

MEDIA & ADVOCACY

2024



TELLING YOUR
STORY

ENGAGING YOUR
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ENGAGING
LOCAL MEDIA

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TELLING YOUR STORY



The importance of making personal connections, & maintaining communication with legislators.

INTRO

Making 1 connection helps thousands of CRNAs.

RELATE

Sharing your story is their insight - help shape policies that affect your practice.

FOLLOW UP

Building lasting relationships leads to lasting change.



ENGAGING YOUR LEGISLATOR



IDENTIFY

You can find your statewide elected officials via FindYourRep.Legislature.CA.gov; however, this just lists your member(s). To find the correct staff to work with (i.e. a legislative aide or a district director) call the member's office or reach out to CANA's lobbying team for assistance.

ENGAGE & FOLLOW UP

- Determine if there are townhalls or coffee meetings your elected holds in-district that you can start to attend.
- Before meeting your member, find out the types of issues they really care about and weave CRNAs into that issue.
 - For example, your State Senator is focused on addressing the opioid crisis, so you can highlight how CRNAs are leaders in pain management.
- Once connected, regular emails into the office or drop-ins go a long way; the goal is to be the voice of anesthesia they trust to ask questions about how certain policies may affect their constituents.



ENGAGING LOCAL MEDIA

RESPOND

1. Respond within 15 minutes; reporters are typically on deadline. If they don't provide a deadline, ask; if you don't want to do the interview, respond ASAP.
2. If you want to take the interview, **contact the CANA office or a member of CANA's leadership team to let them know**, and ask if they'd like anything specific covered (i.e. recent legislation).
3. Time is of the essence as reporters call others for comment at the same time. Whoever responds first with the best quote will end up in the story.

PREPARE

1. If you like the prior coverage and are interested in doing the interview, determine how you might tailor your message.
2. Before agreeing to the interview, ask the reporter whether it will be "on background" or "on-the-record."

ON BACKGROUND

You have every right to talk to reporters on **background**, meaning they cannot quote you or mention your name in the article. However, you must tell the reporter this before you start the interview, and wait for their confirmation before proceeding. This method should be used carefully, though, as reporters can still describe individuals to a point that people can recognize you (i.e. "A CRNA working at UCLA said...")



ON-THE-RECORD

An **on-the-record interview means the reporter can use anything and everything you say throughout the duration of the conversation**. If this is the case, be very mindful and ensure you stick to your talking points.

As a rule of thumb, don't say anything you wouldn't want printed on the front page of the Los Angeles Times.



ENGAGING LOCAL MEDIA CONTINUED



- Submitting opinion editorials (op-eds) or letters-to-the-editor (LTEs) are fantastic ways to expand your reach, as well as CANA's.
- If you are interested in authoring an op-ed and/or an LTE, please reach out to CANA for assistance in writing and submitting your op-ed or LTE.



KEY RULES TO FOLLOW

IDENTIFY KEY POINTS

- From your personal talking points outlined on page 1, select 3-5 key points to communicate and do not stray from those.

BE CONCISE & BE CONFIDENT

- Speak in short, impactful sentences.
 - **Journalists** prefer quotes that are easy to use in stories without needing much editing. They will often go for "punchy" quotes and may edit quotes down. Having short "soundbites" prepared will help keep the narrative in your favor.
 - **Legislators** and their staff also prefer shorter statements. They are moving quickly and likely have another meeting in 30 minutes – make the most of your time by getting to the crux of the issue first, so you can then use the remainder of your time to answer questions.

AVOID JARGON

- The public often does not have advanced medical degrees and will not understand industry lingo or acronyms. "Dumb it down" so you can be clear and impactful.

PIVOT!

- If a question strays off topic, pivot back to your key message. For example, *"That's a good question, but what's really important is..."*
- If faced with tough questions, stay calm and composed. It's okay to take a moment to think before answering.
- If you don't understand a question, clarify! It's better to be sure than to answer incorrectly.
- Never say "No comment." Even if you don't have anything you can share or don't know the answer, explain that you do not want to mistakenly give false information and will follow up as soon as possible.

FOLLOW UP!

- After the interview or after the conversation with your legislator, send a thank-you note and provide any additional information or materials you mentioned.



EXAMPLES

LEGISLATIVE ENGAGEMENT

Dear [Member],

As a constituent and advanced practice provider serving your region, I am writing to express my [support / opposition / concern] for [legislation / issue of importance].

[Info about you & why you're reaching out about this issue.]

Anesthesia services are not limited to medication administration alone. These services are delivered during the perianesthesia time period, which includes pre-operative, intra-operative, and post-operative care. Anesthesia also encompasses services performed outside of the perioperative setting of an acute care facility, including, but not limited to, offices, clinics, and outpatient surgery settings.

An order or directive entered on the chart or medical record of a patient registered in the hospital is authorization for the CRNA to select the type of anesthesia for the patient, to abort or modify the type of anesthesia for the patient during the course of care, and to select and administer medications related to the anesthesia services provided.

For decades, CRNAs have routinely and regularly provided safe, effective, and cost-efficient anesthesia care in California. CANA and our legislative champions are committed to protecting patient access to timely and high-quality anesthesia care, whether the services are led by a CRNA or in collaboration with a physician anesthesiologist.

It's for these reasons that I [support / oppose / am concerned] with [legislation / issue].

Thank you for your time and consideration.

Sincerely,

[name, title, affiliation]

CC: [bill author]

[relevant committee members & staff]

It's important to keep in contact with CANA's lobbying team to ensure you have the correct contact information.



Remember, your story is their insight. Regular education about our industry, your practice & CANA's priorities builds legislative champions.



EXAMPLES

SOCIAL MEDIA

Although word counts are increasing across platforms, try and be as succinct as possible. This also leaves more room to tag members in the posts.



CRNAs have practiced independently – w/o physician supervision – for decades. Thank you @HeathFloraCA for ensuring Californians throughout the state can access high-quality and timely anesthesia care. CaliforniaCRNAs.com

From community hospitals to military front lines, nurse anesthetologists provide care in diverse settings. Their rigorous education and training, including national board certification and thousands of hours in anesthesia residency, ensure high-quality care. CaliforniaCRNAs.com

#DYK? CRNAs have been the primary providers of anesthesia care to US military personnel since World War 1. In California, 15% of CRNAs have served in the military. CaliforniaCRNAs.com

California CRNAs have provided independent anesthesia care since the 1980s. Yet, a biased surveyor's actions decimated available services in Central Valley hospitals—impacting patient care & access. More from CANA's Executive Director in @modbee: <https://tinyurl.com/zbsye9mh>

Tagging news outlets, reporters, legislators, or other orgs (i.e. AANA) expands your reach and potential for engagement.



RESOURCES

The definitive source of leadership, advocacy and education for nurse anesthesia in California.

[LEARN MORE](#)

Resources

- Fast Facts
- Changing Landscape
- Education & Training



CALFORNIACRNAS.COM
Public-facing website that provides a high-level overview of CRNAs in California. This should be used when communicating with media and legislators to offer them a quick guide, while the full CANA website provides in-depth resources.

COMPENDIUM
The compendium provides a wealth of information about CRNAs, education, qualifications, and statutes regarding scope of practice.



SAVE THE DATE

CANA LOBBY DAY

MARCH 11, 2025

MEDIA & ADVOCACY

2024



FOUNDED IN 1931

CANA

CALIFORNIA ASSOCIATION OF NURSE ANESTHESIOLOGY

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