

## Winning Strategies for Full Practice Authority for Advanced Practice Registered Nurses Conservative Messaging Do's and Don'ts

<b>DO:</b>	<b>DON'T:</b>
Keep it simple	Don't complain about physicians or make this about nurses versus physicians
Speak about the impact on patients (consumers, constituents)	Don't be defensive
Use real examples of the benefits of full practice (patients, costs)	Don't give complicated explanations or use healthcare jargon
Use real examples of the burdens of restricted practice (amount spent on physician agreements, delays/disruptions to patient care)	Don't talk about independent practice or replacing doctors
Use buzzwords and phrases that appeal to conservative stakeholders, including cutting red tape, increasing consumer access and choice, increasing competition, free market solution to increase access, cutting unnecessary costs and eliminating costly contracts.	Don't use the term "collaborative agreements", consider "contract" instead

### Tactics

<b>DO:</b>	<b>DON'T:</b>
Have non-nursing supporters in meetings with legislators	Don't just focus on how this affects you/nursing
Identify the right nurse messenger for the particular meeting	
Use nurses as the experts and non-nurse supporters as the advocates	
Relate full practice to issues that you know the legislator cares about	
Follow up after the meeting	