

Ohio Parents Advocating for Vaccines (PA4V)  
Ohio AAP Annual Meeting  
September 27, 2019

Ohio Chapter

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# CME Disclosures

The speakers and facilitators do not have relevant relationships to disclose.

No off-label products will be discussed today.



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# Advocacy Training

*Ohio Parents Advocating for Vaccines*

Ohio Chapter of the American Academy of Pediatrics

-September 27<sup>th</sup>, 2019-



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# Introduction



- Daniel Hurley, Capitol Consulting Group
- Key Objectives
  - Gain understanding of structure and key institutions of state government
  - Learn about the legislative and rulemaking processes
  - Identify healthcare decision makers and key legislators
  - Discuss political trends going into 2019
  - Outline key healthcare policy issues for 2019
  - Summarize Immunization Policy Priorities
- State Government is most impactful level of government!

# Structure of Ohio Government



- **Three branches of Government**
  - Legislative—Ohio General Assembly
  - Executive—Governor and Statewide Officeholders
  - Judicial—Supreme Court of Ohio
- **Legal / Statutory Framework**
  - Ohio Constitution
  - Ohio Revised Code
  - Ohio Administrative Code
- **General Elections Held Every Two Years**
- **Term Limits on State Officeholders**



# The Ohio General Assembly



- Similar to Congress, there are two chambers—Ohio House of Representatives and Ohio Senate
- Republicans control both legislative chambers
- Ohio General Assembly convenes in two-year cycles; we are currently in the 133<sup>rd</sup> General Assembly
- Each chamber organized into standing committees
- Bills must pass both chambers before heading to Governor; conference committees may be convened to reconcile differences
- Veto overrides and constitutional amendments require 3/5 super majority votes



# Ohio House of Representatives



- 99 Members elected every two years; 4 term (8 year) limit. Districts encompass 118,000 residents
- Current split is 61R - 38D
- Led by Speaker Larry Householder (R-Glenford)
- Key Standing Committees—
  - House Finance and Appropriations Committee
  - House Finance Health and Medicaid Subcommittee
  - House Health Committee
  - House Insurance Committee
  - House Primary and Secondary Education Committee



# Ohio Senate



- 33 Members, half elected every two years; 2 term (8 year) limit. Each Senate district covers 3 House districts and 350,000 residents
- Current split is 24R – 9D
- Led by President Larry Obhof (R-Medina)
- Key Standing Committees—
  - Senate Finance Committee
  - Senate Finance Health and Medicaid Subcommittee
  - Senate Medicaid, Health, and Human Services Committee
  - Senate Education Committee



# Other Legislative Entities



- **Ohio Legislative Services Commission**
  - Handles all bill drafting and research for General Assembly
  - Prepares Analysis and Fiscal Note during committee mark-up
- **Joint Legislative Committees**
  - State Controlling Board
  - Joint Committee on Agency Rule Review
  - Joint Medicaid Oversight Committee
  - Joint Education Oversight Committee
  - Correctional Institution Inspection Committee
  - Ohio Retirement Study Council
  - Joint Legislative Ethics Committee
- **Select and Study Committees**
  - Formed for temporary purposes to study a specific issue and make recommendations

# How to Read a Bill



- **LSC drafting style guidelines for bills**
  - Only sections impacted by the legislation are included in a bill, and the entire section is included
  - Underlined text is language being proposed, ~~strikethrough~~ text is language being deleted; all other text is current statute
  - Bill sections are organized in chronological order. Uncodified statute is always at the end of the bill

Sec. 5167.12. (A) When contracting under section 5167.10	304
of the Revised Code with a managed care organization that is a	305
health insuring corporation, the department of medicaid shall	306
require the health insuring corporation to provide coverage of	307
prescribed drugs for medicaid recipients enrolled in the health	308
insuring corporation. In providing the required coverage, the	309
health insuring corporation may use strategies for the	310
management of drug utilization, but any such strategies are	311
subject to <del>divisions (B) and (E) the limitations and</del>	312
<u>requirements</u> of this section and the department's approval.	313

# State Biennial Budget Bills



- **Operating Budget**
  - Covers most state operational spending, including Medicaid, Education, Corrections, and local government assistance
  - Revenue sources primarily are state taxes (except motor fuel), fees, federal grants, and other general revenue
- **Transportation Budget**
  - Covers transportation projects including roads, bridges, highways, and public transit; Revenue sources are motor vehicle fuel taxes and federal grants
- **BWC/IC Budget**
  - Covers operations and claims of Bureau of Workers Compensation and Industrial Commission; Revenue source is employer premiums
- **Capital Budget**
  - Covers ‘vertical’ construction for state and local governments, along with ‘community projects’ including parks, museums, and historical preservation

# Ohio Governor and Executive Branch



- Earlier this year, Mike DeWine was sworn in as Ohio's 70<sup>th</sup> Governor. Jon Husted is his Lieutenant Governor; both are Republicans
- The Governor leads the executive branch and nominates cabinet directors and other appointments that are confirmed by the Ohio Senate
- In addition to cabinet, the executive branch includes licensure boards, commissions, and other agencies; Governor also creates special offices (i.e. Office of Health Transformation, Office of Children's Initiatives)
- The Governor can sign executive orders and each agency is empowered to promulgate rules that amplify statute

# Cabinet Agencies and Leadership



- **Ohio Department of Medicaid**
  - Led by Maureen Corcoran, who was tapped by DeWine earlier this month; Corcoran previously led Medicaid under Governor Strickland
  - ODM is Ohio's lead Medicaid agency and coordinates reimbursement, coverage, and waivers for other agencies
- **Ohio Department of Health**
  - Dr. Amy Acton is the current director of ODH
- **Other Key Healthcare-related Agencies**
  - Ohio Department of Insurance
  - Healthcare Licensure Boards
  - Department of Mental Health and Addiction Services

# Other Statewide Offices



- **Attorney General—Dave Yost (R)**
  - Chief law enforcement officer for Ohio, provides legal representation for state and training for police
- **Secretary of State—Frank LaRose (R)**
  - Chief elections officer and keeper of records of state; handles campaign finance and business filings
- **Auditor of State—Keith Faber (R)**
  - Audits financial records of state government, universities, and local governments; provides training to gov't officials
- **Treasurer of State—Robert Sprague (R)**
  - Maintains accounts and revenue of state government; invests certain funds and bond accounts



# Executive Agency Rules



- Rules amplify statute and are often mandated by bills; rules must be reviewed every five years
- The Rulemaking Process (Chapter 119)
  - **Pre-Clearance:** Agencies will often share rules for comment informally prior to officially filing the rules
  - **Original Filing:** Rules are published in the Register and a hearing is scheduled for public comment
  - **Public Comment / Hearing:** A public hearing is convened and comments may be offered in writing or in person
  - **Common Sense Initiative:** Once rules are filed, CSI will evaluate the business impact of the rule; any rules deemed to have an adverse business impact must be justified by the filing agency
  - **JCARR Review:** Prior to becoming effective, the rules are reviewed by JCARR; 'prong' violations are rare
  - **Final Filing:** Rules are published a second time in Register and become effective

# Supreme Court of Ohio / Lower Courts



- Comprised of seven justices elected in staggered six year terms; led by Chief Justice Maureen O'Connor
- There are 5 Republicans and 2 Democrats on the court, though they are elected as nonpartisans
- There are no term limits, however there is an age limit; once a justice reaches age 70 he or she cannot seek another term
- Below the Supreme Court are 12 Appellate Courts and also the Court of Claims; in addition there are many county and municipal courts
- Like the US Supreme Court, The Supreme Court of Ohio is the 'court of last resort' for legal cases

# Political Landscape in 2019



- **General Election 2018**
  - Republicans swept all statewide offices and maintained veto proof majorities in the General Assembly
  - Democrats did make gains in Ohio House of Representatives and on Supreme Court
  - Ohio continues to trend Republican in non-Presidential elections, however we will still be a key swing state in 2020
- **Leadership Changes in Ohio General Assembly**
  - House Speaker Larry Householder unseated incumbent Speaker Ryan Smith (R-Bidwell) earlier this year; Rep. Emilia Sykes (D-Akron) elected Minority Leader
  - In seeking the Speakership, Householder built coalition of 26R and 26D members; Smith managed to secure more Republican votes
  - Senate President Larry Obhof term limited after 133<sup>rd</sup>; State Sens. Matt Huffman (R-Lima) and Matt Dolan (R-Chagrin Falls) vying to succeed him

# National Trends in Healthcare Policy



- **Immunization Policy is a major national issue!**
- **Prescription Drug Costs**
  - Several states pursuing legislative remedies to increasing drug costs and related issues with pharmacy benefits
  - Some states beginning to look at Pharmacy Benefit Managers and implement regulatory reforms
- **Affordable Care Act and Related Issues**
  - Trump Administration continues to scale back ACA enforcement and grant waivers to states for Medicaid
  - Congressional action unlikely given split partisan control; pending ACA lawsuit unlikely to prevail in overturning law
- **Consolidation of Healthcare Entities / Businesses**
  - CVS Caremark – AETNA Merger
  - Consolidation of Hospital Systems and Facility Closures
- **New Technologies (Blockchain, Data Analytics)**

# Key Healthcare Issues for Ohio



- **Immunization Policy**
- **Medicaid-Related Issues**
  - Prescription Drug Coverage
  - Pharmacy Benefit Managers
  - Medicaid Expansion
  - Managed Care Re-Procurement
- **Healthcare Price Transparency**
- **Health Insurance Issues**
  - Telehealth Parity and Medicaid Coverage
  - Surprise Billing Legislation (Physicians for Fair Coverage)
- **RecoveryOhio – Response to Opiate Epidemic**

# Background on Immunization Issues in Ohio



- Over the past five years, we have generally gained ground in immunization debate
- Recent Immunization Wins
  - **2014**—Childcare entry requirement restored
  - **2016**—Meningitis added to school entry requirements
  - **2018**—Legislation introduced to standardize process
  - Several anti-vax bills defeated over past few GA's
- Governor DeWine took office in 2019 and made child health a top priority
- Ohio-based Anti-vax groups continue to harass legislators and advocates

# Current Bills and Issues



- **Immunization Exemptions**
  - State Senators Peggy Lehner and Sandra Williams working on legislation to eliminate nonmedical exemptions
  - Potential for legislation or administrative action to require standard form for exemptions signed by healthcare provider
- **Anti-vax Bills**
  - **HB 132**—Sponsored by State Rep. Don Manning, would require school districts to notify parents about exemptions
  - **HB 268**—Sponsored by State Reps. Bernadine Kent and Ron Hood, would restrict employer ability to require immunizations
  - Both bills not expected to move—Anti-vaccine groups now working locally to harass school districts and hospitals

# Next Steps and How You Can Help



- Immunization exemption legislation expected to be introduced later this
- DeWine Administration also considering other steps at request of OhioAAP
- **Grassroots Outreach**
  - Meet with state legislators in district or host events to discuss the importance of immunizations
  - Make phone calls, send e-mails, and post on social media to encourage legislators to get involved
- **Statehouse Activities**
  - Participate in advocacy events such as IANO Day and join OhioAAP lobbyists at meetings on immunization policy
  - Testify before legislative committees on pending legislation



# QUESTIONS?



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# Ethan Lindenberger



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# Vaccine Policy Environment in the US

- Since 2009, non-medical vaccine exemptions have increased in states that allow parents to obtain philosophical exemptions for school-required vaccines.
- In Texas, exemptions grew from 3,000 in 2003 to 50,000 in 2018 – a 20-fold increase!
- Decision to delay or opt-out of vaccinations can be greatly influenced by social network conversations and negative messages from vaccine-hesitant coalitions.

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Vaccine-hesitant coalitions are:
  - More likely to have a clear policy agenda that is publicly available
  - More likely to have materials for local, state, and/or federal policymakers
  - More likely to be involved in influencing vaccination policy
  - More likely to have advocacy materials on their websites
  - Typically structured as a 501(c)4 which allows them to have more extensive lobbying capabilities
    - Also have the ability to create PACs

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Pro-vaccine coalitions:
  - Often have multiple purposes (i.e. education in addition to policy)
  - Have websites and social media properties tend to focus on providing info for parents and do not house materials to empower advocates to mobilize and act
  - Typically structured as a 501(c)3 with limited lobbying capabilities

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Key Finding:
  - A study has shown that parents who used the internet to get vaccination information were significantly less likely to consider health care providers and health authorities as trusted sources of vaccination information.
  - Pro-vaccine coalitions should focus their messaging on data and science and ensure materials are up-to-date.

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Key Finding:
  - For pro-vaccine coalitions, improving communication with parents and policymakers, and advocating for evidence-based policies for vaccines may help to overcome challenges with activism from vaccine-hesitant coalitions.
  - Must be parent vs. parent advocating for vaccines, not just parent vs. provider
    - Know your “role” – own that you are a pro-vaccine parent

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Key Finding:
  - According to a 2016 study, the majority of US adults trust medical scientists for information about vaccines – only 9% said they don't trust the science much or not at all.
  - Although the vaccine-hesitant numbers are low, these individuals are very passionate and LOUD on social media, etc.

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# Audit of Pro-Vaccine vs. Vaccine-Hesitant Coalitions

- Ways to strengthen pro-vaccine coalition advocacy:
  - Share local and current vaccination data
  - Create a page where followers can be informed about current state
  - Create materials and trainings that help supporters advocate & communicate about vaccines
  - Create a clear policy agenda
  - Collaborate with other pro-vaccine coalitions
  - Keep social media properties current by posting frequent links/videos

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# Opportunities for Involvement in PA4V

- Two Main Objectives for PA4V:
  - Provide an avenue for grassroots advocacy
  - Increase pro-vaccine social media presence



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# Opportunities for Involvement in PA4V

- Provide your home address for district matching
  - Do you know any legislators personally?
- Ask friends/family to join PA4V & TA4V
- Share your story
- Post/share pertinent pro-vaccine info on social media
- Send emails/call your legislators
- Attend in-district meetings with legislators
- Attend organized "Advocacy Day" at Ohio Statehouse
- Provide testimony for pro-vaccine legislation
- Submit pro-vaccine Letters to the Editor
- Become a media spokesperson

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# Future Plans for PA4V

- Monthly email templates
- Social media post templates
- Quarterly calls with legislative updates, etc.
- Updated online resources
- Assistance with scheduling in-district meetings
- Pro-vaccine legislation – grassroots advocacy opportunities



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# What do you want out of PA4V?

- Tell us what you'd like to see!
- Tell us how you'd like to be involved!



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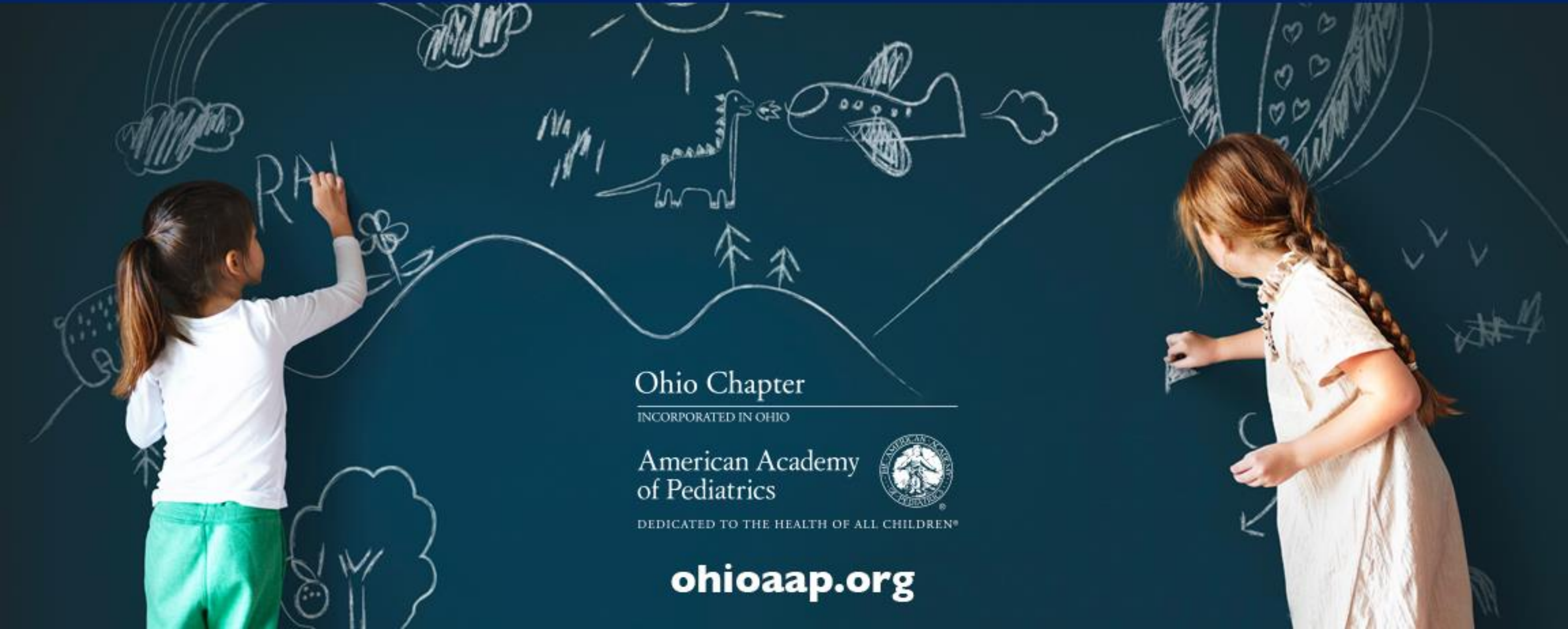
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