



Overview Webinar of NCMMH Lobby Day 2016

Webinar:

Tuesday, April 19, 2016 1:30pm – 2:30pm EST

Lobby Day:

Tuesday, May 17, 2016 8:00am – 5:00pm



NCMMH

Who we are.

<http://mmhcoalition.com/ncmhmembers/>



You don't have to be an Expert...

You can only *grow*
if you're willing to
feel awkward and
uncomfortable
when you *try*
something new.

-Brian Tracy



OBJECTIVES of Lobby Day

- Deepen our personal relationships w/ other advocates
- Advocate collectively to improve maternal mental health care
- Increase co-sponsorship of Bringing Postpartum Depression Out of the Shadows Act. (HR 3235 and S 2311)
 - Breakfast Briefing – Hear panelists discuss MMH and hear from Congressmembers and Co-Authors of bill.
 - Visit Congressional offices to discuss MMH in your district [support groups, local actions, personal stories & the bill]



MON. May 15

**5:30pm-7:30pm Networking Reception, Liaison Hotel Lobby
(tickets separate from LD registration)**

TUES. May 17

8:00 a.m. Check-in, Capitol

8:30 a.m. Welcome & Lobby Day Overview

9:00 a.m. Breakfast Briefing by Congress, NCMMH Panel & Discussion

11:00 a.m. *Break*

11:15 a.m. NCMMH Lobby Day Overview

11:45 a.m. *Lunch*

12:25 p.m. Photo Opportunity on the Capitol Steps

12:45 p.m-5pm Lobby Day Office Visits



OVERVIEW of Legislative Visits:

- NCMMH Pre-scheduled meetings from 1 p.m. – 5 p.m.
- Approximately 5 people per team
- 15-30 minutes in length
- Senate and the House of Representatives.



Role of Team Leader

- Each group is supported by Team Leader by Geographic region
- Team Leaders will be briefed to handle questions on legislation, will open, ask for co-sponsorship and deliver 'leave-behinds'.
- Team Leaders will help define who shares their story at which meetings, who covers what points, etc.



PREPARATION for Legislative Visits:

- Determine how you will educate congress staffer about what is happening in your district
 - i.e. trainings, assisting Moms, or a Mom who was affected
 - Bring local organization materials + letter of endorsement
- Read the NCMMH advocacy tool kit
- Read NCMMH one pager
- Practice your personal story (1-2 minutes)
- Meet w/ team leader week before LD



KEY MESSAGING -Team Leads

- PPD falls under the umbrella of maternal mental health disorders which can also happen during pregnancy, including anxiety/OCD, depression and psychosis.
 - Up to 1 in 5 Moms experience one of these disorders
 - PPD is the #1 complication of pregnancy



Key messaging -Advocates

- “I experienced [insert symptom] during and/or post pregnancy”
 - I was ashamed, embarrassed, afraid to speak about it, etc.
- “I had no idea that what I was experiencing was ‘normal’ as it was not discussed past the baby blues”
 - I was not screened for PPD
- “When I went to seek help in my community [insert metro area], I found there to be limited and/or no resources to help me and my family.”
- “No mother, no child and no family should have to feel alone, like I did.”
- “This is why I am asking you, MY CONGRESSPERSON/SENATOR to support ‘Bringing Postpartum Out of the Shadows Act of 2015’ HR 3235/S 2311”



Leave-Behinds for Legislative Visits:

Team Leaders will organize.

Packet Includes:

- NCMMH one pager;
- MOD one pager,
- AAP letter of endorsement;
- Copy of the bill HR3235 and/or S2311



Monday Evening Cocktail Reception

- Location: *Art and Soul* at The Liaison Hotel
415 New Jersey Ave NW, Washington, DC 20001
- Time: 5:30 p.m. – 7:30 p.m.
- Cost: \$27.50
- Congressmembers are expected



Questions?

Register for Lobby Day by April 26th:

<http://mmhcoalition.com/new-events/>

e-mail Jamie.belsito@gmail.com or

Joy@2020mom.org