

Hemophilia Council of California  
Advocacy & Policy Webinar

# Why is it Easier to Kill a Bill Than Pass One?



*Presented by  
Lynne Kinst, HCC Executive Director &  
Terri Cowger Hill, Cowger & Associates*



## HCC's 2022 Advocacy & Policy Webinar Series

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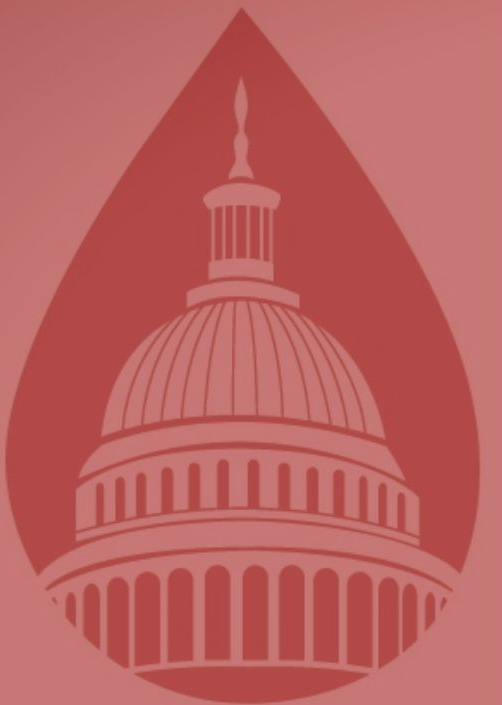


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## Mission & Vision

- **Mission** – to improve access to care and treatment options in order to advance the quality of life for people with bleeding disorders through advocacy, education, and outreach in collaboration with our founding member organizations
- **Vision** – open access to quality innovative care and choice of treatment for all people with bleeding disorders



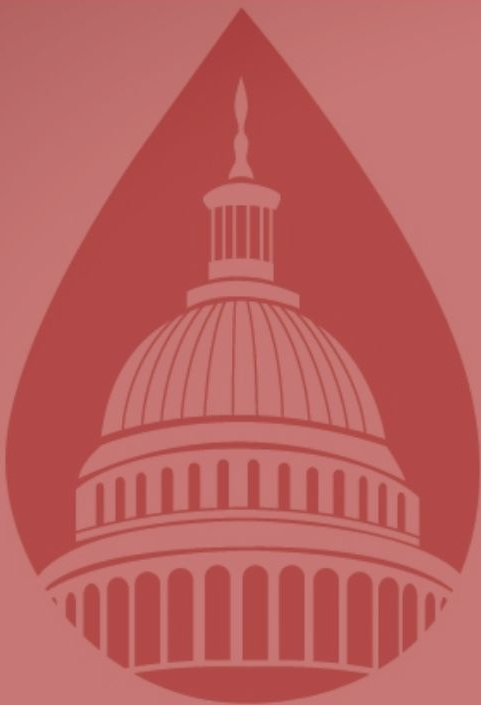
# What is the Hemophilia Council of California?

## Fun Facts! HCC....

- was founded in 1982 by the four California bleeding disorders organizations.
- was formed to coordinate state-level advocacy in response to HIV-contaminated clotting factor.
- has evolved and now coordinates statewide access to high quality healthcare, education and advocacy efforts in cooperation with the 4 chapters.

## HCC advocates to

- ❖ protect access to care
- ❖ promote progressive treatment options
- ❖ advance the quality of life for individuals, families and caregivers living with bleeding disorders



## Today's Speaker

- Owner, Cowger & Associates
- Legislative Advocate/Lobbyist
- Health policy expert and long-time advocate for the Hemophilia Council of California

## Terri Cowger Hill



Live Media

Regular Session: Thursday, March 4, 2021



## Why Is It So Much Harder to Turn a Bill Into Law vs Killing A Bill?



## To Be Successful Turning A Bill Into Law, One Needs To:

- Demonstrate a compelling need
- Secure a legislator to carry bill
- Secure support from other organizations
- Secure supportive **analysis** from **policy committee** staff
- Secure supportive analysis from **fiscal committee** staff



## To Be Successful Turning A Bill Into Law, One Also Needs To:

- Secure support from the various departments and agencies (i.e. **DHCS** and CA **HHS** Agency)
- Secure support from the Governor's Office
- Neutralize or overcome any opposition to the bill

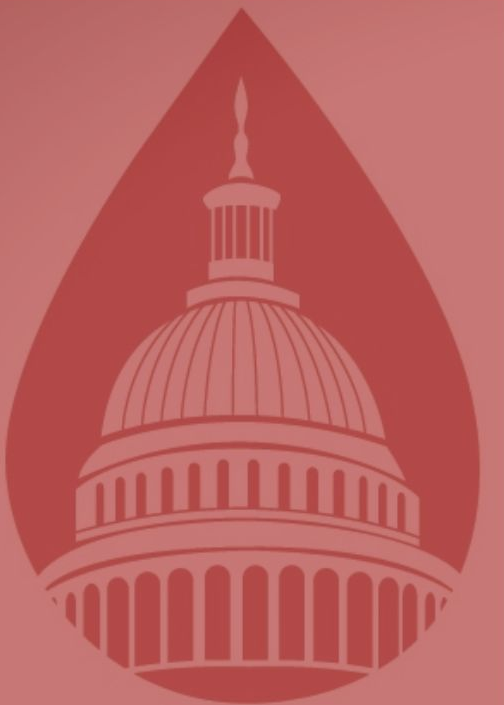
# Why Is It Easier to Kill A Bill?



- Groups that don't like your proposal can find reasons to block it.
- Powerful business groups and insurance industry groups carry a lot of clout in the State Capitol.
- A high-cost proposal can get blocked if there is not enough money to fund.
- If your proposal is too complicated or if others don't understand it, that could be its demise.

# Why Is It Easier to Kill a Bill?

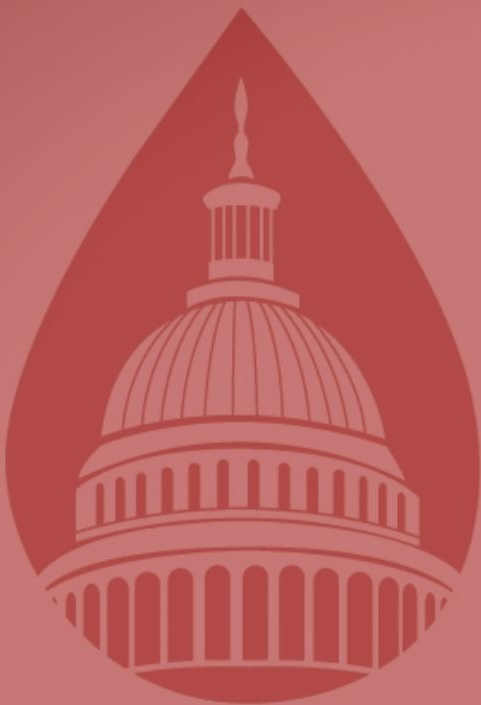
- At times, the bleeding disorders community might need to utilize these strategies to ensure a harmful bill doesn't become law.
- For example – there have been proposals to end co-pay assistance programs which we would oppose.



# Why Is It Harder to Turn a Bill into Law?



- It is a lot more work to secure a measure into law successfully in CA and sometimes it takes several years of negotiations to neutralize opposition and gain support.

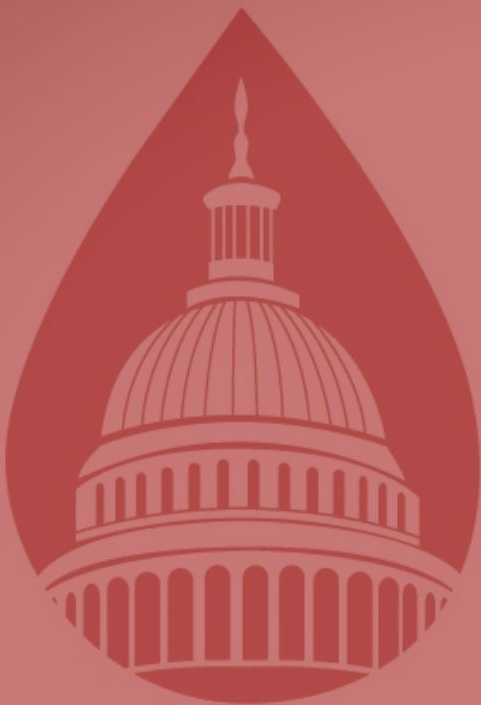


# Why Is It Harder to Turn a Bill into Law?

## Example

HCC's 2012 "Standards for the Delivery & Safety of Clotting Factor to The Home Setting" **statute** required:

- Three years of work
- Negotiations with hospitals, pharmacies, fiscal committees and Governor's Office before becoming law!



# How A Bill Becomes Law in CA

Need  
identified

Ask what  
the  
community  
needs are  
to have  
excellent  
care?

Find a  
legislator to  
support

Bill is filed &  
sent to a  
committee

HCC's bills  
typically go  
to Health or  
Insurance  
Committees

Create Fact  
Sheets and  
talk with  
legislators

Visit your  
legislator  
and others  
to gain  
support

Bill gets a  
committee  
hearing

If it passes, it  
goes to  
**Appropriations  
Committee.**  
This is where  
the cost to  
implement the  
bill is analyzed

If it passes  
appropriations  
, it goes...

Full **Floor  
Vote** in this  
**chamber**

it goes to  
the other  
chamber.  
Bill goes  
through  
committee  
and voting  
process on  
the other  
side

If it  
passes.....

Governor  
decides to  
make the bill  
a law

Negotiations, ongoing education, gain additional legislators to support

# Successful Strategies for Turning a Bill Into Law:



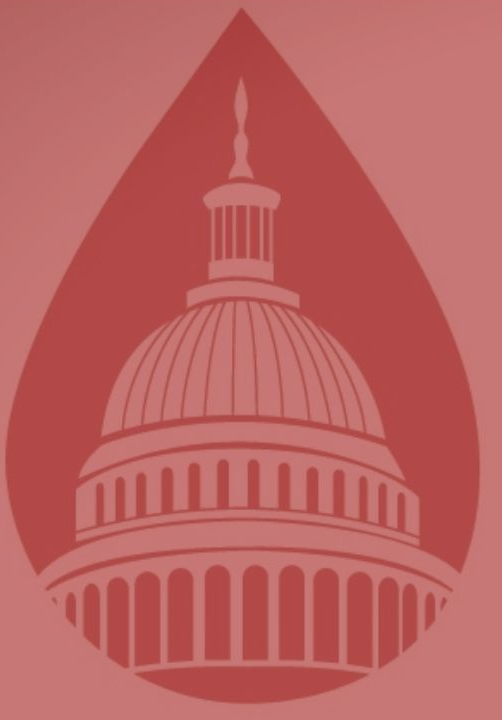
- **Make sure there is a real need for the bill**
- **Build a strong coalition:**
  - Secure support from the Chapters
  - Secure support from other rare disease interest groups
  - Secure support from statewide health care advocacy organizations

# Successful Strategies for Turning a Bill Into Law:

- Secure support from NHF and HFA

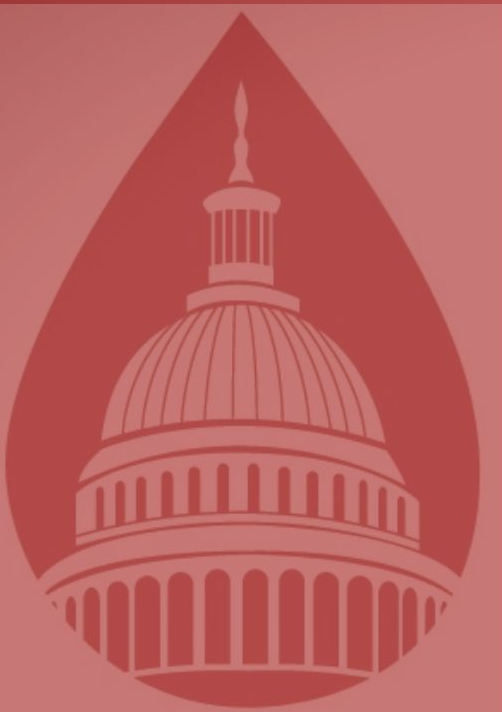


- Secure Co-Authors for your bill
- Phone2Action, Letter writing, calls, social media, and other tools are used



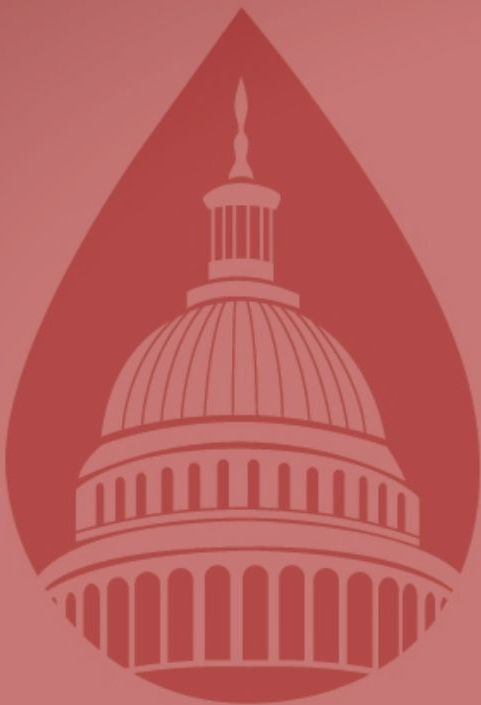
# Successful Strategies for Turning a Bill Into Law:

- Social media/PR
- Editorials/Opinion Pages
- Press Conference or Event to promote bill



# Successful Strategies for Turning a Bill Into Law:

- Future Leaders and Advocacy & Access Ambassadors share their stories



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## Questions?

**HCC's 2022  
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series**

# Thank you for joining us!

Reminder: this webinar is part of a series of educational webinars presented by the Hemophilia Council of California.

A recording and slides will be available in a few weeks at

<http://www.hemophiliaca.org/education/webinars/>

NEED HELP? Contact Lynne Kinst at (916) 572-7771 or [lkinst@hemophiliaca.org](mailto:lkinst@hemophiliaca.org)

