

Hemophilia Council of California
Advocacy & Policy Webinar

The Power of Lobbying

Demystifying the Process and Using Your Voice to be Heard

Presented by
Alex Vassar, California State Library
Myesha Jackson, Policy Director, Speaker Rendon

Moderated by
Lynne Kinst, HCC Executive Director &
Terri Cowger Hill, Cowger & Associates



HCC's 2021
Advocacy &
Policy Webinar
Series

Platinum Sponsor



Silver Sponsors

BIOMARIN®



SANOFI GENZYME 

Alex Vassar



Alex Vassar is the Communications Manager for the California State Library

and author of California Lawmaker: The Men and Women of the California State Legislature (1849 to Present)

Welcome Alex!

The California Legislature



- Two Legislative Houses
- State Senate (40 Members)
- State Assembly (80 Members)

The Legislative Process

- Committees (Policy & Fiscal) must hear bills
- Floor Votes
- Both Houses must vote on the bill
- Lots of Bills are introduced every year

Governor & Administrative Branch



- Governor Gavin Newsom is elected by the voters of California to a four year term.
- Over 200 Agencies, Departments and Boards administering functions of Government – including the Department of Health Care Services, the Department of Insurance and the Department of Managed Health Care to name a few that impact our health care, and other functions government provides like schools or roads.

Budget Process

- Introduced by the Governor by January 10th each year
- Series of Legislative Hearings
- May Revise updates fiscal outlook
- Budget must pass the Floors by June 15th and must be signed into law by the Governor by July 1st
- New budget begins July 1



Myesha Jackson



Myesha Jackson is the Policy Director for the Speaker of the State Assembly, Speaker Anthony Rendon

Welcome Myesha!

How to Advocate?

- Think about your "why"
- What would compel you to act?

Tips for Meeting a Legislator or their staff

- Share the agenda
- Approach with respect, but remember you're important
- Keep it clear and understandable
- Keep track of time

What to watch for



- Question cues
- Support each other

What HCC has planned for 2021

- Policy & Advocacy Webinar Series
- Future Leaders – **Apply by Feb 19th!**
- Legislative Day (April 12 – 14) – **Registration closes March 12th!**
- Policy Summits (Feb 25 & Sept 23)
- Policy News and Action Alerts
- Collaboration with your local Foundation

Overview of Upcoming Webinars



Upcoming webinars will take a deeper dive into...

- Telling Without Yelling: A Workshop on the Art of Telling Your Story (Part 1 & 2)
- The Time is Now: Legislative Day 2021 – a Virtual Advocacy Primer
- and more...

Thank You to
our 2021
Public Policy
& Advocacy
Webinar
Series
Sponsors



BIOMARIN[®]



SANOFI GENZYME 

Questions?

HCC's 2021 Advocacy
& Policy Webinar
series

Thank you for joining us!

Reminder: this webinar is part of a series of educational webinars presented by the Hemophilia Council of California.

A recording and slides will be available in a few weeks at

<http://www.hemophiliaca.org/programs/webinars/>

NEED HELP? Contact Lynne Kinst at (916) 572-7771
or lkinst@hemophiliaca.org