

State your Case:

Navigating the Statehouse & Crafting your Message

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2025

Federal

Tim Scott (R)



Lindsay Graham (R)



Nancy Mace (R)



Joe Wilson (R)



Jeff Duncan (R)



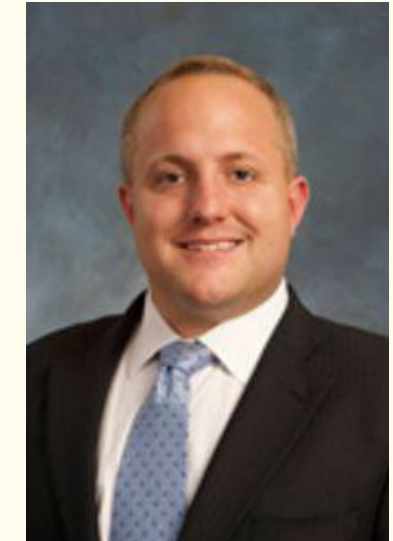
William Timmons (R)



Ralph Norman (R)



Jim Clyburn (D)



Russell Fry (R)

Congressional Districts

SC-4 Timmons

SC-5 Norman

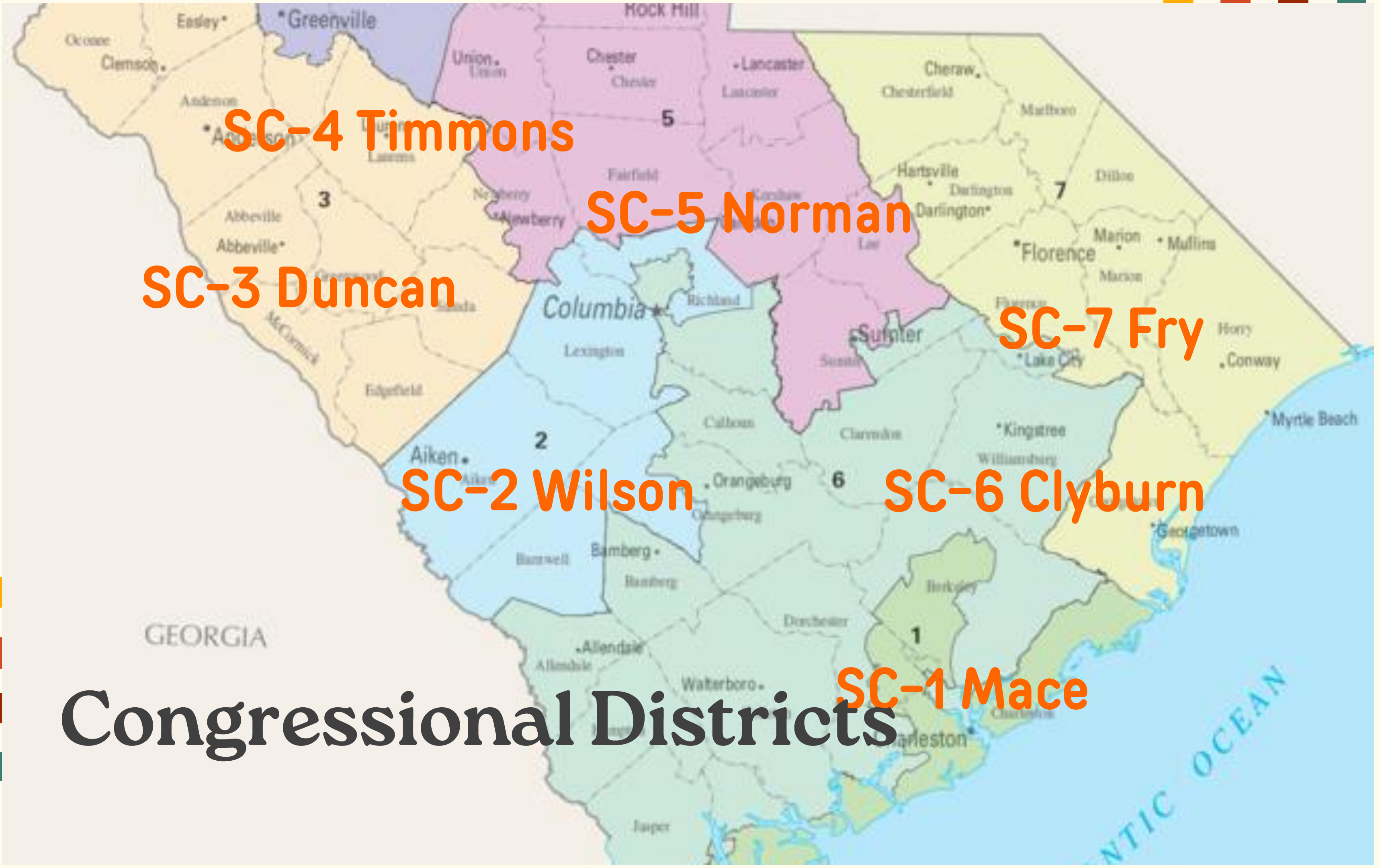
SC-3 Duncan

SC-7 Fry

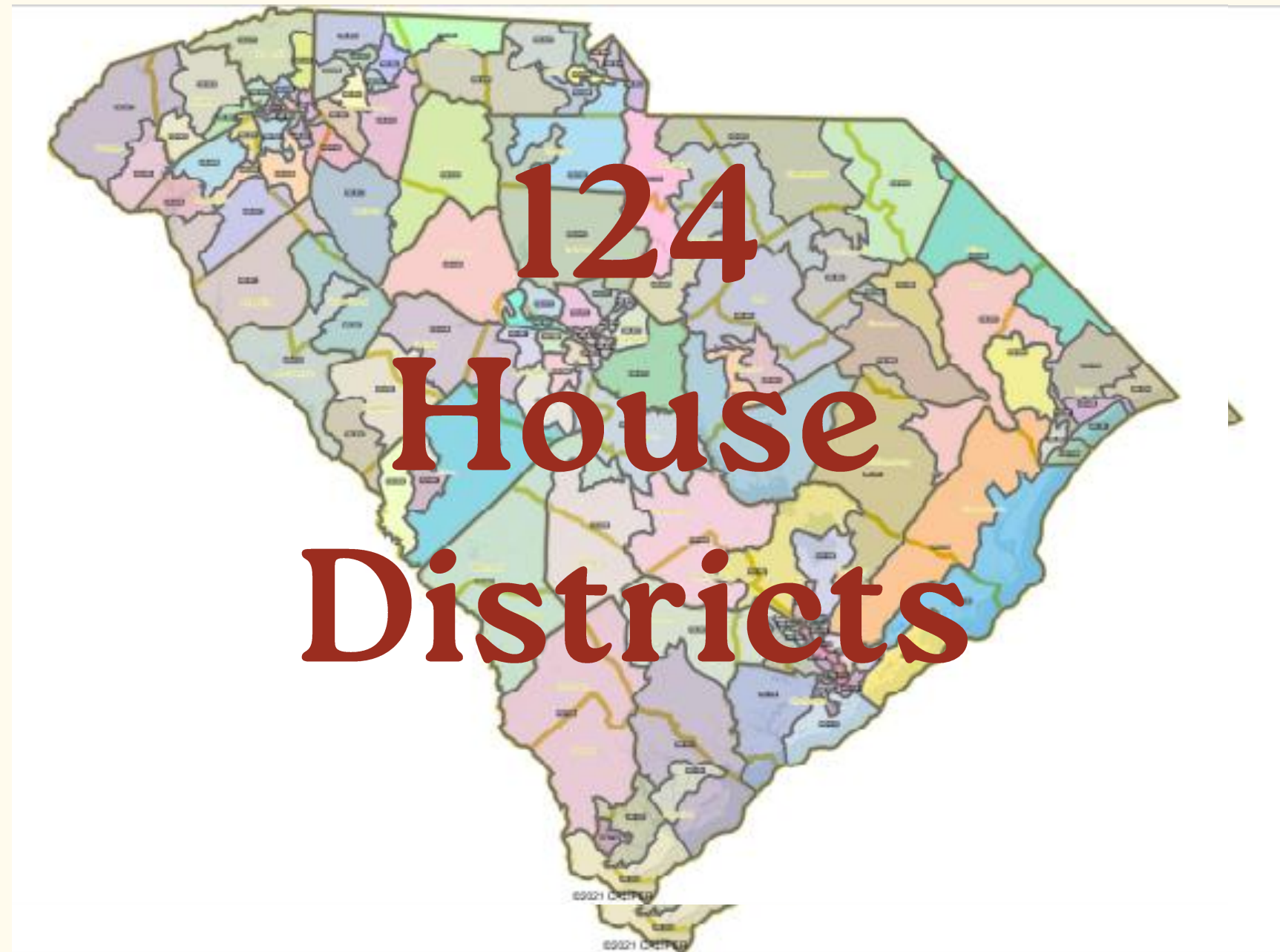
SC-2 Wilson

SC-6 Clyburn

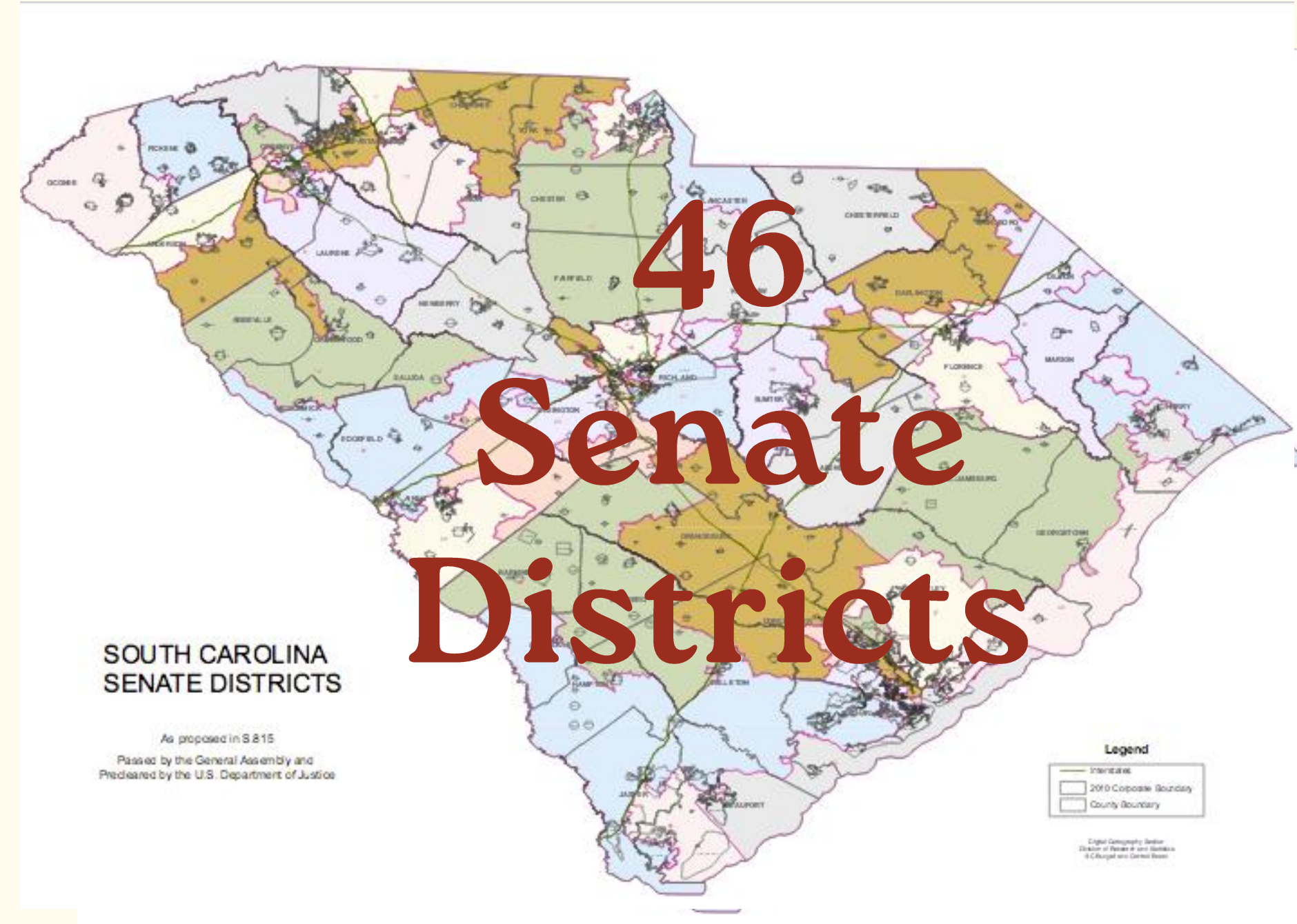
SC-1 Mace



State Congressional Districts



Lower Chamber (2 yr terms)



Upper Chamber (4 yr terms)

Influence



Constituents are Key!

- Letters, emails, and phone calls
- Meetings, town halls, and public forums
- Social media

Other ways legislators are Influenced

- Meetings with political allies, lobbyists
- Media coverage
- Research conducted by their staff members
- Surveys of voters



Meet your Legislators



Do your Research

Biographical info
Previous votes
Committee
assignments

<https://www.scstatehouse.gov/legislatorssearch.php>

Issue details:
Revenue implications
Number of constituents
affected
Multiplier effects
Benefit to taxpayer
Counter-argument

Walking over to the State House



Call them out ✦✦✦ in the lobby



Call them out ✦✦✦ in the lobby



Call them out ✦✦✦ in the lobby



Storytelling Tips & Tricks

- By sharing your story, you can humanize and highlight the struggles that many people face
- It is important to remember that you DON'T have to be an expert in policy, insurance, etc.
- What you bring to the table is your real lived experience!
- Decision makers remember more than stats and facts – they remember the real people that are impacted by the hurdles!

Storytelling Tips & Tricks

- If you are asked a question and don't know the answer, the best response is, "I will find out and follow up with you."
- Breathe! Speaking in front of new people can be intimidating, but your voice and story humanize a complex issue. Nearly every person in this country is either affected by, or cares about someone that is affected by a nutrition-related issue!
- Remember that your story is more powerful than anything else. Focus on the human impact of the broken system leaving this group of patients behind.

Storytelling Components

- What hurdles have you (or your patients) faced?
- How have these hurdles impacted you physically, mentally or emotionally?
- Why is this hurdle in your way (bias, insurance, etc)?

- What are you fighting for?
- Are there commonalities with other problems that may be relatable – insurance denials, etc.?

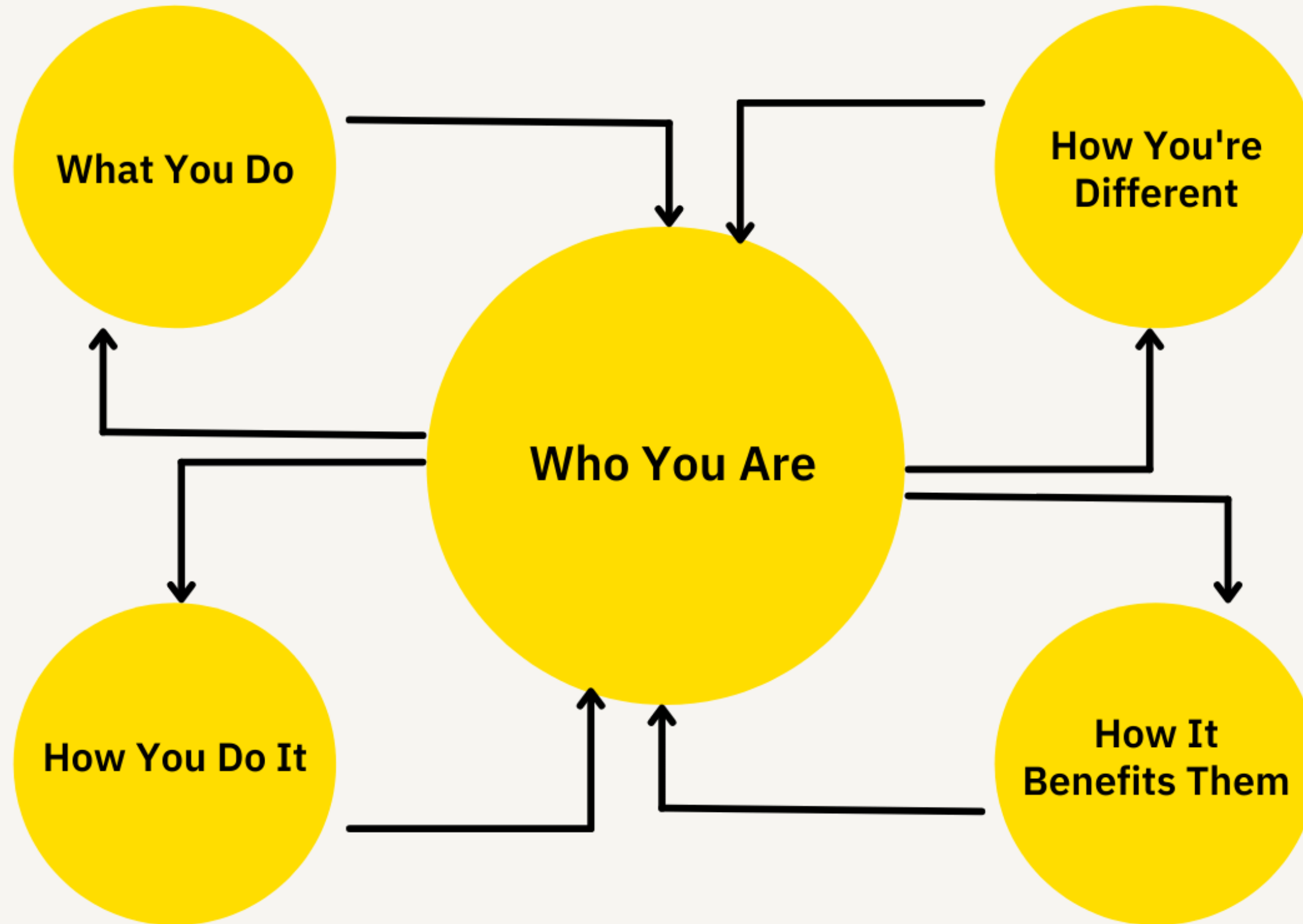
- How can you reach your solution?
- How can the audience help

Example: I have struggled with obesity since I was a child. As an adult, I have tried ___ without long-term success. My doctor and I both feel that the next step for me is ___ but my insurance will not cover this and I cannot afford to pay out of pocket.

Example: Everyone with obesity deserves access to safe and effective treatment options, in the same way treatments are covered for other diseases like hypertension.

Example: We encourage you to support the Treat and Reduce Obesity Act. Please sign on as a cosponsor.

ELEMENTS OF AN ELEVATOR PITCH



(Boiled down to 1-2 sentences)

Audience Pains & Motivations



What We Do	+	How They Benefit
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Key Points:

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Supporting Points:

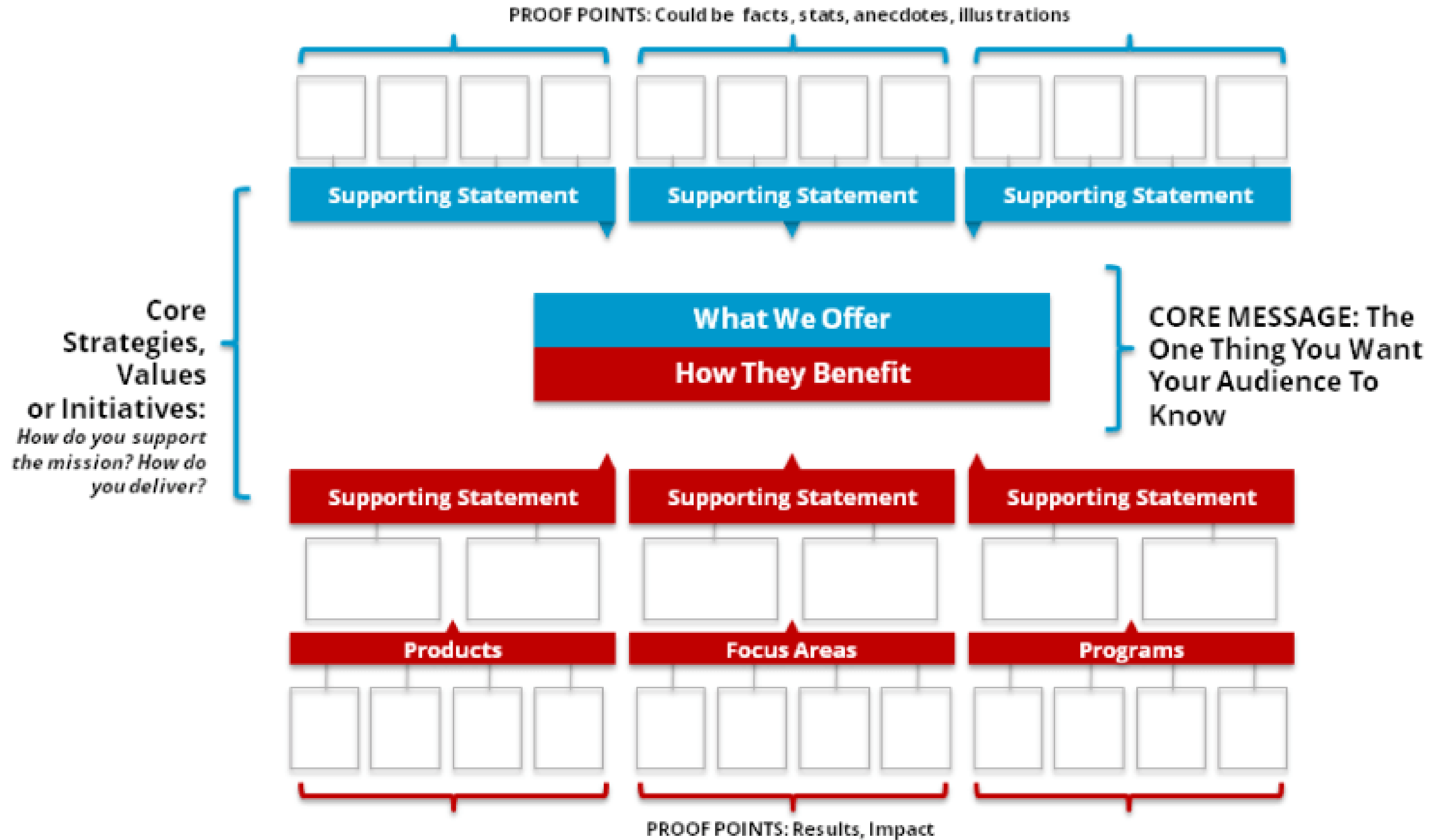
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Examples, Facts, Testimonials

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



Message Mapping Framework





Mission

To **positively impact** the **health and well-being** of South Carolinians through food and nutrition

Vision

A state where **all people thrive** through the **transformative power** of food and nutrition



Principles

- To have a state-wide impact in **eliminating all forms of malnutrition and food insecurity**
- **Collaborate** to solve our state's **food and nutrition challenges**
- **Expand work force capacity and capability** of food and nutrition professionals
- Focus on state-wide improvements across the **food well-being and health care sectors**
- Highest level of integrity and commitment to **excellence among dietetic professionals**

Effective Communication

1

What?

Describe and define the **facts**, situation, product, position

2

So What?

Discuss the implications or **importance** for the audience - the **relevance** to them

3

Now What?

Outline the **call-to-action** or **next steps**, such as taking questions or setting up a next meeting

3 Questions in Action

Here is an example of the 3 questions in the way we introduce ourselves to a new state senator or state representative

What?

The South Carolina Academy of Nutrition and Dietetics (SCAND) represents **over 700 registered dietitians** (RDs) committed to improving the health and well-being of South Carolinians. We play a crucial role in addressing chronic diseases like obesity, hypertension, and diabetes, impacting individuals, families, and healthcare systems.

Registered dietitians are healthcare professionals with specialized training in food, nutrition, and disease management. We offer evidence-based solutions to prevent, manage, and even reverse chronic conditions through:

- **Individualized nutrition counseling:** Tailored plans addressing specific needs and preferences
- **Medical nutrition therapy (MNT):** Collaborating with physicians to create personalized treatment plans for chronic diseases.
- **Education and community outreach:** Empowering individuals and communities with knowledge for healthy eating and lifestyle choices

So What?

DIETITIANS CONTRIBUTE TO

1. Improved Health Outcomes

Lower blood sugar levels, reduced blood pressure, weight management, and reduced risk of malnutrition.

2. Reduced Healthcare Costs

Preventing and managing chronic diseases leads to cost savings for individuals and the healthcare system.

3. Enhanced Quality of Life

Improved energy levels, reduced symptoms, and increased participation in daily activities.

Now What?



CALL TO ACTION

We urge you to support initiatives that:

- Increase access to qualified dietitians.
- Promote the integration of dietitians into healthcare teams.
- Invest in preventative health programs, including nutrition education and counseling.



3 Questions in Action

Here is an example of the 3 questions In the way we introduce ourselves to a new state senator or state representative

What?	So What?	Now What?
<p>The Registered Dietitian Licensure Compact Bill has been introduced in the medical subcommittee and is awaiting a hearing. This legislation would create a streamlined pathway for dietitians to practice across participating states.</p>	<p>The compact benefits dietitians, state regulatory boards, and South Carolina residents by:</p> <ol style="list-style-type: none">1. Improving workforce mobility – allowing RDs to work across states without excessive licensing burdens.2. Enhancing patient care – increasing access to qualified nutrition professionals and ensuring continuity of care.3. Reducing administrative burdens – making it easier for the state to oversee licensure and disciplinary actions across jurisdictions.4. Supporting military families – providing employment opportunities for relocating military spouses.5. Boosting the economy – strengthening South Carolina’s healthcare workforce and reducing healthcare costs through preventive nutrition care.	<p>We urge legislators to support and advance the Dietitian Licensure Compact Bill to:</p> <ul style="list-style-type: none">✓ Expand access to care by increasing the number of available, highly qualified dietitians.✓ Strengthen South Carolina’s healthcare system by facilitating workforce mobility and reducing unnecessary barriers to practice.✓ Promote public health through increased nutrition counseling and prevention strategies that reduce chronic disease burdens.



3 Questions in Action

Here is an example of the 3 questions in the way we introduce ourselves to a new state senator or state representative

What?	So What?	Now What?
<p>Why Dietitians Matter:</p> <p>A Dietitian Licensure Compact bill has been introduced in the Senate Medical Affairs Committee.</p> <p>The Dietitian Licensure Compact seeks to provide licensees with opportunities for multistate practice, increase mobility for individuals who are relocating, improve public safety and promote workforce development by reducing unnecessary licensure burdens.</p>	<p>Improved Health Outcomes and Disease Prevention</p> <p>Registered Dietitians (RDs) help prevent and manage chronic conditions like diabetes, heart disease, and obesity through personalized, evidence-based nutrition guidance, leading to healthier communities.</p> <p>Cost Savings to Healthcare System:</p> <p>By providing nutrition counseling and promoting prevention, RDs reduce healthcare costs by decreasing hospital visits, medication use, and managing chronic disease more effectively.</p> <p>Support for Vulnerable Populations & Public Health:</p> <p>RDs improve access to nutritious food and health education for underserved communities, enhance maternal and child health, and advocate for better nutrition policies in schools and communities.</p>	<p>We urge legislators to support and advance the Dietitian Licensure Compact Bill!</p>



Talking to your Legislators



- All politics is local
- A picture is worth a thousand words
- Be open and honest
- Use power of personal appeal
- Don't be afraid to say, "I don't know"
- Know the issue
- Become part of the media machine
- It all adds up
- Know your allies and your opposition





Following up and Staying In Touch

- Write thank you letters
- Follow up emails with photos attached to remember visit
- Acknowledge support for your issues
- Attend campaign fundraisers
- Send new info from the Academy and follow up
- Send other materials and be creative! (Op-ed pieces from local paper, Letters-to-the-Editor, Peer-reviewed journal articles)
- Define your role (as a nutrition expert) before someone else does!



Thank you!
Questions?

