

Community Outreach Workgroup: March 2017

Advocacy - Political & Government:

- Contact State and Federal Legislators
 - Have a total number of visits annually – 20 points of contact is suggested number, this can include emails, letters, phone calls and social media posts.
 - Report Responses – can there be a way to do this on the website?
 - Suggested touch points:
 - Invite legislators to KDN meetings and local in-district events
 - Make phone calls
 - Set up formal district meetings
 - Host a community lunch in connection with the local diabetes coalition and have legislator speak
 - Follow up on each encounter within 7 business days
 - CONCERNS – how can advocates report? To whom?
- Advocacy Goals:
 - Reagan's Rule
 - Kevin's Law
 - Funding for KDPCP
 - Access to Quality Diabetes Self Management Education (MCO's and private plans)
 - Reimbursement for Certified Diabetes Educators - MBL stated she would have to remain neutral on this topic.
 - Affordable Insulin – partner with ADA on a cohesive effort
 - Put cost of insulin in perspective: "If one bottle of insulin is \$_____ that = ' X gallons of milk.
 - Link Diabetes to economic development

Community Goals:

1. Community Awareness
 - a. UK vs. UofL mascot – Football season?
 - b. Cash for test strips – open discussion
2. Create Elevator speech for KDN advocacy efforts
 - a. Help advocates personalize for their community
 - b.