

ARTHRITIS AMBASSADOR PROGRAM



AMBASSADOR BRIEFING

APRIL 3, 2013
3PM EASTERN



I. Welcome & Update on Reporting In your activity

Kimberly Beer, Director of Advocacy

Laurie Markle, Grassroots Advocacy Manager

II. Issue Expert Training: Public Private Partnerships at the NIH

Jennifer Griffiths, PhD, Chief Mission Officer, Arthritis Foundation

III. April Ambassador Assignment: Invite your HLA to participate in a Congressional Briefing

Laurie Markle, Grassroots Advocacy Manager

IV. The Value of Persistence

Kimberly Gent, CO Ambassador

Carol Arbaczewski, OH Ambassador

V. Arthritis Action Month Update

Laurie Markle, Grassroots Advocacy Manager

VI. Arthritis Walk: Advocacy Recruitment

Amy Barron, National Mission Delivery Chair, Arthritis Walk

Laurie Markle, Grassroots Advocacy Manager

CHANGES AT THE AF



KIMBERLY BEER
Director, Advocacy
Public Health Policy & Advocacy
Arthritis Foundation

REPORTING IN ACTIVITY



LAURIE MARKLE
Manager, Grassroots Advocacy
Public Health Policy & Advocacy
Arthritis Foundation

REPORTING IN ACTIVITY



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Download the 2013 Ambassador Briefing Schedule

February 6 Ambassador Briefing: [Presentation](#) (If unable to load, try this [PDF version](#)) [Call Recording](#)

New Ambassador Orientation: [Presentation](#) (If unable to load, try this [PDF version](#)) [Call Recording](#) (fast forward to 53:20)

February 2013 Assignments

1. Electronically sign the [2013 Ambassador Commitment Form](#).
2. Participate in the Advocacy Summit either in-person or through the Virtual Summit.
3. Contact your Representative's Health Legislative Assistant. Welcome them to the 113th Congress and, if applicable, introduce yourself. Send a follow up email and share with them the summary issue brief. (If you are unsure how to contact your elected officials, use this [guide](#).)

Reporting

Please do not report activity for your Commitment Form or the Advocacy Summit. These reports will appear automatically. Email lmarkle@arthritis.org with your notes on outreach to your HLA.

Sample Voicemail:

Hi XXXX, this is Laurie Markle from Washington, DC 20036. Welcome to the 113th Congress! I want to introduce myself as your representative's health legislative assistant. I am here to provide information about arthritis-related



JENNIFER GRIFFITHS, PHD
Chief Mission Officer
Arthritis Foundation

APRIL AMBASSADOR ASSIGNMENT



ASK YOUR HLA TO PARTICIPATE IN A CONGRESSIONAL BRIEFING

ABOUT THE CONGRESSIONAL BRIEFING

- **Why:** To educate congressional staff on the importance of public-private partnerships. Awareness raising and support for research.
- **What:** The Value of NIH Public-Private Partnerships in Advancing Treatment for Rheumatoid Arthritis
- **When:** Thursday, May 9th, 12-1PM
- **Where:** Cannon 122
- **Who:** Sponsored by the Congressional Arthritis Caucus (supported by the AF, American Society of Clinical Rheumatologists, Personalized Medicine Coalition)
- **RSVP:** To RSVP, please contact Jennifer Leib at jleib@dc-crd.com or at (202) 484-1100.

APRIL AMBASSADOR ASSIGNMENT



ASK YOUR HLA TO PARTICIPATE IN A CONGRESSIONAL BRIEFING

TWO STEPS TO INVITING YOUR HLA TO AN EVENT:

1. Email
2. Call

Email

Hi XXXX,

I hope this finds you well! May is Arthritis Action month and in recognition, the Congressional Arthritis Caucus is hosting a briefing on May 9th titled, “The Value of NIH Public-Private Partnerships in Advancing Treatment for Rheumatoid Arthritis.” Event information is below, do you think you will be able to attend? I would love to have someone from Rep. XXX’s office at the event!

What: The Value of NIH Public-Private Partnerships in Advancing Treatment for Rheumatoid Arthritis

When: Thursday, May 9th, 12-1PM

Where: Cannon 122

Who: Sponsored by the Congressional Arthritis Caucus in partnership with the Arthritis Foundation, American Society of Clinical Rheumatologists, and the Personalized Medicine Coalition

RSVP: To RSVP, please contact Jennifer Leib at jleib@dc-crd.com or at (202) 484-1100.

Thanks very much for your support,

Name

Address

Email

Phone



APRIL AMBASSADOR ASSIGNMENT



ASK YOUR HLA TO PARTICIPATE IN A CONGRESSIONAL BRIEFING

TWO STEPS TO INVITING YOUR HLA TO AN EVENT:

1. Email
2. Call

Call

Hi XXXX,

This is [your name] from [your city]. I'm calling today to follow up on an email I sent two days requesting your attendance at a Congressional Briefing scheduled May 9th from 12-1PM titled, "The Value of NIH Public-Private Partnerships in Advancing Treatment for Rheumatoid Arthritis." I will love to have someone from the office attend the event. Can you please let me know if someone will be there? I can be reached via email at XXXX or phone at XXXX. Thanks very much!

APRIL AMBASSADOR ASSIGNMENT



REPORTING YOUR ACTIVITY

TO RECEIVE CREDIT:

Bcc: markle@arthritis.org on your email.

IF YOUR HLA CAN ATTEND:

Encourage them to RSVP to Jennifer Leib at jleib@dc-crd.com or (202) 484-1100.

ALSO

Email markle@arthritis.org and inform me of the name of the person attending and the office they represent.

THE VALUE OF PERSISTENCE



KIMBERLY GENT
Colorado Arthritis Ambassador

THE VALUE OF PERSISTENCE



CAROL ARBACZEWSKI
Ohio Arthritis Ambassador

ARTHRITIS ACTION MONTH UPDATE



SCHEDULE OF EVENTS (TENTATIVE)

May 9: Congressional Briefing “The Value of NIH Public-Private Partnerships in Advancing Treatment for Rheumatoid Arthritis.”

May 1: Action Alert – Requesting Members of Congress to make a statement on the floor about arthritis month *or* submit a press release to help raise awareness about arthritis.

May TBD: Caucus circulates a Dear Colleague letter asking their peers to join the arthritis caucus.

May 14: Action Alert – Ask Representative to join arthritis caucus.

May 21: Action Alert – Call in Day to the Senate requesting support for Pediatric Subspecialty Loan Repayment program.

ONGOING: Tracking Caucus membership & floor statements and sending constituents a “thank you” alert.

ARTHRITIS WALK



ADVOCACY RECRUITMENT

AMY BARRON

Ohio Arthritis Ambassador
National Mission Delivery Chair, Arthritis Walk

ARTHRITIS WALK



ADVOCACY RECRUITMENT

local office	title	date	location	contact name	contact phone	contact email
Alabama	2013 Arthritis Walk of Montgomery	5/2/2013	TBD	Lisa Hemphill	334-557-1577	lhemphill@arthritis.org
Alabama	2013 Arthritis Walk of Mobile	5/4/2013	Camp Grace	Kellie Myers	251-639-9722	kmyers@arthritis.org
Arizona	2013 Arthritis Walk - State of Arizona	5/4/2013	Phoenix Zoo	Laura Rolfe	602.212.9903	lrolfe@arthritis.org
California	2013 Arthritis Walk - Central Coast at San	4/27/2013		Sheryl Moon	(805) 563-4685	smoon@arthritis.org
California	2013 Arthritis Walk - State of Hawaii	5/5/2013	Kakaako Waterfront Park	Jennifer Hee	(808) 596-2900	jhee@arthritis.org
California	2013 Arthritis Walk - Sacramento Valley	5/18/2013	Sacramento, CA	Eric Dahler	(916) 368-5599	edahler@arthritis.org
California	2013 Arthritis Walk - Central Coast at San	5/18/2013	Santa Barbara, CA	Sheryl Moon	(805) 563-4685	smoon@arthritis.org
California	2013 Arthritis Walk - Magic Mountain	5/19/2013	Magic Mountain	Debbie Martin	(818) 388.5077	debbiemartin@arthritis.org
California	2013 Arthritis Walk - Orange County	5/19/2013	University of California, Irvine	Teresa Dinh	(949) 585-0201	tdinh@arthritis.org
California	2013 Arthritis Walk - Inland Empire	6/1/2013	The Shops at Dos Lagos	Monica Caraballo	(951) 320-1540	mcaraballo@arthritis.org
California	2013 Arthritis Walk - San Diego, CA	6/1/2013	Liberty Station	Nancy Coate	(858) 492-1090	ncoate@arthritis.org
California	2013 Arthritis Walk - Los Angeles, CA	6/2/2013	Santa Monica Pier	Katie Holmes	(323) 954-5760 x 25	kholmes@arthritis.org
California	2013 Arthritis Walk - Coachella Valley	10/19/2013	Palm Desert Civic Center Park	Monica Caraballo	(909) 7431-7312	mcaraballo@arthritis.org
Central & West	2013 Arthritis Walk- Johnstown	5/11/2013	TBD			
Central & West	2013 Arthritis Walk- Capital Area	5/18/2013				
Central & West	2013 Arthritis Walk- Pittsburgh	6/1/2013	Open Surface Lot of Pittsburgh	Kristina Waltman	412-250-3342	kwaltman@arthritis.org
Colorado	2013 Arthritis Walk - Colorado Springs, CO	5/11/2013	America the Beautiful Park	Jenna Keesling	719-520-5711	jkeesling@arthritis.org
Colorado	2013 Arthritis Walk - Denver, CO	5/19/2013	Washington Park	Danielle Otsuka	720-644-4397	dotsuka@arthritis.org
Connecticut	2013 Danbury Arthritis Walk	4/28/2013	Immaculate High School	Luellen Perkins	860-563-1177	lperkins@arthritis.org
Connecticut	2013 Greater Hartford Arthritis Walk	5/5/2013	University of Saint Joseph	Luellen Perkins	860-563-1177	lperkins@arthritis.org
Connecticut	2013 Southern CT Arthritis Walk	6/2/2013	East Haven High School	Luellen Perkins	860-563-1177	lperkins@arthritis.org
Delaware	Delaware Arthritis Walk	5/19/2013	Riverfront Wilmington	Michele Marsilii	302-332-0047	mmarsilii@arthritis.org
Eastern Pennsylv	2013 Arthritis Walk - Philadelphia, PA	5/18/2013	FDR Park	Cheryl Pompeo	1-215-574-3060	cpompeo@arthritis.org
Eastern Pennsylv	2013 Arthritis Walk - Lehigh Valley, PA	6/1/2013	SteelStacks	Cheryl Pompeo	1-215-574-3060	cpompeo@arthritis.org

AMBASSADOR BRIEFING



RECAP / ACTION PLAN

NOW: Email your HLA using draft language available at www.arthritis.org/ambassador_assignment. Be sure to BCC lmarkle@arthritis.org

IN TWO DAYS: If you haven't heard back, call your HLA and follow up on the request.

IF THEY PLAN TO ATTEND: Ask them to RSVP to Jennifer Leib and also forward their info on to me.

DURING MAY: Anticipate action alerts! Add your personal story to the alert language.

TRY TO: Volunteer to recruit advocates at your local Arthritis Walk.

IF YOU'RE NEW: Join us at 4PM for the New Ambassador Orientation!