

HEALTH CARE REFORM – FIVE THINGS YOU CAN DO TO EFFECTIVELY ADVOCATE AT HOME

1. Schedule a meeting with your member of Congress and your state's two senators.

- Letters and phone calls are great but nothing is as effective as a personal meeting.
- Call the area district offices of your member of Congress and two senators to schedule a meeting. If the member of Congress is unable to meet, ask to meet with the district director or state director.
- Bring 10-15 of your colleagues – great numbers show strength.
- The best time to meet is during a congressional recess. Over the next two months, Congress will be in recess from May 23-June 1 and from June 27-July 6.
- Tell your side of the story – study the provided talking points – learn the position of your member of Congress and senators – be prepared to counter their arguments - leave no card unturned.

2. Attend a town hall meeting with your member of Congress and your state's two senators.

- Call the area district offices of your member of Congress and two senators and ask for the town hall meeting schedule.
- Members of Congress typically hold town hall meetings over recess as well as on weekends.
- Invite your colleagues and clients to attend – create a presence at the meeting.
- Speak-up at the meeting and tell the member of Congress about the important role of independent insurance agents and brokers in the sale and delivery of health insurance (see talking points).

3. Engage your clients, local chamber of commerce, rotary, and civic organizations in the grassroots campaign.

- Educate your clients about the repercussions of a government-run health insurance plan.
- Ask your clients to participate in IIABA Grassroots activities.
- Attend the monthly meetings of your chamber of commerce, rotary and other civic organizations – speak-up and spread the word to anyone and everyone who will listen.

4. Write a letter to the editor of your local newspaper.

- Many newspaper editorial pages from across the country have been touting the alleged benefits of a public plan (“government-run health insurance plan”).
- Please see the *Des Moines Register* editorial and the follow-up letter to the editor from Bob Skow, Chief Executive Officer of the Independent Insurance Agents of Iowa (both are included in the health care reform kit).
- It is your responsibility to set the record straight – even if your newspaper has yet to touch on the subject.
- Personalize and tailor your own letter to the editor but feel free to use the national facts and figures used in the letter to the editor from Bob Skow.

5. Participate in IIABA Grassroots activities.

- In the near future, IIABA will launch a nationwide grassroots campaign.
- IIABA will provide you with a message and ask you to contact your member of Congress and senators via written letter, email and/or phone calls.
- Ask your clients to participate in grassroots activities.
- The success of the grassroots campaign will depend on your vigilance and willingness to act as soon as you are called upon.