

Welcome to the summer edition of the AMA's *Very Influential Physician (VIP) Insider*. Read on for details about these topics:

- Advocate Webinar: Stay-cation Advocacy: Hosting Site Visits for Federal, State, & Local Officials
- One big thing: Dems' danger zones
- Communication (Messaging) – where should personalized content be in form emails?
- A look ahead – Congressional calendar for June

Citizen Advocate Webinar: Stay-cation Advocacy: Hosting Site Visits for Your Federal, State, & Local Officials

Join our partners at the Congressional Management Foundation (CMF) on July 06, 2022 at 3:00 PM EST for this citizen advocate webinar. Access to this session is a perk of the VIP program!

[REGISTER HERE](#)

Interacting with lawmakers back home can be the best strategy to get "quality time" with key decision makers. By providing policymakers opportunities to personally see, feel, and touch the places where their constituents live, work, and convene, site visits help policymakers to understand their constituents' view and often give them ideas for new legislation.

In this session, participants will learn about the most effective in-district advocacy strategies for building lasting relationships with lawmakers and their staff. The program will walk through the steps for planning, scheduling and conducting in-person and virtual site visits that will leave a long-lasting and influential impression on members of Congress. For you as physicians, hosting lawmakers at your offices or clinics can be an effective way to provide them with a hands-on experience by witnessing for themselves the important issues impacting medicine every day.

This program is based on exclusive and private surveys of congressional staff conducted by CMF and is available only to members of CMF's Partnership for a More Perfect Union.

The webinar will be conducted by Bradford Fitch, President and CEO of CMF.

If you have any questions regarding this presentation, please contact Anna Lee Hirschi at ahirschi@CongressFoundation.org.

One big thing: Dems' danger zones

By [Axios](#)' Sophia Cai and Alexi McCammond

Tossup House races by incumbent party, according to the Cook Political Report

As of May 26, 2022; Cook Partisan Voter Index (PVI) measures how districts perform in presidential elections compared to the national average

Democratic

District	Representative	PVI	District	Representative	PVI
IA-03	Cindy Axne	R+3	NY-19	Vacant	D+1
IL-17	Open	D+3	OH-09	Marcy Kaptur	R+3
KS-03	Sharice Davids	R+2	OH-13	Open	EVEN
ME-02	Jared Golden	R+6	OR-05	Open	D+1
MI-07	Elissa Slotkin	R+2	PA-08	Matt Cartwright	R+4
MI-08	Dan Kildee	R+1	PA-17	Open	EVEN
MN-02	Angie Craig	EVEN	TX-28	Henry Cuellar	D+5
NV-01	Dina Titus	D+3	TX-34	Vacant	D+12
NV-03	Susie Lee	D+2	VA-02	Elaine Luria	R+3
NV-04	Steven Horsford	D+3	VA-07	Abigail Spanberger	D+1
NY-03	Open	D+5	WA-08	Kim Schrier	D+1
NY-18	Open	D+1			

Republican

District	Representative	PVI	District	Representative	PVI
CA-22	David Valadao	D+6	NC-13	Open	R+2
CA-27	Mike Garcia	D+4	NM-02	Yvette Herrell	D+2
CA-45	Michelle Steel	D+3	NY-22	Open	D+6
CO-08	New Seat	R+1	OH-01	Steve Chabot	D+2
MI-03	Peter Meijer	D+1			

Data: Cook Political Report. (In new districts with no incumbent, Cook lists the "incumbent party" based on the district's estimated Partisan Voter Index score.) Table: Simran Parwani/Axios

The midterm outlook for House Democrats is so bleak that even members in districts President Biden won by 10 to 15 points are in danger of losing their seats, Axios' Sophia Cai and Alexi McCammond report.

What's happening: The [Cook Political Report](#) just revised its fall House forecast to a net Republican gain of 20 to 35 seats.

- Cook shifted 10 races in Republicans' direction and two toward Democrats, with 35 D-held seats now labeled "tossup" or worse.

Zoom out: This year was always going to be difficult for Democrats — historical trends suggest the president's party typically loses seats.

- 23 House Democrats have [announced](#) they won't seek re-election, compared to just 11 Republicans.
- [President Biden's approval](#) has been hovering in the low 40s for several months, with inflation driving down his popularity.
- Polling shows Republicans are winning the [generic congressional ballot](#) (*Would you rather vote for a Democrat or a Republican?*) by an average of 1.9 points — and they have still room to grow.

Between the lines: "The most competitive states this cycle are those where a court or commission drew a congressional map as opposed to a partisan one," Cook's U.S. House editor [Dave Wasserman](#) tells Axios.

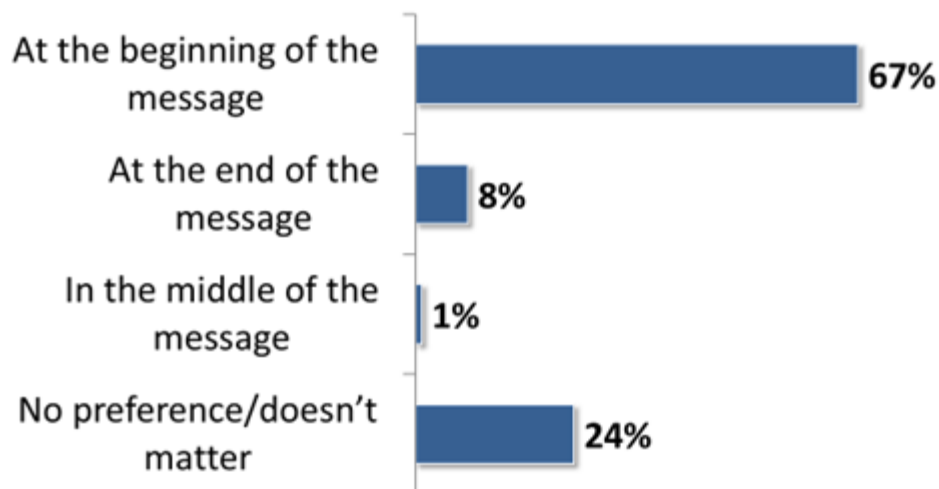
- He points to races in New York, Michigan, Arizona and California: "That's where you're going to see a lot of money spent."

Communication (Messaging) - where should personalized content be in form emails?

Our partners at The Congressional Management Foundation (CMF) wanted to know where constituents should place their personalized content within form emails – the top, middle, or bottom of a message. CMF surveyed legislative correspondents working in House and Senate offices. They asked the following question: "If constituents want to personalize form email messages, at what location in the letter should they include this personalization?"

What they learned: Start with the personal. More than two-thirds (67%) of legislative correspondents indicated that THE BEGINNING OF THE MESSAGE is the best place for constituents to place their individualized content in form messages. Only 8% said to personalize at the end of the message. CMF's experience and research indicates congressional staff do not read the entirety of many messages, especially form email. As physicians, this a good tactic to employ because it will boost credibility on health care issues by establishing your expertise right up front. So remember, when reaching out to your legislators that personalization should be done at the top of the message or it won't get noticed by Congress!

**If constituents personalize form email messages,
where should they include this personalization?**



Copyright – Congressional Management Foundation
Source – 2016 Legislative Correspondents Survey

A look ahead – Congressional calendar for June

As a valued member of the Very Influential Physicians (VIP) program we want to make sure that you're up-to-date on when Congress is in session in Washington, DC and when members are back home for district work periods. That's why we've created an exclusive VIP branded calendar allowing you the ability to better plan your advocacy efforts – whether in DC or back in the district. Each Newsletter we will highlight the calendar for that month. You can always access the [full calendar](#) along with other advocacy tools on our [VIP website](#).

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
AMA House of Delegates						
19	20 Juneteenth National Independence Day	21	22	23	24	25
26	27	28	29	30		

AMA Events

Senate in Session

House in Session

Both Chambers in Session

State Work Periods

District Work Periods

Both Work Periods



[AMA Advocacy](#)

