



***2025 PAA Advocacy Day
Logistics and Preparations***



Schedule At-A-Glance

Kick Off Event

- Thursday, April 10
- Supreme Court room on M4 (Meeting Level 4)
- 7:00 a.m. breakfast available
- 7:15 to 8:15 a.m.--Program

Advocacy Day Meetings

- Capitol Hill, 9:00 a.m. to 3:00 p.m.
- Schedules go “live” **Thursday, April 3.**



Need a break?

Population Institute, 105 2nd St NE, Washington, DC (behind the U.S. Supreme Court), is hosting refresh and re-fuel station at their offices.



Now a word from our team at Advocacy Associates....



Eliza Meguschar, Advocacy Associates



Tutorial regarding AdvocacyDay App posted at: <https://youtu.be/ImiKhPhzIts>

Thank you to our amazing scheduler, Kennedy Reed!



Congressional Climate

Congressional Climate

U.S. House of Representatives

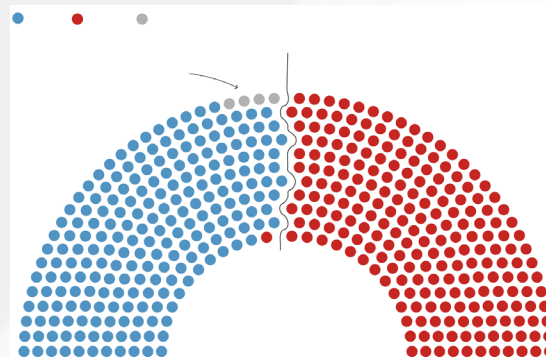
- 218 (R)-213(D)
- Republican control
- Few changes to House leadership roster

U.S. Senate

- 53(R)-45(D)
- 2 Independents (caucus with Democrats)
- Republican control
- New Senate Majority Leader

April 10--House and Senate are scheduled to be in session.

- Members of Congress will be voting so expect potential disruptions.
- Halls and cafeterias will be busier.
- Staff will be busy as well.
- Popular time of year for organizational “fly in” days.



Congressional Climate

Appropriations

- **FY 2025 completed**
 - All agencies important to PAA are funded through September 30, 2025.
 - Flat funding end result, but awaiting agency operating plans.
- **FY 2026 about to get underway**
 - Awaiting president's FY 2026 budget request.
 - Hearings, especially in House, will be occurring in April.
 - Bills in House could be marked up in May with floor action this summer.
 - Senate appropriations schedule not yet announced.

Other Congressional Foci that Intersect with PAA Interests

- Federal agency eliminations and staff reductions
- Federal funding rescissions and delays
- Potential agency restructuring proposals--especially NIH.
- Potential action on decennial census--citizenship question and USPS involvement.
- Federal Data Access and Quality.



General Meeting Guidance

Meeting Objectives

- **Inform** offices about what PAA and the population sciences are.
- **Lead with the science**--share examples of federally supported population research activities and advances.
- **Express concern** and share impacts of current policies on your research, students, faculty, institution, district and/or state.

Our “Asks” or Requests

- **Support PAA's funding priorities** in Fiscal Year 2026 and ensure appropriated funds are spent.
- Urge Congress **to take action** to address federal research funding rescissions and delays as well as program or agency eliminations.
- **Protect and Strengthen Access To and Collection of Federal Data.**

Your stories and examples will be essential!



Proposed Opening Script

- Thank you for meeting with us. We are participating as population scientists in the 2025 Advocacy Day sponsored by the Population Association of America as part of its annual scientific meeting in Washington, DC.
- The Population Association of America and Association of Population Centers are two organizations representing over 3,000 behavioral and social scientists and over 40 federally funded population research centers nationwide. Population scientists are demographers, economists, sociologists and epidemiologists who study topics such as population aging, health, mortality, fertility, immigration and migration, and families.
- As you will hear from my colleagues today, our research is providing key insights that are helping to save lives and improve the health and well being of individuals, families, and communities worldwide.
- We appreciate the opportunity to talk to you about the importance of funding federal agencies in Fiscal Year 2026 that directly and indirectly support the population sciences and to share examples of exciting population research advances.
- We also want to share our concerns regarding the impact that recent proposals including funding recissions and delays and data disruptions, have had on our field.



Typical Meeting Flow

After introduction

- Team leader asks everyone to introduce themselves (name and institution). **Be brief and avoid engaging in too much small talk.**
- Team leader asks constituent to initiate discussion by describing research. (Team leader will strategize with you about who to lead in Senate meetings and House meetings with multiple constituents.)
- Can refer to population research centers one pagers and one-page PAA infographic that will be in the meeting folders.
- Share stories about how recent actions, including funding delays and recissions, data disruptions, and agency or program eliminations have impacted you, your colleagues, institution, and district.
- Ask staff questions about their priorities and interests. Offer to be a resource.
- Team leader summarizes our “asks” and thanks staffer for meeting.

Key Logistics



- We have **15 to 20 minutes** to make our case!
- Team leader always leads with PAA/APC description.
- **Refer to specific talking points for each meeting.**
- **Prepare your “elevator speech”**--a very brief, high-level verbal description of your federally funded research and how you use federally-funded surveys in your research and/or research training activities.
- Be prepared to share your brief impact story.
- Team leader will conclude meetings by summarizing our major requests, tracking time, and taking notes.
- Team leader will help manage difficult questions or circumstances.



Leave Behind Folders

- One pager regarding FY 2026 PAA funding priorities
- [PAA and Population Sciences Infographic](#)
- PAA/APC March 2025 Resolution
- One pagers from APC Guide for following states: CA, CO, FL, IL, MD, MA, MI, MN, MS, NJ, NY, NC, OH, PA, RI, TN, TX, WA, and WI.

Materials being posted on [public PAA Advocacy Day page](#) and app.

Do's of Hill Meetings

DO:

- **Be polite and thank** the office for **past support and/or meeting** with us.
- **When prepping your research “elevator speech”:**
 - Be brief and high level.
 - Simplify description of finding and activity.
 - **Mention federal** sources of **support** you receive directly or indirectly.
 - May mention federally funded or conducted **datasets that you use**.
 - **Talk** about your research in terms of how it **benefits public health, advances science, and/or informs policy**.
 - May bring supplemental copies of research briefs, media releases or stories
- **Follow provided talking points for each meeting** and stay on message.
- **Follow** lead of the **Team Leader**.
- **End** meeting **on time** and **engage** staff.



Don'ts of Hill Meetings

DON'T:

- Be **late** to your meetings. Contact office if late.
- Use **scientific jargon** or discuss methodology.
- Use unfamiliar **acronyms**.
- **Be surprised** if you end up **meeting a different person** than the one listed on your schedule and/or in a **different location**.
- Be **negative or cynical** about Washington, DC political environment.
- **Discuss politics or issues that are not central to PAA.**
- **De-brief** meeting in **hallway**.



Potential Roadblocks and Challenges



Unanticipated questions

- What is your organization's position on abortion?
- What do you recommend we cut to increase funding for your priorities?
- Why does NIH support population research? How will your research save lives?
- What is your organization's position on adding a citizenship question to the census?
- What is your organization's position on NIH reorganization?
- Has your research been used to support policy change? If so, how?

Seemingly disinterested or distracted staff

Negative comments about behavioral, social and/or population research

Negative comments about agencies, such as NIH, CDC, Census Bureau

Compressed meeting time



Wrap Up Items



After meetings...

- Team leaders send thank you emails and requested follow-up information to staffers. Copy meeting participants on messages.
- Meeting participants may use function in the app to send quick “thank you” messages to offices, but MaryJo will send suggested text for formal thank you messages to team leaders.
- Team leaders share meeting summaries via app.

HOMework



- **Download** Advocacy Associates **app**.
- **Review materials** on app to get additional information, including detailed talking points for each meeting, PAA positions, and background about offices.
- **Prepare your research “elevator speech”**
 - Can view formal handouts PAA members prepared in past to get ideas for how to develop your **verbal** descriptions--[here](#).
- **Prepare your story**--Staff interested in your personal anecdotes, but also interested in hearing how recent budget cuts, layoffs, and other recent policies have impacted your institution, state and/or district. Your institution’s Government Relations contact may have data you can use.
- **Respond to Team Leaders** if contact you before April 10.

Helpful Reminders

- **What to wear?**
 - Business attire
 - Avoid wearing items sensitive to metal detectors
 - Comfortable shoes
- **What to bring?**
 - Business cards
 - Copies of your one-page handouts or supplemental materials
- **What is Provided**
 - Metro card for travel to and from Hill
 - PAA bag
 - Pen and paper
 - Granola bar
 - Water
 - Meeting folders





Thank you!



Questions?

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Additional Resources

- **COSSA Advocacy Handbook**
 - [2025-Advocacy-Handbook.pdf](#)
- **Tips for Congressional Meetings**
 - [How to Meet a Member of Congress Face-To-Face \(thoughtco.com\)](#)
 - [Top 10 Tips for a Successful Visit with a Congressperson](#)