



Legislative Advocacy Training Webinar for HPNA on the Hill Participants

August 27, 2026

HPNA on the Hill: Prep Webinar

August 27, 2026

1.25 ANCC NCPD Contact Hours

Criteria for successful completion:

- ✓ Remain engaged throughout the zoom platform (e.g., cameras on, engaged in breakout sessions, etc.)
- ✓ Completion/submission of evaluation form within the specified timeframe.
 - *Evaluations must be completed within 30 days, **by September 27, 2026**, to receive contact hours.*
 - *Late evaluations cannot be accepted.*

*Hospice and Palliative Nurses Association is accredited as a provider of nursing continuing professional development
by the American Nurses Credentialing Center's Commission on Accreditation.*

Hospice and Palliative Nurses Association | advancingexpertcare.org



Today's webinar

- Please use the chat box to introduce yourself and share where you work, and your state, and to ask questions throughout the webinar
- All Hill Day participants will receive the recording and slides after the call
- All documents can be found on our Hill Day webpage



Top 10 Surprising Things About Capitol Hill

#1: Staffers are typically in their twenties.

#2: You probably won't meet the Member of Congress.

#3: The meetings are short. Time will go by incredibly fast.

#4: Staffers may be typing on their phones or seem distracted but they are often juggling many priorities throughout the day. Trust that they are listening and interested.

#5: Meetings may happen in strange places.



Top 10 Surprising Things About Capitol Hill

#6: The staffer may know very little about hospice and palliative care.

#7: Being a constituent carries a lot of weight.

#8: The office itself may be tiny and chaotic.

#9: Your meeting time can change with almost no warning.

#10: The meeting is just the beginning of a conversation with the office. Follow-up is a major part of advocacy, and you will want to keep the lines of communication open.





Staff Roles

- Chief of Staff
- Press Secretary/
Communications Director
- Legislative staff: Legislative Director,
Legislative Assistant, Legislative
Correspondent
- Scheduler/Executive Assistant
- Caseworker

Meeting with Policymakers

Be Prepared

- Research your policymakers ahead of time.
- Have meeting information and background materials on hand to reference during the meeting.
- Practice telling your story in advance.

Be Prompt & Patient:

- When it is time to meet with a legislator or staff, be punctual.
- If schedule interruptions occur due to votes or other legislative business, be flexible.



Meeting with Policymakers

Be Confident

- While it may seem intimidating to meet with a legislator or legislative staff, remember they are in Congress to work for YOU, their constituent.
- As a clinician, you are a leader in the community and a vital part of the healthcare system in which you work. Nurses advocate for patients every day—you have all the skills you need to advocate for policy change.



Structure of Legislative Meetings



- Introductions and Thank You (2 minutes)
- Quick background on reason for meeting (3 minutes)
- Personal Story and Local Impact (5–7 minutes)
- State Your "Ask" (3 minutes)
- Q&A and Discussion (5 minutes)
- Closing, Thank You, and Next Steps (2 minutes)

Key Roles for a Group Meeting

Group Lead: Starts the meeting, introduces the group, manages the clock, and transitions between speakers.

Storyteller: Shares the personal anecdote and the local, on-the-ground impact.

Asker: Clearly states the specific bill or funding request and hands over the leave-behind paperwork.

Note-Taker: Writes down the staffer's reaction, their questions, and any follow-up items they request.

Day One: Monday, September 21



Time	Activity
8:45 – 9:15 a.m.	Breakfast available at 8:30 Welcome and Introductions
9:15 – 10:15 a.m.	Congressional Staff Panel
10:15 – 10:30 a.m.	Break
10:30 – 11:30 a.m.	Advocacy in Action: Recent Nursing Community Efforts on Education and Workforce Development, Panel session with speakers from ANA, AANP, NCC
11:30 a.m. – 12:00 p.m.	Using Social Media to Amplify Your Hill Day Story
12:00 – 1:00 p.m.	Lunch (provided)
1:00 – 1:30 p.m.	Overview of Policy Priorities and Hill Day Asks
1:30 – 2:45 p.m.	Strategies for Effective Hill Meetings and Group Practice
2:45 – 3:00 p.m.	Break
3:00 – 4:00 p.m.	Continuing the Conversation: Using Hill Meetings as a Starting Point for Public Policy Engagement Panel session with advocates
4:00 – 4:20 p.m.	Review of Hill Day Schedule, Logistics, and Q&A
4:20 – 4:30 p.m.	Closing Remarks Optional tour of House and Senate office buildings

Day Two: Tuesday, September 22

Time	Session
8:15 – 8:20 a.m.	Breakfast available at 8 a.m. Welcome and Introductions
8:20 – 9:00 a.m.	Remarks from Member of Congress and Q/A (TBD)
9:00 – 9:30 a.m.	Final Remarks and Reminders HPNA staff Packet distribution and time to connect with groups before heading to Hill meetings
9:30 a.m. – 4:00 p.m.	Hill Meetings Schedules vary Remember to send photos and meeting notes to HPNA and post on social media.

HPNA's Federal Policy Priorities

- Ensuring, supporting, and protecting the nursing workforce
- Improving patient access to comprehensive, high-quality, and cost-effective hospice and palliative care
- Enhancing hospice program integrity
- Supporting research on palliative care, advanced nursing education, and workforce development
- Allocating resources for advanced nursing education, workforce development, and research programs



Hill Day Talking Points and Asks

- Fund programs that support nursing education and workforce and palliative care research in FY 2027
- Cosponsor and/or vote for legislation to support the nursing workforce:
 - Title VIII Reauthorization
 - Improving Care and Access to Nurses (ICAN) Act
- Cosponsor legislation to incentivize advance care planning:
 - Compassionate care act: H.R. 10013/ S. 5219
- Protect and improve the Medicare hospice benefit through program integrity measures and payment reforms

HPNA's National Coalition Partners



The most compelling stories...



- Educate
- Illustrate
- Invoke emotion
- Inspire
- Connect

Think about your “why.”

“I want to take action at a time when policy is IMPERATIVE!”

“My dream is to leave a lasting legacy, an impact on hospice care.

“I hope to become more educated and involved in promoting legislation that benefits people with serious illness.”

“I want to grow as an advocate for hospice and palliative care and learn how to better represent the patients, families, and nurses in my state.”

“I have 20 years of nursing experience, and I believe my voice can make a difference.

When advocating, be strategic about your storytelling...

- Find your issue. It can be as simple as improving access to hospice and palliative care.
- **Identify a story that illustrates why you love what you do and/or one of the challenges you face specific to the policy issue.**
- Choose 1-2 data points that show the broad impact.
- Offer an actionable, reasonable solution.
- Tell your story in under three minutes.
- Use the QR code to fill out our guide to this process and submit it to HPNA by 9/5 to help us identify the best story for your legislative meeting group!



Using Social Media to Share Your HPNA on the Hill Experience



Emily Harris

*Director of Membership
& Marketing*



Karly Wolfcale

Marketing Specialist



How comfortable are you with social media?

Very comfortable - I post regularly

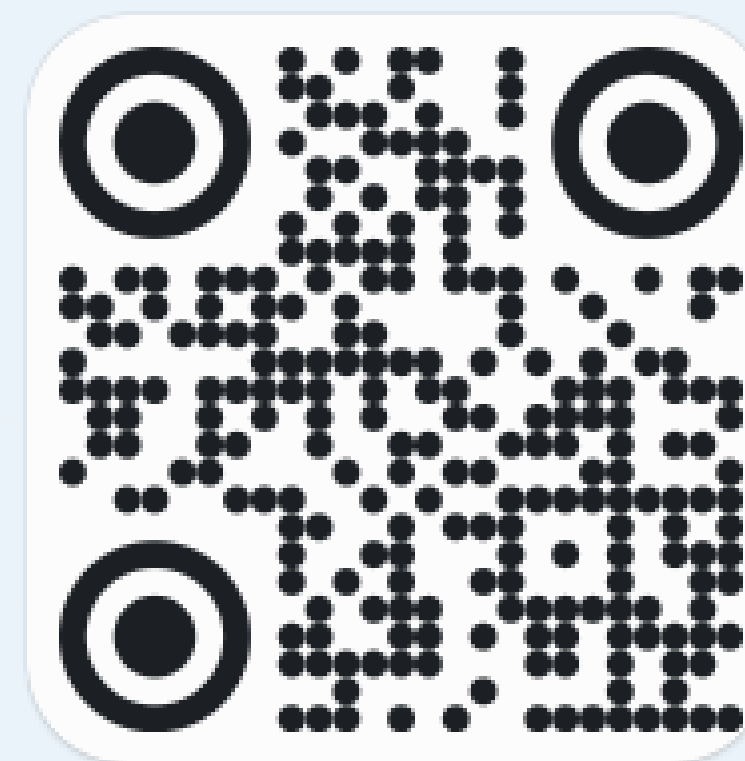
Somewhat comfortable - I post occasionally

A little uncomfortable - I rarely post

Not comfortable at all - I don't really post



 Anonymous 0



Edit



Choices



Results



Lock



Correctness



Respond at
pe.app/hillday

 Poll Everywhere

What social media platforms do you use? (Select all that apply)

☐ Facebook

☐ Instagram

☐ LinkedIn

☐ X

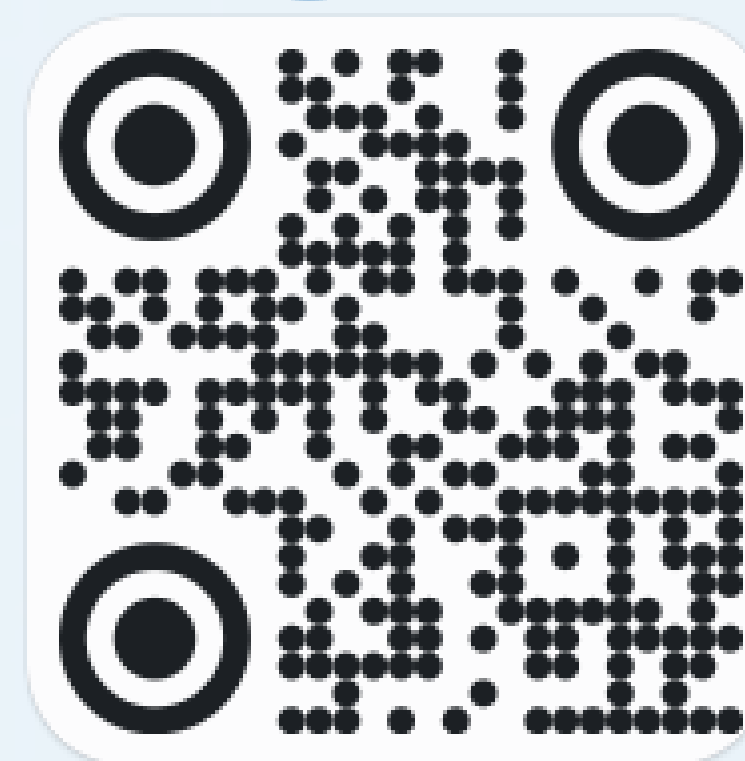
☐ TikTok

☐ Other

☐ I don't use social media



 Anonymous 0



Edit

☒ Choices

☒ Results

☐ Lock

☐ Correctness

Why Social Media Matters on Hill Day

- As we head to Capitol Hill on September 21–22 for HPNA on the Hill, social media will be one of our biggest tools for sharing our message. Every post before, during, and after the event helps raise awareness and extend our reach.
- To make it easy to share your experience and support our advocacy efforts, we've created a toolkit with ready-to-use social media graphics, sample copy, and additional resources.



Think of your posts as an extension of your voice - not a formal press release



THE HILL Toolkit

On Capitol Hill, social media will be one of our biggest tools for sharing our message. Every post before, during, and after the event helps raise awareness and extend our reach.

To make it easy to share your experience and support our advocacy efforts, we've created this toolkit with ready-to-use social media graphics, sample copy, and additional resources.

Sample Social Media Captions

Use the sample captions below or make them your own!

- "I'm in Washington, D.C. for HPNA on the Hill!"

Today, I'm joining hospice and palliative care colleagues to advocate for policies that support patients, families, and communities.

My biggest takeaway from today: **[ADD YOUR STORY/THOUGHTS]**

I'm proud to use my voice and experience to help advance nursing policy priorities. #HPNAontheHill26"
- "I'm proud to be part of HPNA on the Hill in Washington!"

I'm here because **[SHARE WHY YOU DECIDED TO ATTEND]**

Meeting with policymakers and sharing the experience of hospice and palliative care nurses is an important part of making sure our patients have a voice in Washington. #HPNAontheHill26"
- "What an experience at HPNA on the Hill!"

From learning about health policy and advocacy to meeting with members of Congress and fellow advocates, I've had the opportunity to put my **[YOUR ROLE]** to work.

One moment or conversation that stood out to me: **[ADD YOUR STORY/THOUGHTS]** #HPNAontheHill26"

CHANNELS

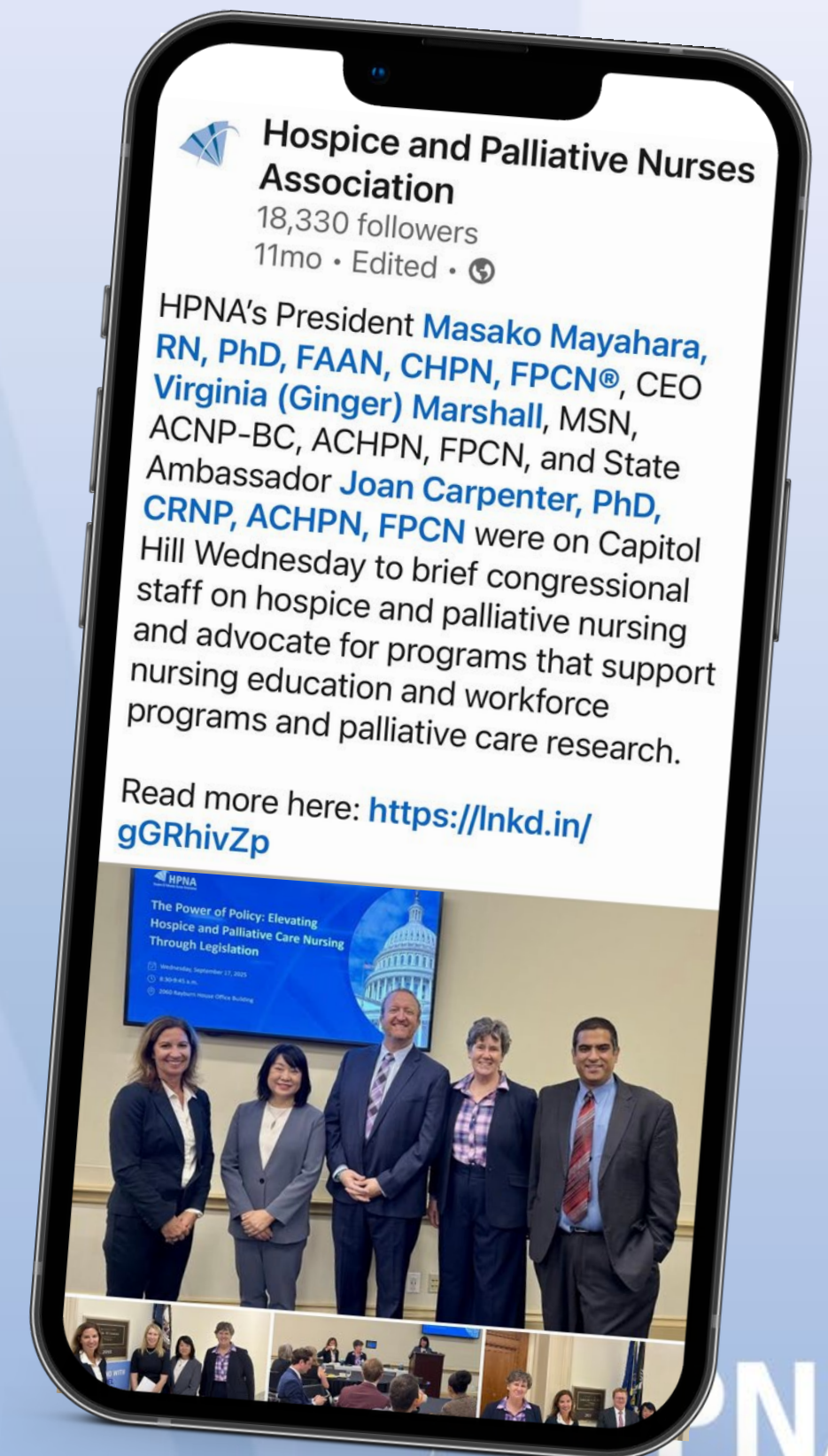
Follow our official social media accounts.

@hpna_info

Before Hill Day

Set yourself up for success!

- Follow HPNA's official social accounts so you can easily engage with and share Hill Day content.
- Save or download the ready-to-use graphics in the toolkit.
- Choose a caption—or draft your own—and decide what personal perspective you want to add.
- Make sure your social profiles are ready.
- Know the Hill Day hashtag: **#HPNAontheHill26**



During Hill Day

Share the experience!

- Capture moments on Capitol Hill, meetings with members of Congress, and time with fellow HPNA advocates.
- Share what you are seeing—but make the post about why it matters.
- Add your perspective, experiences, and why advocacy matters to you.
- Tag HPNA and engage with HPNA content by liking, commenting, and sharing.
- Use #HPNAontheHill26 so participants can find and amplify one another.



Make Your Post Personal

Don't just say: "I'm at
HPNA on the Hill."



Say why YOU are there and
what you want people to
understand

- Why did you decide to attend?
- What patient, family, community, or professional experience shaped your perspective?
- What policy message do you want policymakers to hear?
- What conversation or moment stood out to you?

Use the Sample Captions

But make them yours!

- The toolkit includes ready-to-use captions for before, during, and after Hill Day
- Keep the core advocacy message, then personalize the bracketed sections.
- You do not need to write a long post. One specific, genuine takeaway can be powerful.
- A strong caption can follow a simple structure:

Where am I?



Why am I here?



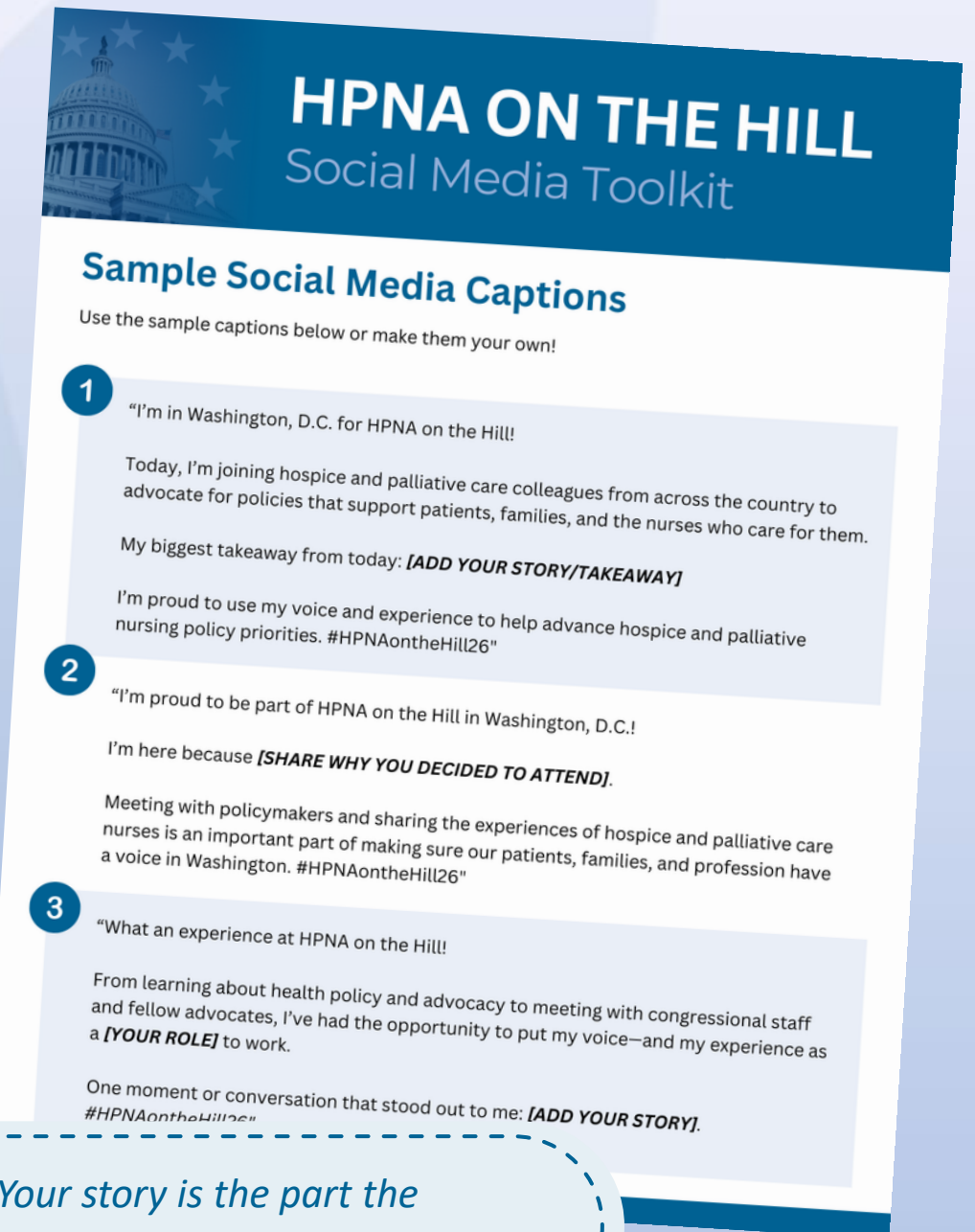
What matters to me?



What did I learn?

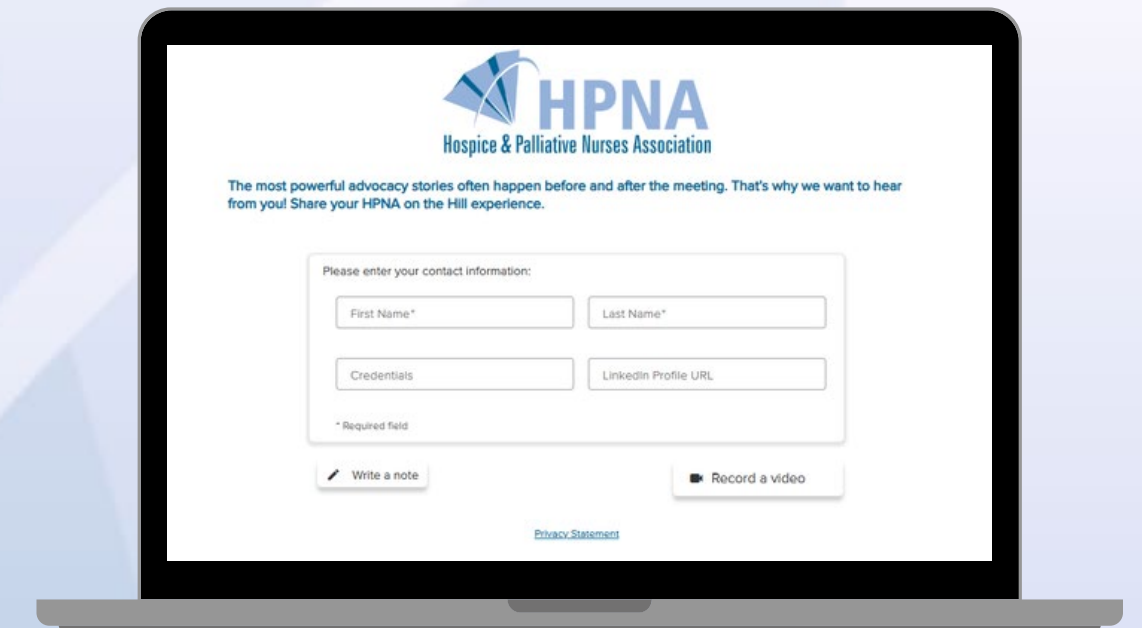


Your story is the part the template cannot provide.



Video Testimonials

Keep it conversational



- VideoRequest will give you an opportunity to record a short video about your experience.
- Your response does not need to be polished or scripted—authentic, unscripted perspectives are often the most compelling.
- Aim for one clear thought rather than trying to cover everything.
- Helpful prompts from the toolkit:
 - Why did you decide to attend HPNA on the Hill?
 - Why is this issue important to you or your community?
 - What message did you want policymakers to hear?
 - What surprised you most about participating in the fly-in?

Personalized Graphics

- The toolkit includes several graphics designed for sharing your HPNA on the Hill experience.
- Some designs allow you to add your headshot; others are ready to download and share as-is.



*Remember to use the hashtag:
#HPNAontheHILL26*

Capture Moments from Hill Day

- Think beyond posed group photos. Capture the moments that tell the story of Hill Day.
- Great opportunities include Capitol Hill, meetings, advocacy moments, conversations, and time with fellow advocates.
- When appropriate, take both vertical and horizontal photos so content can be used across platforms.
- Upload your photos to Guestpix so HPNA can collect and share the Hill Day experience.



After Hill Day

Keep the conversation going!

- Share your biggest takeaway while the experience is still fresh.
- Reflect on a conversation, policy issue, or moment that changed or reinforced your perspective.
- Thank fellow advocates, recognize the experience, and continue engaging with HPNA's advocacy content.
- Your post does not have to end the conversation—it can invite others into it.



*What do you want people
to remember about your experience?*



LinkedIn



Instagram



Facebook



YouTube



Receiving Continuing Education Credit

- CE credit will be offered:
 - Prep Webinar (today): 1.25 ANCC NCPD
 - Day 1 Policy & Advocacy Training (Sept. 21): 6.25 ANCC NCPD
- To claim CE credit:
 - Log in to your HPNA Learning Center account
 - Complete the corresponding evaluation for each event
- For questions about continuing education credit:
 - Email education@HPNA.org

Access evaluations and certificates in the HPNA Learning Center:



<https://hpna.digitellinc.com/>

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Lindsay Kassis
HPNA

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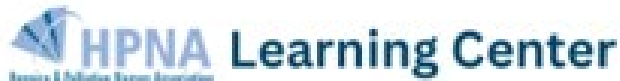
(GMT -05:00) US Central Time (Chicago) (Central Daylight Time)



HPNA on the Hill

September 21, 2026 7:00 AM - September 22, 2026 4:00 PM CDT

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We're pleased to offer Nursing Continuing Professional Development (NCPD) contact hours for Hill Day activities. To claim credit, complete the corresponding evaluation after each activity. If you have questions about continuing education credit, please contact Education@HPNA.org.

Continuing Education

HPNA on the Hill: Prep Webinar (August 27)

- Participants may earn 1.25 NCPD contact hours* upon successful completion of the activity. Successful completion requires remaining engaged throughout the Zoom platform (e.g., cameras on, engaged in breakout sessions, etc.) and submitting the evaluation within the timeframe specified. Evaluations must be completed within 30 days, by September 27, 2026, in order to receive contact hours. Late evaluations cannot be accepted.

HPNA on the Hill: Day 1 Policy and Advocacy Training (September 21)



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Access Now



Questions?



Next Steps:

- Storytelling assignment due 9/5
- Group calls prior to Hill Day
- Research your legislators
- Familiarize yourself with HPNA policy priorities and legislative asks
- Read weekly e-mails from HPNA and check webpage for new resources

After HPNA on the Hill

- Submit meeting notes and photos
- Post on social media
- Attend HPNF's Hill Day debrief on Oct. 14 (optional)
- Attend next steps call in November
- Stay connected!

See you in September!