

## **PCNA Advocacy Committee**

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### **Mission Statement/Purpose of the Committee:**

The Advocacy Committee is in alignment with PCNA's mission to increase public and political awareness of the critical role that nurses play in comprehensive cardiovascular risk reduction across the lifespan in both the primary and secondary setting. Advocacy involves identifying, embracing and promoting a cause. It is an opportunity to shape public perception or to affect change.

### **Description of Duties:**

- Evaluate lobbying issues of like organizations over email and assess whether PCNA should support the issue. This requires a quick response on behalf of committee members.
- Evaluate issues in alignment with PCNA's mission and goals to determine if appropriate to send to our membership to take action.
- Be available by scheduled conference calls to discuss topics or current issues pertinent to PCNA.
- Develop awareness of current cardiovascular healthcare issues and opportunities for PCNA to be represented to (1) support an issue already in discussion in public arenas; (2) anticipate an issue to be on the agenda of national decision makers; or (3) initiate an issue in a public policy debate.
- May be asked to represent PCNA before legislators in Washington, DC.
- Build relationships with legislators and lobbyists to support PCNA's position on an appropriate cause.
- Build relationships with other healthcare organizations in order to collaboratively advocate for opportunities that promote PCNA
- Discuss advocacy visions and or advocacy opportunities with the PCNA Board of Directors and obtain the approval of the BOD on advocacy issues that require PCNA action.
- Be a champion for the PCNA Advocacy Award.

### **Requirements for Advocacy Committee Member:**

- Member of PCNA
- Interest in advocacy

### **Guidelines and Committee Terms:**

- Committee members will serve two-year term with an option to renew for an additional two years.
- The Nominations and Awards Committee will appoint committee chairs with consultation from the current chair.
- Once an individual has served as a committee chair (two-year term) he/she has the opportunity to serve on the committee for only one additional consecutive year.
- The Committee Chair is responsible for working with their committees to set short and long term goals. These should be presented to the Board annually.