

12 Tips for Creating Meaningful In-District Engagements



Learn about upcoming events hosted by your member of Congress by joining their email/ mailing list and reviewing multiple calendar/event sources, such as those for municipalities, libraries, civic organizations, etc.



Participate in legislator-hosted events. (in-person & virtual town halls, women's conferences, breakfasts, etc.)



Attend community events known for lawmaker attendance. (chambers of commerce breakfasts, Memorial Day ceremonies, July 4th parades & picnics, etc.)



Engage your lawmaker by introducing yourself and noting you are an AMA physician advocate active in their district. Seek to make a positive connection by thanking them for a recent vote, action they have taken, or comment they made.



Be mindful of your goal – creating visibility in the legislator's community that fosters rapport building. Expect your interaction to be brief, lasting just a few moments.



Note that you have an issue(s) of importance to physicians about which you would like to meet. Ask who to contact for scheduling a more extensive policy discussion.



Do not plan to engage the public official in an extensive policy discussion, but *do* continue discussing the issue *if* the legislator engages in conversation on the topic.



Thank them for their time and if it seems appropriate, request a photo with the legislator.



Post the picture to social media, tag the lawmaker and thank them for their time. Also tag the AMA's Physicians Grassroots Network (@PhysGrassroots) on Twitter and use the hashtags #FixPriorAuth, #Telehealth or #Medicare depending on the issues you discussed.



Follow up by contacting the relevant staffer during the next business day to schedule your meeting.



Plan how you will frame your messaging in advance, then conduct your meeting. Be sure to bring one-pagers relevant to the issue discussed, accessible on the AMA website.



Don't forget to follow up by thanking the member of Congress for their time afterward.