

2019 Rural Hospital Leadership Conference
Advocacy: Being Your Hospital's Cheer Squad

June 24, 2019 | 2:30 PM | Centennial Ballroom
Campbells Resort, Chelan

AGENDA

Learning Objectives

- Understanding the importance of advocacy and legally permissible advocacy activities
- Creating a culture of advocacy throughout your organization
- Identifying tools and resources and developing a long-term advocacy workplan for your hospital

2:30 PM	Welcome and Introduction: Are you ready to cheer?!	Beth Zborowski Shirley Prasad
	Importance of Advocacy: Why rural hospitals need to cheer?	Beth Zborowski
	<i>Building on a plenary session, advocacy is not a one-time occurrence. Establishing and maintaining relationships with elected officials is important to ensuring they understand the values of your organization and the resources you need to serve your patients and communities.</i>	
	Staying Out of Trouble: What cheers can, or can't I do as a public hospital or not-for-profit hospital?	Shirley Prasad
	<i>Advocacy is more than direct lobbying in Olympia. There are numerous activities a hospital may engage in with legislators.</i>	
	Creating a Culture of Advocacy: I am convinced advocacy is important – how do I convince others to join my cheer squad?	Shirley Prasad
	<i>Advocacy is not done in isolation. Creating a culture of advocacy starts with support from a hospital's board of directors, then moves down to senior leadership, providers, and staff.</i>	
	Developing an Advocacy Workplan: The board and senior leadership are convinced that advocacy is important – how do I develop a cheer plan?	Beth Zborowski Shirley Prasad
	<i>Using the tools identified by WSHA, we will review easy steps you can take to create an advocacy work plan.</i>	
3:30 PM	Adjourn and commit to writing and implementing your cheer plan (pom poms are optional)!	

For additional tools and resources, please visit the WSHA website: www.wsha.org/advocacy

For additional comments or questions, please contact:

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