



Conducting a Political Environmental Scan

The following are some considerations before executing a strategic plan to advance a legislative / regulatory issue: leadership, relationships, resources & timing.

Leadership

Determine who will take the lead for this policy change.

What individual or group has the capacity, expertise, reputation and established relationships.

Relationships / Reputation

Identify possible stakeholders.

What organizations or groups have a vested interest in the issue? Separate based upon known position favorable / opposition.

Examine relationships?

What type of relationship exists between the nurses association and identified stakeholders? What relationship exists between the branches of government and the association? Is the association viewed as the “voice of nursing within the state”? What other organizations wield strong policy influence? And what is the association’s relationship with the organization(s)? Is the association a member of any coalitions? If yes, what is their reputation?

Resources

Examine for evidence of sufficient

Data to support advancement of the issue. Resources to advance - “carry the water” Human: in terms of staff, contract lobbyist (if appropriate) and volunteers; Financial: depending upon the campaign needed; Do you have a PAC? Physical: such as a grassroots system? If not, with what group(s) can the association partner?

Timing

Determine if there is a history associated with the issue / initiative.

Has this been addressed by your association? And / or another group previously? What was the response? If not favorable, what were the barriers? How much time has elapsed since last attempted?

Identify the power base in the legislative and executive branches.

Which party dominates in the legislative / executive branch leadership? Is it an election year?

Determine the relevancy.

Is the issue reflected in the legislature’s / regulatory agency’s agenda or likely to be? What are the possible competing policy issues? What is the level of public awareness? Has the issue been in the news? Will this initiative cost money?