



## **Advocacy 101**

**“To be an activist is to speak. To be an advocate is to listen. Society can’t move forward without both.” –**

**Eva Marie Lewis**

# Objectives

- WSHIMA members will be able to articulate what advocacy is and its purpose.
- WSHIMA members will be able to engage and advocate community and solidarity in promoting AHIMA's Advocacy Agenda.
- WSHIMA members will be able to engage and influence laws and policies applicable to healthcare information.

# What is Advocacy?

Advocacy is promoting the interests or cause of someone or a group of people.

## Types of Advocacy?

1. Self- Advocacy
2. Individual Advocacy
3. Systems Advocacy

What are some examples of advocacy?

# What is the Purpose of Advocacy?

1. Enables people to be heard.
2. Supports the protection of human rights.
3. Influences laws and policies.
4. Enables people to understand each other.
5. Educates the greater community.

Can you think of any other purposes of advocacy?

# AHIMA 2022 Advocacy Report

1. More than 3,500 HIM professionals engaged in advocacy and public policy-related activities.
2. 30% increase over last year.
3. Activities included attending AHIMA Advocacy Summit and sending letters to congress.
4. AHIMA engaged with the US Congress and Biden Administration to advance our priorities.
5. AHIMA continued to embrace three key areas in policy work for 2023.

# AHIMA's Advocacy Agenda for 2023

To empower people to impact health.

AHIMA's goal is to transform health and healthcare by connecting people, systems, and ideas.

AHIMA's 2023 advocacy agenda will leverage HIM professionals' knowledge and expertise of health data and information to influence the public policy environment to benefit individuals, communities, clinicians, and the healthcare workforce.

# Improve Individuals' Access to Information

## Where AHIMA Stands:

1. Support individuals' electronic, timely, and seamless access to their health information regardless of where it is captured, stored, or exchanged.
2. Promote individual's access to timely, accurate, and actionable information about the cost of their healthcare services, including out-of-pocket costs.
3. Empower individuals to make better decisions about their own health using trusted data from traditional, emerging, and yet to be developed sources.

# Protect Individuals' Privacy

## Where AHIMA Stands:

1. Addressing privacy and security gaps of HIPAA non-covered entities that collect, access, use, disclose, and maintain electronic health information.



# Advancement of Health Equity

## Where AHIMA Stands:

1. Address health disparities and inequities, both in the face of the COVID-19 pandemic and in healthcare more broadly to improve overall quality of care, population health, and reduce healthcare costs.
2. Advocate for the collection, access, sharing, and use of social determinants of health data.
3. Advocate for the right for all to have access to affordable high-quality healthcare coverage.

# Ensure the Quality and Integrity of Health Information

## Where AHIMA Stands:

1. Promote and advance the collection, use, and exchange of high-quality health information throughout the information lifecycle.
2. Advocate for accurate and reliable patient identification and matching to enhance data quality and integrity, improve patient safety, interoperability, and reduce administrative burden.

# Strengthen the Health Information Workforce

## Where AHIMA Stands:

1. Advance and influence policies to ensure HI professionals meet the health information needs of today and tomorrow, including policies that impact the creation, collection, exchange, and use of electronic health data.

# Advance Healthcare Transformation

## Where AHIMA Stands:

1. Improve better information flows.
2. Better integrate clinical and administrative data.
3. Improve interoperability.
4. Prevent and/or mitigate data breaches.
5. Improve integration of behavioral health information with physical health information.

## How Do **YOU** Advocate for AHIMA?

1. Subscribe to Advocacy Newsletter from AHIMA.
2. Go to the AHIMA Advocacy website and “Take Action.”
3. Review your email for announcements from WSHIMA.
4. Serve on the WSHIMA Advocacy Committee.
5. Reach out to the WSHIMA Advocacy Director.

# AHIMA's Grassroots Advocacy Award

## AHIMA GRASSROOTS ADVOCACY AWARD



Participate in a campaign in the AHIMA Action Center – 1 point

Write a letter, send an email, comment on a regulation, or post a social media engagement through the [AHIMA Action Center](#).



Take AHIMA Advocacy Training Module – 1 point

Take one of the AHIMA Advocacy Training Modules on our [Vimeo](#) site.



Attend AHIMA Advocacy Event – 3 points

Attend an AHIMA advocacy-related event, such as an advocacy reception, congressional briefing, advocacy or policy webinar, or Day 1 of Advocacy Summit.



Serve as a speaker or author – 4 points

Serve as a speaker or author on policy-related topics for AHIMA.



Participate in a Workgroup – 5 points

Participate in an AHIMA workgroup for policy-related topics such as regulatory comments, policy statements, or white papers, for a commitment of no longer than 2 months.



Participate in a Council or Advisory Group – 8 points

Serve on a Council or Advisory Group such as the Advocacy and Policy Council, or the Advocacy Leaders group, for a commitment of at least 1 year.



Attend a congressional meeting or event – 10 points

Attend a meeting with congressional staff or member of Congress in-person or virtually, in Washington DC or in district, or attend a congressional or campaign townhall event.



# How do YOU Engage in Advocacy for AHIMA?

The screenshot shows the AHIMA website interface. At the top, there's a navigation bar with the AHIMA logo on the left and links for 'AHIMA International', 'HIM Body of Knowledge', 'Access', 'Store', 'My AHIMA', and 'Login' on the right. A red 'Become a Member' button is also present. Below this is a secondary navigation menu with 'Advocacy' (highlighted), 'Certification & Careers', 'Education & Events', 'News & Publications', 'Who We Are', and 'Business Solutions'. The main content area features a large banner titled 'Advocacy at AHIMA' with four buttons: 'Agenda', 'News & Events', 'Take Action', and 'Focus Areas'. The background of the banner shows a woman in a white shirt looking at her phone.

## The AHIMA Advocacy Agenda

Our mission of "empowering people to impact health" is rooted in our founder's belief that great possibilities are achieved when we work together toward a common goal.

At AHIMA, our common goal is to transform health and healthcare by connecting people, systems, and ideas. This transformation starts with the most powerful currency for change in the healthcare ecosystem: health information.

The AHIMA 2023 advocacy agenda will leverage our knowledge and expertise of health data and information to influence the public policy environment for the benefit of individuals, communities, clinicians, and the healthcare workforce. [Download our agenda](#) to learn more. To read our policy statements, click each statement's link within

## Advocacy Resources

### From AHIMA

[2022 AHIMA Advocacy Impact Report](#)

[Infographic: 6 Ways to Get Involved](#)

[Congressional District Meeting Resource Guide](#)

[Advocacy and Policy Council](#)

[Component Association Hill Day Best](#)

# Washington State Bills

## **HB 1508 – 2023-24 (Companion Bill SB 5519)**

Improving consumer affordability through the health care cost transparency board.

Currently has passed in the House (third reading).

Currently has been introduced to the Senate and sent back to House Rules Committee for third reading.

## **HB 1610 – 2023-24 (Companion Bill SB 5596)**

Restoring trust in public health through consumer protection.

Currently introduced in the Senate.

Currently introduced in the House

## **HB 1155 – 2023-24 (Companion Bill SB 5351)**

Addresses the collection, sharing, and selling of consumer health data.

Currently has passed in the House.

Currently has passed in the Senate.

Signed into law by Governor on April 27<sup>th</sup>.



# Washington State Bills

## **HB 1508 – 2023-24 (Companion Bill SB 5519)**

Improving consumer affordability through the health care cost transparency board.

### **Where WSHIMA Stands:**

Currently WSHIMA has no stand on this bill.

The original bill can be found at:

<https://app.leg.wa.gov/billsummary?BillNumber=1508&Initiative=false&Year=2023>

# Washington State Bills

## **HB 1610 – 2023-24 (Companion Bill SB 5596)**

Restoring trust in public health through consumer protection.

### **Where WSHIMA Stands**

Currently WSHIMA has no stand on this bill.

The full bill can be found at: <https://app.leg.wa.gov/billsummary?BillNumber=1610&Chamber=House&Year=2023>

# Washington State Bills

## **HB 1155 – 2023-24 (Companion Bill SB 5351)**

Addresses the collection, sharing, and selling of consumer health data.

## **Where WSHIMA Stands**

Currently WSHIMA has no stand on this bill.

The signed bill can be found at:

<https://app.leg.wa.gov/billsummary?BillNumber=1155&Initiative=false&Year=2023>

# Washington My Health My Data

1. Geofencing
2. Regulated Entities
3. Data Privacy Policy
4. Consumer Rights
5. Right to access data by employees
6. Selling Data

# Questions?



2023 AHIMA Advocacy Summit, WA. DC.





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[Linked in profile](#)

Thou shalt not be a victim,  
thou shalt not be a perpetrator,  
but above all, thou shalt not be  
a bystander.  
- Yehuda Bauer

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## References:

Advocacy for Inclusion, <https://www.advocacyforinclusion.org>

Advocacy Training Modules, <https://vimeo.com/showcase/ahima-advocacy>

AHIMA 2022 Advocacy Impact Report, [https://www.ahima.org/advocacy/advocacy-agenda/#pos\\_85331](https://www.ahima.org/advocacy/advocacy-agenda/#pos_85331)

AHIMA 2023 Advocacy Agenda, [https://www.ahima.org/advocacy/advocacy-agenda/#pos\\_85331](https://www.ahima.org/advocacy/advocacy-agenda/#pos_85331)

Bill to Strengthen Privacy of Health Data Passes State House, Senate, <https://www.king5.com/article/news/politics/politics/bill-strengthen-privacy-health-data/281-527855ee-640a-4e80-b655-6f89c977fdc0>

Eva Marie Lewis, <https://www.freerootoperation.com/team-1>

Human Rights Careers, <https://www.humanrightscareers.com/issues/why-advocacy-is-important/>

Washington State Legislature, <https://app.leg.wa.gov/billinfo/>

West Virginia University Center for Excellence in Disabilities, <https://cedwvu.org/resources/types-of-advocacy/>