



# PCNA ADVOCACY TOOLKIT

*Creating a Community & Voice*



**PCNA**  
PREVENTIVE CARDIOVASCULAR  
NURSES ASSOCIATION



## OUR MISSION

At PCNA, we're involved in advocacy because we care about nurses. We also know the importance of speaking up and speaking out to increase public and political awareness of the critical role that nurses play in cardiovascular risk reduction and disease management.

PCNA Advocacy creates a community and voice for nurses, increasing personal and professional growth and impacting change.

## GET INVOLVED

Support the key role that CVD nurses play in changing the medical, social, political, and educational environments.

Become a part of the PCNA advocacy community by visiting [pcna.net](http://pcna.net). On the homepage, in the lower left-hand corner, enter your email to subscribe. We will send you an email when there is an issue of importance, as well as our monthly newsletter, featuring topics of interest.

Stay current on the latest advocacy happenings by connecting with us:

- Facebook ([heart nurses](https://www.facebook.com/heartnurses))
- Twitter ([@heart nurses](https://twitter.com/@heartnurses))
- YouTube ([pcnanational](https://www.youtube.com/channel/UCpnanational))



## WE MAKE IT EASY

When it comes to PCNA advocacy efforts, you can choose the level of effort that best suit you. Through PCNA Advocacy Central, you can access the "Action Center" where you'll find the latest issues listed. With one click you can populate a letter to send to your representative. Just provide your name and a few details and within minutes a letter has been sent to your representative, and you've just made a difference!



Suzanne Hughes, MSN, RN  
PCNA Clinical Education Project Director  
Sodium Briefing

## FEEL COMPELLED TO GET MORE INVOLVED? WE CAN HELP YOU DO THAT TOO!

### SPREAD THE WORD

A good way to make a bigger impact with advocacy is to spread the word. Share the links to PCNA action items with your network and on social media sites like facebook and twitter. You can even share our advocacy posts on facebook or retweet them on twitter.

### CHAPTER MEETINGS

Do you participate in PCNA Chapter Meetings? This is another great way to incorporate advocacy items and help gain support for the cause. Visit [pcna.net/member-center/chapters](http://pcna.net/member-center/chapters) for more details or to find a chapter near you.

### REACH OUT

Writing letters to key stakeholders and legislators and local newspaper or news blogs is another way to speak up and speak out. You can even attend state lobby days, speak at local groups or press events.

Did you know that you can schedule meetings with stakeholders and legislators to discuss issues? This takes some reaching out (to receptionists and staffers) and often some persistence. Have you tried reaching out on social media? Many reps and legislators are have public accounts on social networking sites. This is a great place to voice your opinion and gain the attention of their staff.

## SCHEDULE MEETINGS

# 1

### PROVIDE BACKGROUND

Who you are and that you're a member of PCNA.

# 2

### ESTABLISH A CAUSE

Why you requested a meeting and what you hope to discuss.

# 3

### ASK

For your Representatives' position on cardiovascular disease issues.

# 4

### ENCOURAGE

Let them know they have the power to save lives—tell them to Speak Up! Speak Out!

# 5

### MAKE IT PERSONAL

Share your own expertise and why their support matters to you.

# 6

### OFFER ASSISTANCE

Be a resource to them and their constituents.

# 7

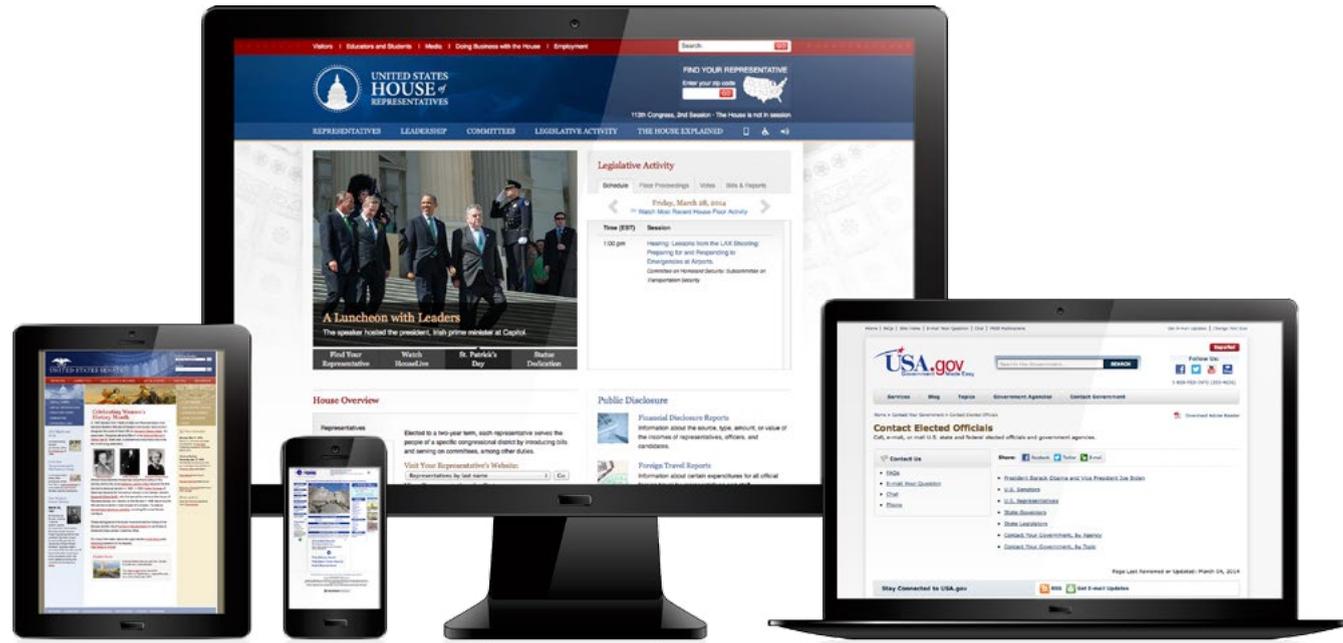
### REQUEST SUPPORT

Ask your member for his/her support on cardiovascular disease issues.

# 8

### SHOW THANKS

For their time and ask for a photo opp—your efforts can be promoted on PCNA social media pages and communications.



## PREPARATION TIPS

### ONLINE RESOURCES FOR A PRODUCTIVE MEETING

- Epodunk—contains census information and other statistics about communities
- General internet searches can provide a lot of helpful information and leads
- Legislator lookup webpage: [congressweb.com/pcna](http://congressweb.com/pcna) or [usa.gov/Contact/Elected.shtml](http://usa.gov/Contact/Elected.shtml)
- Campaign websites—you can learn more the legislator's stance on issues
- National government websites—[senate.gov](http://senate.gov) and [house.gov](http://house.gov)
- State websites contain committee memberships, cities/towns represented, leadership status
- News search—will help you track down information about the legislator's activities
- Check facebook, twitter, Instagram, YouTube, google+ and other social networking sites to see if your members or reps have a profile

## ADDITIONAL RESOURCES

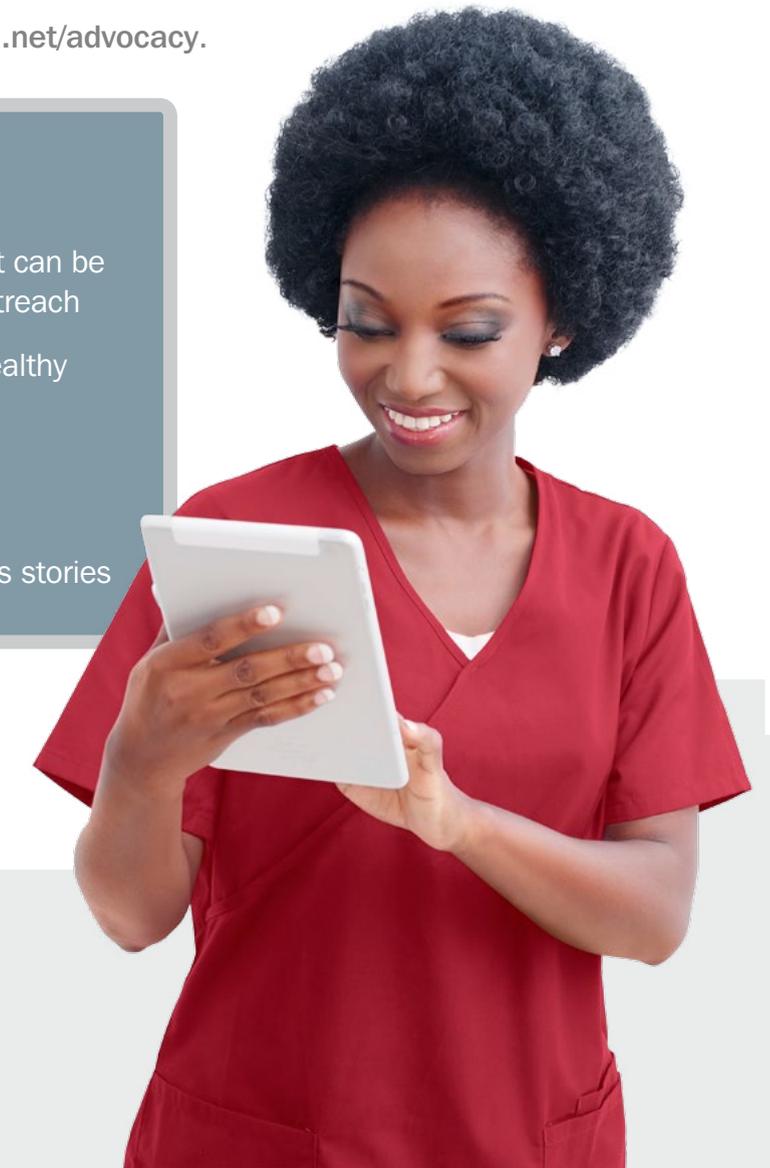
### PCNA ACTION CENTER

Visit [congressweb.com/pcna](http://congressweb.com/pcna) to learn more about cardiovascular disease and nursing issues we support along with links to elected officials, local newspapers, voter registration/absentee ballots, and upcoming national and state elections.

### PCNA ADVOCACY CENTRAL

You'll find the latest in advocacy news at [pcna.net/advocacy](http://pcna.net/advocacy).

- The most recent PCNA eNews advocacy articles
- Links to fact sheets & statistics that can be useful for community advocacy outreach
- Position statements to promote healthy lifestyle behaviors
- Links to liaison organizations with similar goals
- PCNA & member advocacy success stories



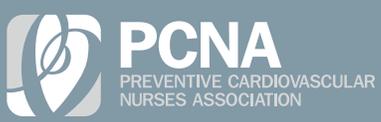


**THANK YOU**  
**FOR YOUR SUPPORT**  
**OF THIS PROJECT**

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GlaxoSmithKline



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