



OREGON STATE PHARMACY ASSOCIATION

KEY CONTACT GRASS ROOTS LEGISLATIVE PROGRAM

PURPOSE OF THE KEY CONTACT PROGRAM

In recent years, grass roots lobbying programs in which constituents communicated their concerns directly to policy makers have played a role of growing importance in successful efforts. Time and time again, legislators will admit that their first priority is to listen to the citizens, business owners and professionals in the districts they represent.

While OSPA plays a critical role as the voice of the pharmacy industry in the various political and policy-making arenas, its ability to generate communications from constituent members to lawmakers could spell the difference between success and failure. By organizing a **Key Contact** program before the fire starts and by using those **Key Contacts** to build goodwill for the industry, OSPA can lay the foundation for a well-orchestrated grass roots lobby effort.

OBJECTIVES OF THE KEY CONTACT PROGRAM

- Establish a network of members willing to contact their legislator at any time regarding key pharmacy issues.
- Implement a phone tree and fax tree which will link members and provide a method of rapid communication.
- Create a pool of pharmacy representatives who can respond to questions on specific legislation and its potential effect upon our profession and our customers.
- Educate members on effective methods for lobbying their legislators.

HOW IT WORKS

- Members are asked to complete a **Key Contact Participation Card** and to be willing to do the following:
 1. Review OSPA legislative program and priorities information before meeting or contacting their legislator.
 2. Call/contact their legislator to discuss issues of concern to the pharmacy industry.
 3. Call other local industry representatives to alert them of important public policy issues and activities.
 4. Report on their conversations with legislators to the OSPA Legislative Committee or government affairs representative for appropriate follow-up.

The **Key Contact Participation Cards** will be retained in the OSPA office and utilized by the OSPA Legislative Committee, the Oregon Pharmacy Coalition and OSPA's government affairs representative. **Key Contact Follow-Up Report** forms indicating the subject and nature of any communications with legislators by the various **Key Contacts** will also be maintained in the same files.



**THE VOICE OF OUR INDUSTRY IS
AS BIG AS WE MAKE IT.**

**OSPA GOVERNMENT AFFAIRS
KEY CONTACT PARTICIPATION FORM**

Legislator's Name	Social/ Personal	Business/ Professional	Campaign Involvement	Constituent But No Relationship

Name _____ Home/Cell Phone _____

Business _____ Business Phone _____

Fax _____ Email _____

Address _____

City _____ State ____ Zip _____

Please complete form and return to:
 Oregon State Pharmacy Association
 14925 SW Barrows Rd. Unit #3052
 Beaverton, Oregon 97007
FAX: 503.715.9000