



What to Expect at National Council's Hill Day '13

In this summer heat, fall may seem a long way away. But, planning to attend the largest mental health and addictions advocacy event of the year require some planning. So, as you think about making the pilgrimage to Washington D.C., September 17-18, for the [National Council's Hill Day](#) it's an important time to think about what you can expect—aside from the invaluable one-on-one time you'll have with your legislators, Hill staffers, and other advocates. Here is a sneak peek:

CBHCs: What Are They and Why Should I Care?

You've heard about the Excellence in Mental Health Act. But do you continue to ask, "How will it affect me, again?" Don't miss this refresher! Leading advocates for the Excellence Act will summarize the law's key elements and criteria for becoming a Certified Community Behavioral Health Center (CBHC), and a Federally Qualified Health Center will share insights into how such federal status and access to prospective Medicaid payment can help your organization expand services and improve your bottom line.

Perspectives on Parity from Managed Care

As Medicaid managed care grows, its role in the implementation of federal health reform and parity regulations grows. A dynamic panel of managed care companies will discuss of their perspectives on parity implementation, including non-quantitative treatment limitations, implications for Medicaid plans, and more.

Tools for Success on the Hill

Are you ready to hit a home run with your members of Congress on September 17? Laurie Markle, National Manager of Grassroots Advocacy at the Arthritis Foundation, will help you brush up on your messages, 'asks,'

tactics, and other strategies to build strong relationships with your elected officials and their staff.

Advanced Messaging: Communications in an Era of Budget Cuts

"Deficit reduction" and "fiscal responsibility" are buzzwords on Capitol Hill. But, all too often, they signal opposition to investing in mental health and addiction care. As a behavioral health advocate, what messages are most effective with lawmakers who generally oppose spending new money? Join veteran Senate staffer and lobbyist Catherine Finley, Partner at Thorn Run Partners, to discuss how to craft messages that resonate and get the results you want.

Mental Health First Aid in the States: A Toolkit for Action

Mental Health First Aid is sweeping through Washington and the nation, gaining support in Congress and state legislatures around the country. How can you help build momentum and recognition in your state to gain funding for Mental Health First Aid for all your community members? Learn now to join the ranks of Texas, Michigan, and Arizona in securing public funding to expand Mental Health First Aid in your community.

[Register today for Hill Day '13](#), the largest mental health and addiction advocacy event of the year. And, remember, if you [book your hotel](#) by August 17, you'll get the steepest discount.

Questions? Contact Kirsten Reed at KirstenR@TheNationalCouncil.org or 202.684.7457.

P.S. Attending Hill Day is free. Please forward to your colleagues and other advocates.