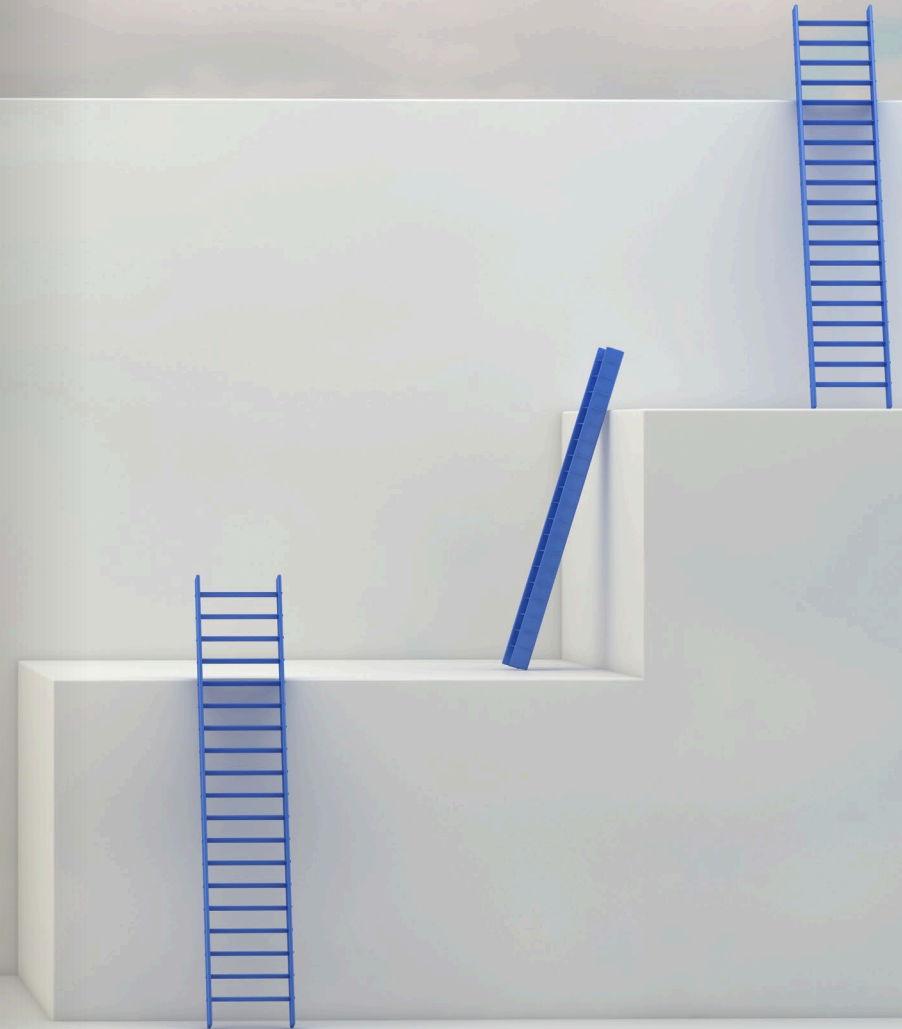


Want to Be Civically Involved? But Not Sure Public Office is for You...

Presented by:

Eva M. Pusateri, President

Expert Communications & Training, Inc.





RESEARCH HIGHLIGHT | 16 March 2023

Forbes

It's bad! Awful! Negative headlines draw more readers

Lindsay Kohler Contributor ⓘ

I use behavioral science to maximize performance at work and in life.

Follow

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Apr 12, 2023, 06:56am EDT

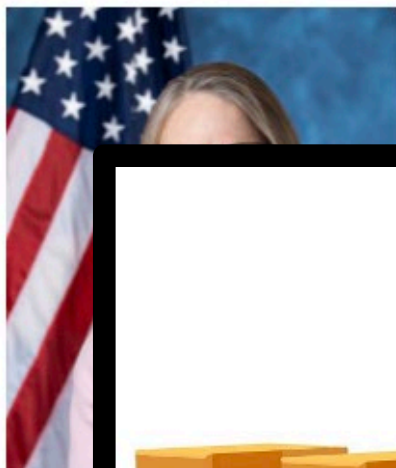
19 Federally Elected Physicians

4 – US Senate
15 – US House of Representatives

- Specialties**
- 1 – Anesthesiology
 - 1 -- Dermatology
 - 4 – Emergency Medicine
 - 1 – Family Medicine
 - 1 -- Gastroenterology
 - 1 -- General Practice
 - 2 – Obstetrics and Gynecology
 - 2 – Ophthalmology
 - 1 – Orthopedic Surgery
 - 2 -- Pediatrics
 - 1 – Thoracic Surgery
 - 2 -- Urology

- States**
- 2 – California
 - 1 – Colorado
 - 1 – Florida
 - 1 – Georgia
 - 1 -- Iowa
 - 1 – Indiana
 - 1 – Kansas
 - 1 – Kentucky
 - 1 - Louisiana
 - 1 – Maryland
 - 1 – North Carolina
 - 1 -- Pennsylvania
 - 2 – Tennessee
 - 2 – Texas
 - 1 – Washington
 - 1 - Wyoming

Women
2



Rep. Mariannette Miller-Meeks, MD (R-IA-01)



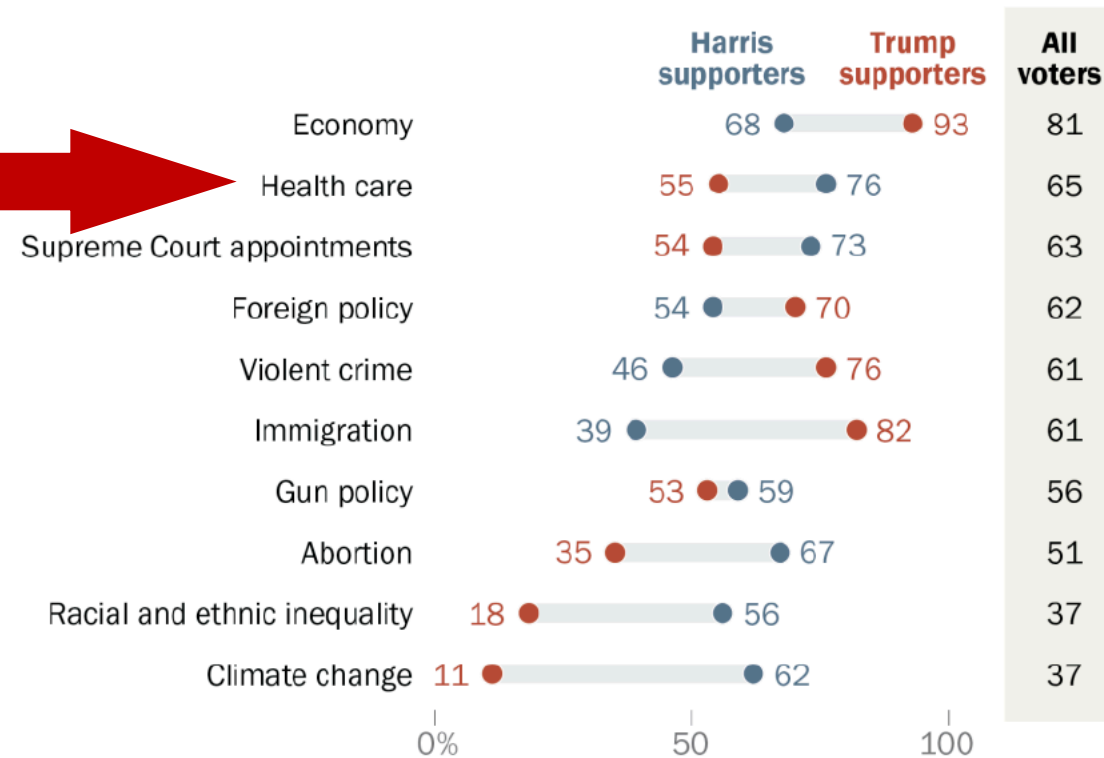
Avenues for Public Service and Advocacy:

- 1) **VOTE**
- 2) **BE IN THE KNOW** - Sign up for elected leaders' and association/society newsletters
 - a) Follow them on social media
- 3) **GET THE INSIDE SCOOP** – check out the grassroots action centers for a variety of organizations



The economy is the top issue for voters in the 2024 election

*% of registered voters who say each is **very important** to their vote in the 2024 presidential election*



Note: Based on registered voters.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

PEW RESEARCH CENTER

Avenues for Public Service and Advocacy:

- 4) **STEP UP** - Serve on state Medical board
- 5) **SPEAK UP**
 - a) Attend federal fly-ins / state Physician Advocacy Days
 - b) Opinion pieces
 - c) Make phone calls, send emails
- 6) **BE THE EXPERT**
 - a) Work with elected officials (your district) on health care issues
 - b) Provide testimony at state and federal capitals



For U.S. Senate and Congress

Website: Congress.Gov

The screenshot shows the Congress.gov homepage. At the top, there's a navigation bar with 'CONGRESS.GOV' in large letters, followed by 'Advanced Searches' and 'Browse'. On the right, there are links for 'Search Tools', 'Support', and 'Sign In'. Below this, a secondary navigation bar lists 'Legislation', 'Congressional Record', 'Committees', and 'Members'. The main content area has a 'Members' dropdown menu and a search bar with the text 'Examples: Don Bacon, Wyden'. Below the search bar, there's a 'Find Your Members' section with a search input field labeled 'Find address or place' and a magnifying glass icon. To the left of this section is a 'Help Center' with links for 'Getting Started', 'About Congress.gov', 'Quick Start Guide', and 'How to Listen to Congress.gov'. At the bottom of the 'Find Your Members' section, there are links for 'Representatives' and 'Senators'.

For State Senators

Website: nysenate.Gov

The screenshot shows the New York State Senate website. The header includes the state seal and the text 'The New York State Senate'. Below the header, there's a navigation bar with links for 'NEWS & ISSUES', 'SENATORS & COMMITTEES', 'BILLS & LAWS', 'EVENTS', and 'ABOUT THE SENATE'. The main content area has a section titled 'Find My Senator' with the text 'Please enter your street address and zip code to find out who your Senator is.' and a search input field.

For Assembly Members

Website: nyassembly.Gov

The screenshot shows the New York State Assembly website. The header includes the state seal and the text 'NEW YORK STATE ASSEMBLY' and 'Speaker Carl E. Heastie'. Below the header, there's a navigation bar with links for 'Assembly Members', 'Legislative Info', 'Public Hearings', 'Speaker's Press', 'Assembly Reports', and 'Committees & M'. The main content area has a section titled 'Member Search' with the text 'Enter your address' and a search input field.

For most others, local and statewide

Website: usa.Gov



Avenues for Public Service and Advocacy:

- 7) **SERVE IN YOUR SOCIETIES** - volunteer/get appointed/run
- 8) **GET INVOLVED POLITICALLY** in local or statewide party organizations
- 9) **SUPPORT PHYSICIAN FRIENDLY CANDIDATES / MEDICAL PACs**
 - a) serve as an advisor on health-related issues
 - b) Be a surrogate speaker
 - c) Financial Support / Financial Introductions



Avenues for Public Service and Advocacy:

10) GET A GOVERNMENT APPOINTMENT on a
local, statewide, or national level

11) BE A CANDIDATE



Direction of Country

Biden Job Approval | Job Approval on Issues | Congressional Job Approval | Favorability of U.S. Political Leaders

POLLSTER	DATE	SAMPLE	RIGHT DIRECTION	WRONG TRACK	SPREAD
RCP Average	10/1 - 10/23	—	27.0	64.1	Spread -37.1
<u>NY Times/Siena</u>	10/20 - 10/23	2516 LV	28	61	Spread -33
<u>Wall Street Journal</u>	10/19 - 10/22	1500 RV	26	64	Spread -38
<u>Economist/YouGov</u>	10/19 - 10/22	1295 LV	26	65	Spread -39
<u>Forbes/HarrisX</u>	10/20 - 10/21	1244 LV	26	65	Spread -39
<u>USA Today/Suffolk</u>	10/14 - 10/18	1000 LV	28	61	Spread -33
<u>Rasmussen Reports</u>	10/13 - 10/17	3163 LV	34	61	Spread -27
<u>Harvard-Harris</u>	10/11 - 10/13	3145 RV	31	60	Spread -29
<u>Reuters/Ipsos</u>	10/11 - 10/13	938 A	18	63	Spread -45
<u>NBC News</u>	10/4 - 10/8	1000 RV	31	64	Spread -33
<u>Marquette</u>	10/1 - 10/10	699 LV	21	79	Spread -58
<u>Yahoo News</u>	10/2 - 10/4	1032 LV	28	62	Spread -34

RealClear Politics

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low? How about...?

(COMBO VERY HIGH & HIGH)	2022 %	2020 %	2019 %	2018 %	2017 %	2016 %
Nurses	79%	89%	85	84	82	84
Engineers	-	-	66	--	--	65
Medical doctors	62%	77%	65	67	65	65
Pharmacists	58%	71%	64	66	62	67
Dentists	-	-	61	--	--	59
Police officers	50%	52%	54	54	56	58
College teachers	-	-	49	--	--	47
Psychiatrists	-	-	43	--	--	38
Chiropractors	-	-	41	--	--	38
Clergy	34%	39%	40	37	42	44
Journalists	23%	28%	28	33	--	23
Bankers	26%	29%	28	27	25	24
Labor union leaders	24%	-	24	21	--	--
Lawyers	21%	21%	22	19	18	18
Business executives	14%	17%	20	--	--	18
State governors	-	-	20	17	16	17
Stockbrokers	-	-	14	14	--	12
Advertising practitioners	15%	10%	13	13	12	11
Insurance salespeople	-	-	13	--	--	12
Senators	-	-	13	--	--	11
Members of Congress	9%	8%	12	8	11	8
Car salespeople	10%	8%	9	8	10	9



Source: Gallup

As shared March 2023 by McLaughlin & Associates

Your Strengths are Your Weaknesses and Your Weaknesses are Your Strengths

WEAKNESSES

- Single issue candidate
- Too smart
- Lack of business experience
- Don't want to lose my doctor

WEAKNESSES TURNED STRENGTHS

- Health care expert
- Knowledgeable
- Educated
- Caring/compassionate
- Good listener
- Ethical/not part of the problem

Take the Time Now to Expand Your Involvement and Expertise.

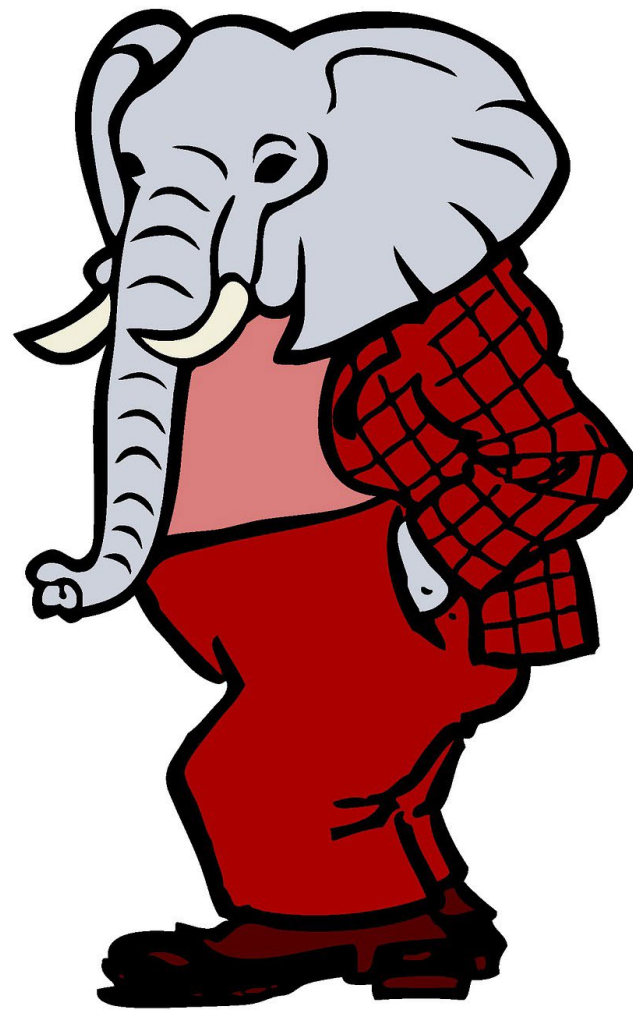
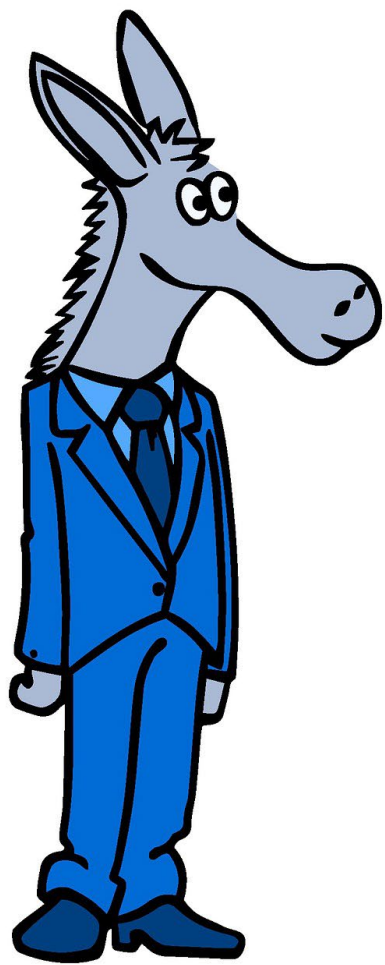
Advantage: You

Voters Care About:

- Inflation / Economy 
- Health Care Affordability 
- Partisan Cooperation 

How You Connect:

- You have your own business/ medical practice, and you've created jobs.
- Share your story / volunteer work.
- Doctors are seen as ethical/ trustworthy = doing the right thing.





Two Campaign Training Programs – Every Year

Spring

AMPAC Candidate Workshop

Late Summer/Fall

AMPAC Campaign School

Start Here...

Expert Communications & Training

CAMPAIGN TRAINING RESOURCES

National

- 1) [AMPAC](#) – offers two bi-partisan trainings annually for members of the American Medical Association.
- 2) [Campaign Management Institute at American University](#)
- 3) [Campaigns and Elections](#)
This is an industry online publication that provides information about others in the industry.

Non-Partisan

- 1) [Center for American Women and Politics](#)
Hosts their own programs and webinars for women's organizations.
 - 2) [She Should Run](#)
 - 3) [Women's Campaign Fund](#)
-
- 1) [Emily's List](#)
 - 2) [National Women's Political Caucus](#)

- 1) [National Federation for Republican Women](#)
- 2) [Women's Public Leadership Network](#)
- 3) [Excellence in Public Service Series](#)
A series of webinars across the country.

(Continued)

ExpertCommTrain.com

Political Parties

National Level

[Republican National Committee \(RNC\)](#)
[Democrat National Committee \(DNC\)](#)

State Parties
County Parties
Local Parties

Legislative Campaign Committees

If you want to run for any of the following legislative offices, contact the campaign committee, by party.

U.S. Senate

[DSCC – Democrat Senate Campaign Committee](#)
[NRSC – National Republican Senatorial Committee](#)

U.S. House of Representatives

[DCCC – Democrat Congressional Campaign Committee](#)
[NRCC – National Republican Congressional Committee](#)

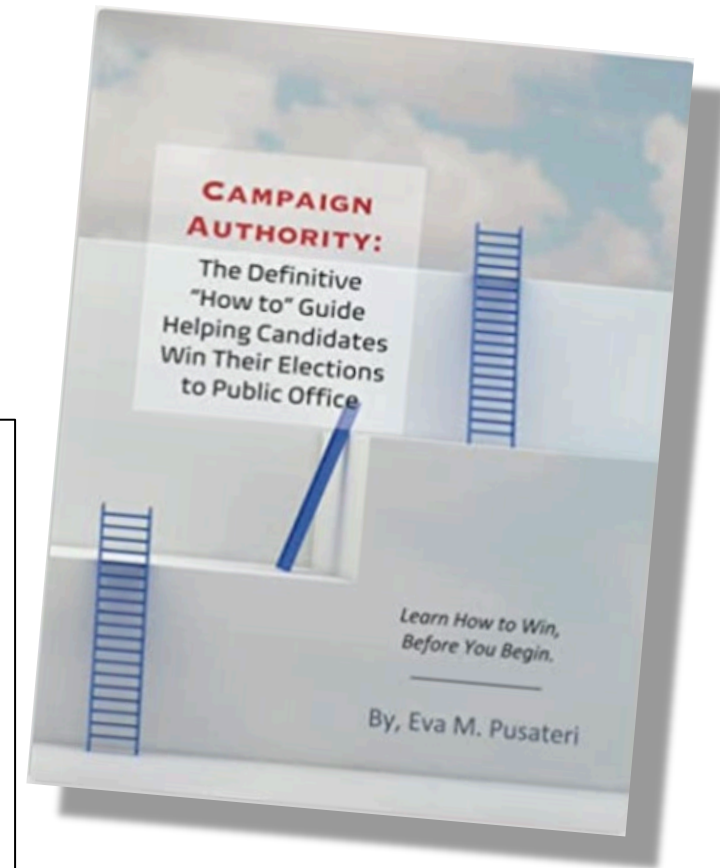
Additionally, there are campaign committees for each state House/Assembly in each state.

The above is a partial list of training programs. Some of them are listed on their websites.

ExpertCommTrain.com 708-638-0140

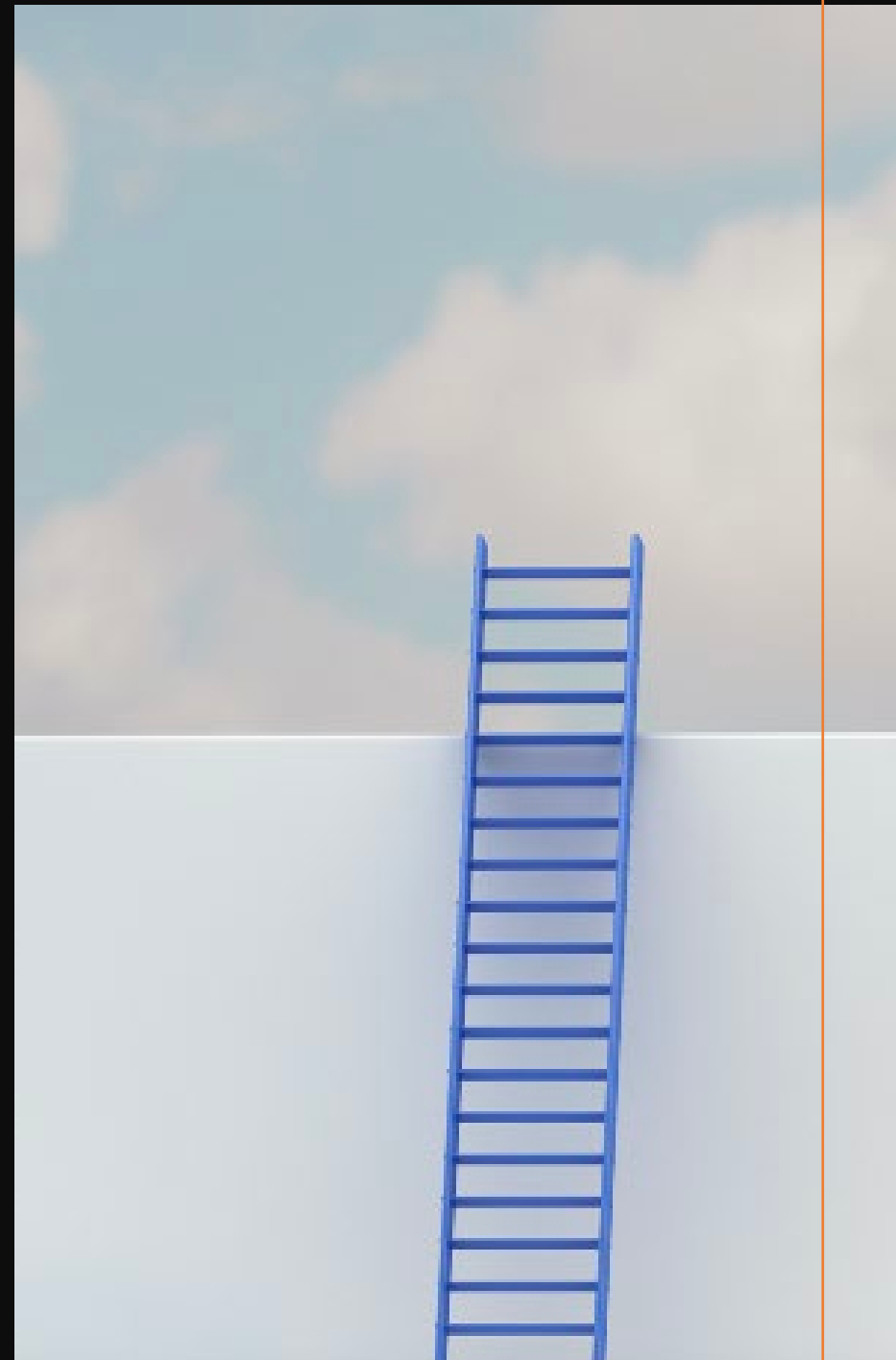
- [Department of Health and Human Services](#)
- [Secretary](#)
- [Administrator – Substance Abuse and Mental Health Services Administration](#)
- [Assistant Secretary for Aging](#)
- [Assistant Secretary for Health](#)
- [Assistant Secretary for the Administration of Children and Families](#)
- [Commissioner of Food and Drugs](#)
- [Director – National Institutes of Health](#)
- [Surgeon General](#)
- <https://www.cdc.gov/publichealthgateway/healthdirectories/healthdepartments.html>
- <https://www.usa.gov/state-health>
- <https://www.cdc.gov/publichealthgateway/healthdirectories/index.html>
- <https://www.ncbi.nlm.nih.gov/books/NBK218212/>
- <https://www.hhs.gov/about/agencies/hhs-agencies-and-offices/index.html>

ExpertCommTrain.com 708-638-0140 Eva@ExpertCommTrain.com



Keep In Mind...

- 1) It may never be the “perfect” time to do any of these
- 2) “Someday” is not a goal
- 3) Do as much or as little as you want/have time for.
- 4) Can add more/remove from your plate when necessary.
- 5) You are needed.





One Day?
Or Day One!