
Introduction to Policy

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RHAMC Mission and History

Respiratory Health Association was founded in 1906 as the Chicago Tuberculosis Foundation.

Today, our mission is to prevent lung disease and promote lung health through research, advocacy, and education.



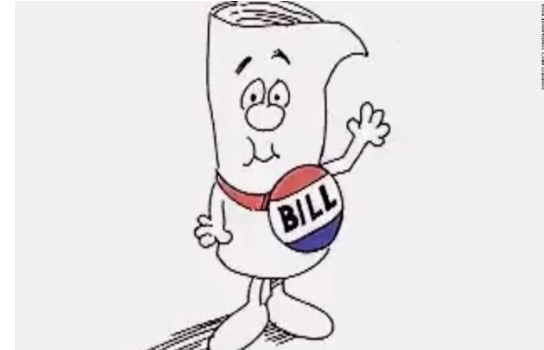
Objective

- Describe ways where policy change can be made, methods to impact policy and what happens after policy change is enacted.



Legislative Successes Related to Asthma

- Smoke-free laws
- Decrease School Bus Idling
- Increase Access to Inhalers for Youth
- Consent to Carry Inhaler
- Clean Power Laws
- Student Access to Epi-pen® and Inhalers
- Protected Insurance Coverage of Inhalers



Additional Policy Successes Related to Asthma

- Asthma Awareness Month Proclamations
- Green Construction Executive Order
- Asthma Friendly Child Care
- Smoke-free Housing



Messaging for Policy Change

- Provide information on health and social needs that may be impacted by policy.
 - Provide firsthand perspective on health issues related to asthma.
 - Whenever possible communicate positive health outcomes **and** return on investment.
 - Develop relationships with policy makers and leaders on asthma issues.
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Types of Policy Change

- Legislative
 - Regulatory
 - School Code
 - Administrative
 - Other
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Identify Leaders that Can Effect Change

■ Targets

- ❑ Members of Congress
 - ❑ State Legislators
 - ❑ Governor and Staff
 - ❑ County Board/Mayors
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Leaders that Can Effect Change

Additional Targets

- School administrators
- Daycare operators
- Medical Directors
- Health Plan Administrators

Other Public Agencies

- Health Departments
 - Park Districts/Forest Preserves
 - Public Aid Directors/Staff
 - Housing Agencies
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Why Raise Awareness?

- Awareness can lead to greater support for combatting/controlling a disease
 - Local and statewide resolutions educate lawmakers and public
 - “Dollars follow data”
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Advocacy Tools to Communicate with Leaders

- Personal Visits
- Handwritten Letters
- Letters to the Editor
- Phone Calls
- Emails



Other Advocacy Tools

- News releases and articles
- Reports/Data
- Testimonials
- Social Media
- Partners



Additional Tools to Raise Awareness

- Lawmakers Screened with Spirometer
- “Straw Test”
- Legislative Hearings



Components of a Successful Policy Efforts

- Set Goals/Develop Plan
 - Find a Champion
 - Develop and Deliver a Consistent Message
 - Multiple Messengers
 - Recruitment
 - Mobilization
 - Media/Testimony
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You Changed Policy. Now what?

- Thank Your Champions
 - Assist Agencies in Implementation/
Communications
 - If Applicable, Participate in Rulemaking
Process
 - Be Vigilant in Monitoring Progress
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What can you do to help?



- Become an E-Advocate.
 - Attend Lobby Days at the State Capitol and Washington, D.C.
 - Provide your story, your perspective at hearings and press conferences.
 - Contact your elected officials.
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Questions



Thank You

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