

Coalition Building: How to Effectively Build and Leverage Connections to Advance Addiction Medicine Priorities



ASAM ADDICTION MEDICINE
ACTION NETWORK

What is an advocacy coalition?

- ✓ Individuals and/or organizations
- ✓ Shares common goals, ideas, and/or policies
- ✓ Pursues those shared goals, ideas, and/or policies in unison
- ✓ Desire to influence federal, state, and/or tribal governments, public companies, as well as private entities



Why is a coalition important?

Sometimes a group can achieve what an individual cannot. Power in numbers!

Some individuals or organizations can speak powerfully to one or more facets of the issue—but together, advocates are a force in numbers

Defining the who, what, when, where, and how

- **What's the goal? Legislative, regulatory, another aim?**
 - Your efforts may look different depending on your audience
 - Ex: If you're trying to change who can practice telehealth in your state, talk to state lawmakers not federal
 - Make them tangible and realistic (you can always go bigger later!)
- **Who's part of the coalition? What groups and/or individuals should be a part of the effort to ensure it's successful? Who/what groups will this message be aimed at?**
 - Important to take note of advocacy efforts made by others
 - Consider whether it makes sense to join those or start your own
- **Is this a short- or long-term effort? What should coalition members expect?**
 - Timing is key!
 - May be easier to act when an issue is at the forefront vs. not
 - Ensure coalition members know what to expect
- **How will the coalition achieve its aims? What resources do you need?**
 - Do you need money to succeed? If so, how much? How will it be spent?
 - What human or information resources do you need?



Considerations

- Are there existing coalitions on this issue and do their views and/or advocacy align with yours?
- Does this issue apply to a select number of people or is it broader in scope?
- Are there enough potential coalition members interested in addressing this issue?
- Is there enough consensus from stakeholders to form a coalition?
- Would this effort complicate other ongoing efforts you're involved in?

ASAM coalition work

- ASAM frequently addresses issues through stakeholder input and collaboration
- Important to consider whether your outside coalition activities may impact ASAM's ability to achieve desired outcomes
- Efforts divided among federal, state, private entities
 - **Federal:** Issues with Medicare, federal parity standards, workforce, OTP regs, confidentiality, FDA regs, etc.
 - **State:** Issues with scope of practice, Medicaid, telehealth standards, practice issues, etc.
 - **Private entities:** Issues w/ commercial payers, pharmaceutical companies, drug store chains, etc.