



NCPA

Political Advocacy Challenge

Information Sheet

Political Advocacy Challenge Purpose

The NCPA Political Advocacy Challenge is a project created by the NCPA Student Leaders to gauge the level of political advocacy taking place amongst each NCPA Student Chapter, and award and recognize each school's accomplishments. There are many ways to promote political advocacy: it may be done through mailings, phone calls, and emails directly to legislators; students may organize educational presentations to promote awareness at their school, or create a legislative day to speak to legislators at the Capitol. NCPA wants to learn about each school's efforts in political advocacy, and encourages any innovative ideas to reach out to our legislators.

Political Advocacy Challenge Eligibility

Every student chapter who completes the challenge will receive 2.5% on their Chapter of the Year Report. The winning chapter will be awarded a plaque at the 2010 NCPA Annual Convention and Trade Expo.

Political Advocacy Challenge Criteria

There are four categories and a bonus category for which each event will be graded on:

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| a) Major Event (30 points): | Legislative Day, trip to the Capitol, or the major legislative event participated in |
| b) Day to Day Contact (25 points): | Emails, mailings, or phone calls sent to legislators |
| c) Education (25 points): | Training, educational speakers, CE's, etc. |
| d) Creativity/Innovation (10 points): | <u>Type of event, design and imagination</u> |

TOTAL OF POINTS: 100 Points

Bonus Points will be considered up to 20 points for contribution to the NCPA Legislative Defense Fund (LDF). Fundraising is another part of political action that we did not want to make a requirement for participation, but of great importance to the process.

Forms and How to Submit the Political Advocacy Challenge Report

After each event, fill out the *Political Advocacy Challenge* Report Form (located on the NCPA website under forms) and save the event. Add each event on the *MTM Challenge Cover Sheet* (also located on the NCPA website under forms). The Cover Sheet and all of the event forms as well as any supporting documents (i.e. pictures, fliers, etc) must be emailed in with your NCPA Chapter of the Year Application by May 31st, 2010.

Please email cover form, event forms and any supporting documents (i.e. pictures, fliers, etc.) in with your Chapter of the Year Report by May 31st 2010

Political Advocacy Challenge Criteria Breakdown:

Major Event:

- We want to know every step in the process
- How long was the planning stage? How many people were involved in planning?
- Total # of students at school that attended & total # of NCPA members attending
- Copy of Event Itinerary
- Copy of Clear Legislative Information Discussed
- Description of Collaboration with other professional organizations
- Description of the Outcome

Day to Day Contact

- Document all letters and emails sent to legislators
- Keep copies of letters to send in with your report
- Stay up to date on the issues by checking NCPA Website for Action Alerts
 - This is a great resource to start an email campaign to legislators

Education:

- Description of educational presentations for students, pharmacists, legislators, or patients
- Continuing Education Programs
- Description of planning for each event

Creativity/Innovation

- Creative ways to reach out to legislators or spread political advocacy
- School or community-wide newsletters or flyers
- Collaboration with professional organizations outside of pharmacy

Please Visit the NCPA website at www.ncpanet.org has a great amount of material that explain many of the issues facing community pharmacy. Click on the NCPA Action Alerts to find letters that you can adjust and send to your legislators to support community pharmacy.

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