

Navigating the Changing Tides: Pediatric Healthcare Advocacy in a Dynamic Political Environment

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Legislative Challenges: The Perfect Storm

- Conflicting Federal and Washington State policy priorities will shape the future of children's healthcare
- Political decisions impact the future of funding, access, and system stability
- Our patients can't wait: the time is now!

The Evolution of Advocacy: Authenticity Matters

The modern approach to advocacy has shifted from a lobbyist-centric model, to a community-powered movement.



We must engage year-round with hybrid communication that leverages the authentic stories of the entire network – clinicians, staff and families – to demonstrate the real-world impact of policy changes.



This new model emphasizes grassroots mobilization and digital action as the primary driver of legislative influence.



Building Our Advocacy Capabilities

For the first time, Seattle Children's launched our own advocacy vehicle: Voter Voice!

VoterVoice

- Sent nearly 1,200 messages to legislators

Advocacy Days

- Participated in three advocacy days (including leading our own!)

Testimony

- We provided testimony 13 times and submitted written testimony on 3 bills

Letters of Support

- Submitted and signed on to dozens of letters of support on important priorities related to shared coalition efforts, mental/behavioral health and hospital business



Behind the Scenes Advocacy

- We are on the path to more sophisticated and proactive advocacy engagement.
- We are expanding how we look at the organizational voice and influence with creative approaches to leveraging our collective efforts.

Member Meetings

- Over 150 touchpoints with legislators throughout session

Coalitions

- ACS-CAN, Flavors Hook WA and co-led HCCY

Relationship Building

- Weekly WSHA meetings, strong relationships with UW/Fred Hutch/FQHCs and other partner orgs



Activating the Healthcare Workforce and Stakeholders

Amplify Voices of Experts: Share stories that meet patients where they are in their health care journey

Turn Apathy Into Action: Connect policy decisions to real patient and workforce impact – leverage unique patient stories

Build and Sustain Strong Coalitions: Unite pediatric professionals and leaders around a shared agenda

Practice Flexibility With Advocacy Skills: Prepare for effective conversations



What's At Stake



Reduced Patient Access



Delays in Research and Innovation



Fewer Advancements for Kids



Interim Engagement & Cultivation Efforts



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Empowering Patient Families and Non-Traditional Advocacy Partners



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LINK: <https://youtu.be/IJrolG-Anok?si=WlGnJ5Cx7f87ymI>

Senate Hearing Witness, Emily Stenson, Discusses the Importance of NIH Funding



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Take Action Now: Stay Engaged in our Advocacy Efforts!

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Your Voice Matters!
**Join the Movement to Shape Pediatric
Healthcare Policy**