

The Kentucky Psychological Association presents  
**Advocacy in Action: How to Influence  
Public Policy in Frankfort - 3 CE Credits**

Monday, February 7, 2011  
1:00 - 4:00 p.m.\*  
Capitol Annex, Room 111 - Frankfort, KY

Presented by  
**Sheila A. Schuster, Ph.D.**

### **Why public policy advocacy?**

The importance of legislative advocacy for health and mental health professionals, consumers and others - and the advocacy process itself - will be described from the perspective of an experienced lobbyist/psychologist and others who know Frankfort well. Questions to be examined: "Why get into the game? How to become a player? How to influence the outcome?"

### **Who would find the workshop valuable?**

The presentation is intended for mental health and public health professionals and students, as well as for professionals in related fields and for advocates interested in influencing public policy. The information gained is applicable across settings, as advocacy is a useful tool to understand and master, regardless of the specific focus of professional and personal activities and interests.

### **Program Objectives**

- At the end of the workshop, participants will be able to identify the elements of successful advocacy and to describe their most effective application in the legislative arena.
- Participants will become familiar with the "inner workings" of the legislative process from the perspective of an experienced legislative agent/psychologist and others who work in Frankfort, and will be able to identify the most effective communications with legislators.
- Participants will be able to list the issues of primary focus in the 2011 General Assembly session, such as the projected shortfalls in funding for Medicaid and other governmental services; implementing the federal health care law to expand health coverage for more Kentuckians and to improve the health of the Commonwealth; and to generate the advocacy arguments which these and other issues suggest.
- Participants will understand the contributions which various stakeholders can make in mounting a successful advocacy campaign and the role of the professional, student and advocate in participating as a critical member of the public policy team.

\*At the conclusion of the CE program, those who are interested are invited to observe the House and/or the Senate chambers in session, beginning at 4 p.m.



### **About the Presenter**

Sheila A. Schuster, Ph.D. is a licensed psychologist who serves as the Federal Advocacy Coordinator and Legislative Liaison for the KY Psychological Association. Dr. Schuster also represents a number of mental health and health care organizations in Frankfort. She currently serves as Executive Director of the Advocacy Action Network, an umbrella organization encompassing the work of the KY Mental Health Coalition, the Medicaid Consortium, and the United 874K Disabilities Coalition. Dr. Schuster also serves as Co-Chair of Kentucky Voices for Health, a statewide coalition whose mission is to improve the health of Kentuckians. Additional presenters may include a member of the Kentucky General Assembly, staff of the KY Legislative Research Commission (LRC) and others who advocate in Frankfort on health/mental health issues.

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### **Continuing Education Credit**

**Psychologists, Social Workers, Professional Counselors, Art Therapists:** This program has been approved for **3 CE credits** by the Kentucky Psychological Association (KPA). KPA is approved by the American Psychological Association to sponsor continuing education for psychologists. KPA maintains responsibility for this program and its content. KPA is also approved to offer professional continuing education by the Kentucky Board of Examiners of Psychology, the Kentucky Board of Social Work, the Kentucky Board of Professional Art Therapists and the Kentucky Board of Professional Counselors.

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### **Registration**

*(Pre-registration rates end Jan 31)*

KPA Member (CE Credit)	\$20
Non KPA Member (CE Credit)	\$35
No CE Credit Requested	Free

**Additional Information &  
Registration Online at**  
<http://kpa.org/calendar.cfm>



## **KPA EVENT REGISTRATION – FEBRUARY 7, 2011**

**Advocacy in Action: How to Influence Public Policy in Frankfort  
Capitol Annex, Room 111 - Frankfort, KY**

**Name:**

\_\_\_\_\_ First Last Degree (M.A., Ph.D., etc...)

**Street Address:**

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**City, State, Zip:**

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**Email:**

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CE certificates will be emailed to this address.

**Daytime Phone:**

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### **KPA CE Registry**

Are you a member of KPA's CE Tracking Service, the *CE Registry*?  YES  NO

### **Licensure Information**

Licensure Board (if applicable): \_\_\_\_\_ Number: \_\_\_\_\_

### **Registration Fees - CIRCLE APPROPRIATE FEE**

	<b>Pre-Registration Fee</b> (ends Jan 31 <sup>ST</sup> )	<b>Regular Registration Fee</b> (after Jan 31 <sup>ST</sup> )
<b>KPA Member – CE Credit</b>	\$20	\$30
<b>Non KPA Member – CE Credit</b>	\$35	\$45
<b>I do not want/need CE Credit</b>	Free	Pre-Registration Required

### **Special Requests and Additional Comments**

Please let us know if you need special assistance so that we can make appropriate arrangements.

### **Legislative Alerts**

Please indicate if you would like to receive information by email on upcoming legislative issues that impact psychology.

*Available to KPA members only.*

YES  NO

### **Payment Information** - Pay by Check, made payable to KPA, or by Credit Card.

VISA  MASTERCARD

Name as it appears on card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

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**Return completed form by mail to KPA, 120 Sears Ave, Ste 214, Louisville, KY 40207 or  
by fax to 502-894-0635 (if paying by credit card).**