.W. Norton & Company, Inc. New York.

- How issues are framed and the values that policy makers attribute to the issue impact decisions and the public’s understanding of them.
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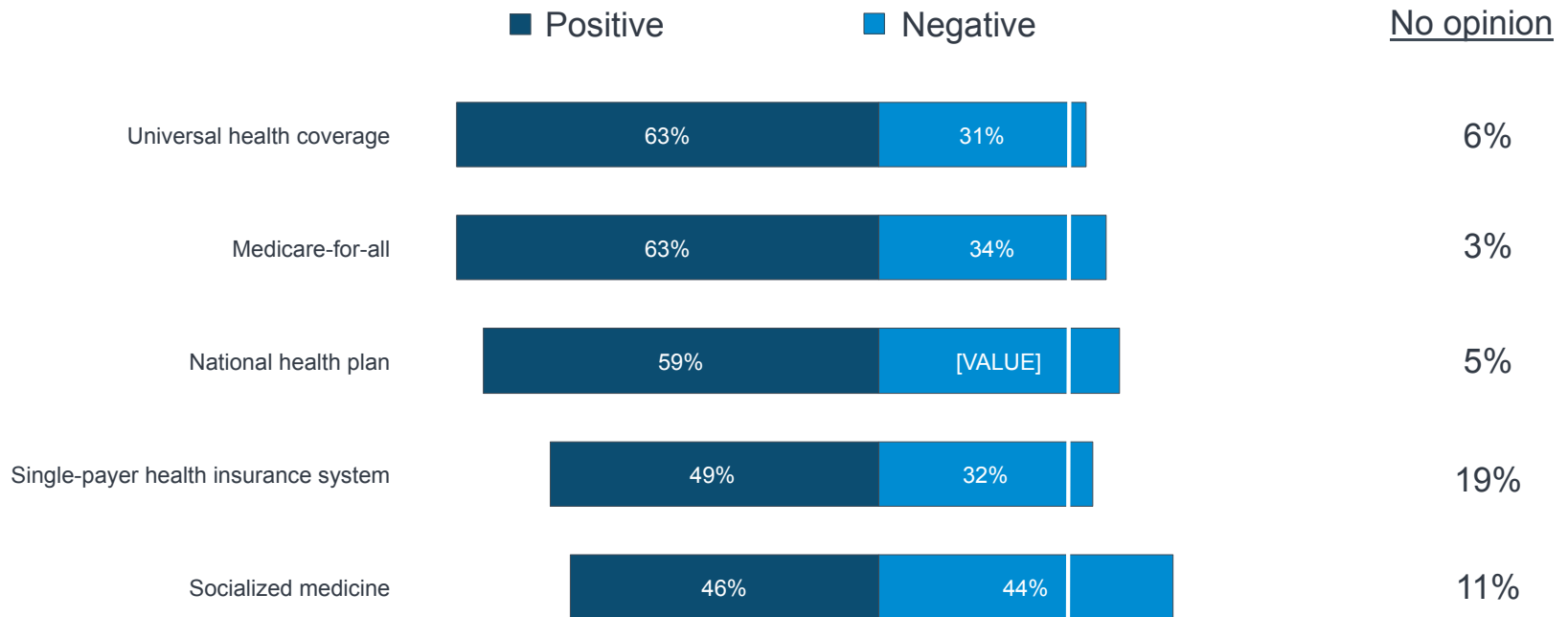
# FRAMING FOR TRACTION



Figure 16

# Terminology Affects Public Opinion On A National Health Plan

Do you have a positive or negative reaction to each of the following terms?



SOURCE: KFF Health Tracking Poll (April 11-16, 2019). See topline for full question wording and response options.



# COGNITIVE SCIENCE

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## *Framing*

"Reframing is not just about words and language. Reframing is about ideas. The ideas have to be in place in peoples brains before the sound bite can make any sense."

Lakoff, G. (2014). Don't Think Of An Elephant: Know Your Values And Frame The Debate. Chelsea Green Publishing, White River Junction, Vt.

# THE PUBLIC'S FRAME OF NURSING

## *MESSAGING - WORDS MATTER, FRAMES MATTER MORE*

Lankoff, G. (2014). Don't Think Of An Elephant: Know Your Values And Frame The Debate. Chelsea Green Publishing, White River Junction, Vt.





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*REPEATING A FRAME UNTIL IT  
BECOMES A PART OF PUBLIC  
DISCOURSE*

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Lankoff, G. (2014). *Don't Think Of An Elephant: Know Your Values And Frame The Debate.*  
CHELSEA Green PUBLISHING, WHITE RIVER JUNCTION, VT.

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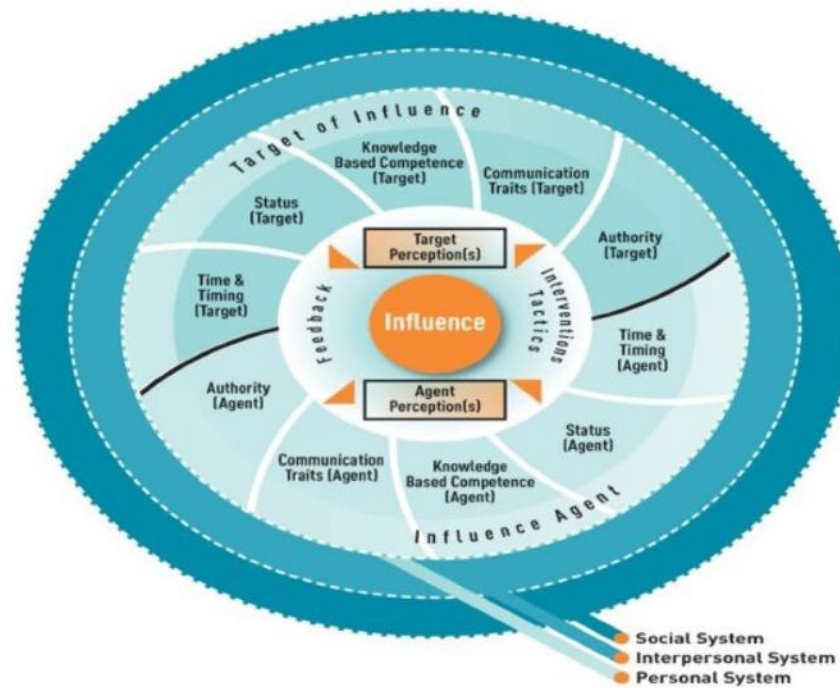
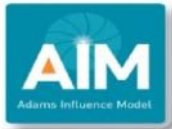
*“We Must Reject Not Only The  
Stereotypes That Others Have Of  
Us But Also Those That We  
Have Of Ourselves.”*

*-SHIRLEY CHISHOLM*

INFLUENCE

# INFLUENCE MATTERS





**Influence:** The ability of an individual to sway or persuade another person or group based on Authority, Communication Traits, Knowledge Based Competence, Status and Time & Timing

Copyright © 2014 Jeff Adams LLC

Source: Adams, JM (2009). The Adams Influence Model (AIM): Understanding the factors attributes and process of achieving influence. Saarbrücken, Germany: VDM Verlag.

# ADAMS' INFLUENCE FACTORS AND ATTRIBUTES

Authority	Communication Traits	Knowledge Based Competence	Status	Time & Timing
Access to Resources	Confidence	Aesthetic Knowledge	Hierarchical Position	Amount of Time to Sell an Issue
Accountability	Emotional Involvement	Empirical Knowledge	Informal Position	Timing to Deliver the Issue
Responsibility	Message Articulation	Ethical Knowledge	Key Supportive Relationships	
	Persistence	Personal Knowledge	Reputation	
	Physical Appeal Self	Sociopolitical Knowledge		
	Physical Appeal Environment			
	Presence			



# POLICY WORK IS INFLUENCE

*Own your influence*



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**HOW TO USE YOUR VOICE AND  
MAKE YOUR MESSAGE MATTER**



# EFFECTIVE MESSAGING STRATEGIES

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Short Words Win



If you don't repeat, you  
can't compete



Numbers numb,  
stories sell

# THINGS TO REMEMBER

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Think Before You Tweet



It's a Marathon



Your Values Are Not  
Always Their Values



Be Open to  
Understanding

TELL ME AND I FORGET,  
TEACH ME AND I MAY  
REMEMBER, INVOLVE ME  
AND I LEARN.”

BENJAMIN FRANKLIN

