



## **Advocacy Structure**

1. Advocacy Committee – 48 members, the largest committee in NJ
2. Since 2008 retained the services of a lobbyist firm, *Capital Impact Group, Trenton, NJ*
  - Monthly reports via conference call to the Advocacy Committee
  - Meetings with legislators
  - Coordinated Statehouse Day in Trenton – spoke with 30 legislators
3. Education – Legislative Workshop October 28 – agenda attached
4. Legislative Resource Guide Tool kit – under development
5. Website – Advocacy & Policy section
  - Bill tracker
  - Testimony & letters
  - Resources & tools
6. ONL NJ PAC established in June 2015

**ONL NJ Legislative Workshop**  
**Ratios in New Jersey?**  
**Preparing For NJ Nurses Staffing Ratios Legislation**

October 28, 2016

**AGENDA**

- 8:00 a.m.     *Registration / Continental Breakfast*
- 8:30 a.m.     **Welcome and Overview**  
*Maria Brennan, DNP, RN, CPHQ*  
Chief Nursing Officer, Lourdes Health System  
President, ONL NJ
- 8:45 a.m.     **Implications of the NJ Staffing Bill for Nurse Leaders and staff: Why You Should Care**  
*Gladys Campbell, RN, MSN, FAAN, NC-BC*  
Health, Wellness & Leadership Coach, Public Speaking Consultant
- 10:00 a.m.    *Break*
- 10:30 a.m.    **Addressing the Current Bill and Preparing for Future Challenges**  
*Gladys Campbell, RN, MSN, FAAN, NC-BC*  
Health, Wellness & Leadership Coach, Public Speaking Consultant
- 12:00 p.m.    *Networking Luncheon*
- 1:00 p.m.     **Principals of Press Relations, Outreach to the Media, and How to Interview Effectively**  
*Scott Palmer, BS, MAIS*  
Public Strategist
- 2:30 p.m.     *Break*
- 2:45 p.m.     **Developing Messaging: Specific Strategies for NJ Nurse Leaders**  
*Scott Palmer, BS, MAIS*  
Public Strategist
- 4:15 p.m.     **Q & A with Presenters**
- 4:45 p.m.     **Wrap-up and Evaluations**
- 5:00 p.m.     *Adjournment*