ADVOCACY
Are You in the Driver’s Seat?

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www.m pca.net
Overview

- Importance of advocacy
- Advocacy defined
- Rules of advocacy
- How to find who your elected officials are
- How to connect with your elected officials
- Lots of ideas of how you can advocate every day
It takes an entire village.
http://www.saveourchcs.org/Fix-The-Cliff.cfm
Advocacy is about one thing...

Building Power

Power is **NOT** measured by:

- Number of advocates on a list
- Number of small (or even large) victories we win every now and then
Advocacy is about one thing...

Power IS measured by our ability to successfully advance our own agenda and make it unthinkable that any other political or special interest would ever want to take us on.
Keys to Successful Advocacy

Advocacy is a competitive sport
• **ACTING**  
in support of a belief, policy, or cause

• **GIVING**  
your voice on behalf of another

• **SUPPORTING or RECOMMENDING**  
a policy
“You have to learn the rules of the game. And then you have to play better than anyone else.”

~ Albert Einstein
Advocacy vs. Lobbying

ADVOCACY

• Educating policymakers to increase their awareness of what you do and how policy influences your organization

LOBBYING

• Asking legislators to take a position on specific legislation
Two Types of Lobbying

**DIRECT**

Attempt to influence specific legislation by communicating your views about the legislation with a legislator, employee of the legislator, or a government official.

**GRASSROOTS**

Attempt to influence legislation by trying to affect the opinions of the general public related to specific legislation.
Resources to Help Clarify Legalities of Advocacy & Lobbying


Elevate advocacy to an organizational/strategic priority
Keys to Successful Advocacy

RELATIONSHIPS

http://mpca.net/advocate

Advocacy Center
Thank you for visiting Michigan Primary Care Association’s Advocacy Center. You can help shape the future of Health Centers and the communities they serve by becoming a Health Care Defender and advocating on behalf of your local Health Center, the national Health Center program, and Health Center patients.

Sign Up to Be a Health Care Defender
By signing up as a Health Care Defender, you will receive timely email updates and email Action Alerts about issues or legislation impacting your local Health Center and access to health care. The email updates will keep you informed, and the email Action Alerts will allow you to easily contact elected officials to voice your opinion about the issues/legislation.

Find Your Elected Officials
Not sure who represents you? Click the link above and enter your Zip code to find your U.S. Senators and Representatives and your local legislators.

Manage Your Subscription as a Health Care Defender
Click the link above if you are already signed up as a Health Center advocate and you would like to access your profile to view or update your contact information.

TAKE ACTION: Please Sign the ‘Fix the Cliff’ Petition
Face-to-Face

- Most effective
- Call elected official’s office and ask for the scheduler
- Tell the scheduler you are a constituent and would like an appointment to discuss issue xyz
- Invite the elected official to visit your Health Center
Phone Calls

- Before you call, prepare – write a brief script of what you plan to say
- Identify yourself and let them know you are a constituent
- Ask if the elected official is available to discuss issue xyz (you will likely be directed to a staff person)
Phone Calls

- Briefly educate them about your Health Center
- Keep your message simple – less than four minutes
- Politely ask how the message will be delivered to the elected official
- Ask for a commitment
- Ask for a response in writing
Emails

- Be concise and keep it short
- If using a template, personalize it
- Address the elected official by name
- Include a self-explanatory subject line (e.g. SB 349)
- Mention that you are a constituent
- State your opinion and request
- Request a response
- Include your first and last name, mailing address, phone number, and organization
Prepare

- What are the facts and background about the issue?
- Who else has interest in the legislation?
- Why should your elected official support or oppose the legislation?
- Why is it important to your Health Center?
- What facts and merit can you produce to make your case?

What to Tell Elected Officials

- Who I am
- What my issue is
- Why I care
- Why the legislator should care
- What the legislator should do

http://www.saveourchcs.org/working-with-elected-officials.cfm
Keys to Successful Advocacy

FRIENDS
Keys to Successful Advocacy

www.mipca.net

www.saveourchcs.org
Keys to Successful Advocacy

STAY UP-TO-DATE

www.mpcanet.net

www.saveourchcs.org

MPCA eUpdate

The weekly e-newsletter of Michigan Primary Care Association.

Calling All Health Center Advocates

TAKING ACTION
Sign Petition to Tell President & Congress to Stop Health Center Funding Cuts

When the Affordable Care Act was signed into law in 2010, it included mandatory funding (funding enacted by law but not dependent on the annual appropriation) for the Health Center program through fiscal year 2015. That means beginning in fiscal year 2016, Health Centers will receive $0 in mandatory funding and receive only discretionary funding (funding that is determined by the appropriation bill that passes each year as part of the budget process). The bottom line—Health Centers face a 70% funding cut if this “funding cliff” is not fixed. We must act NOW to ensure Health Centers continue to receive adequate funding to be reduced or eliminated, no jobs are lost, and no patients are left without access to care. Please click here to sign a petition to the National Association of Community Health Centers Campaign for America’s Health Centers Complete this petition by the time the Health Centers funding cliff is

Health Center News

- Family Medical Center of Michigan
- Breaks Ground for New Addition
- Detroit Community Health Connection Celebrates 20th Anniversary
- Covenant Community Care Begins Construction
- Opening Ceremonies Planned for Family Health New Northwest Community Health Center
- Recognizing Greatness: Awareness Month

Do you have news to share? Michigan Health Care News and MPCA are looking forward to hearing from you. Please e-mail us at mpcanet.net.

Washington Update

Shutdown-A Recap of How We Got To This Point and Plans For Health Centers

Monday, the deadline to agree upon a Continuing Resolution (CR) federal government officially shutdown for the first time in 17 years. How Congress arrived at the shutdown and what the impact will be for individuals is the operations read the full update here.

Missed Last Week’s NACHC TeleForum: Recording Still Available

Center advocates received the latest updates on health center center from Congress this fall and advocacy action steps to support. You can access a recording and transcript from last week’s site to sign up for future TeleForums here. Advocates should be

www.saveourchcs.org

be aware that calls to Action are coming very soon. Our October petition and House letter will begin circulating over the next couple of weeks. EVERY ADVOCATE TO TAKE ACTION when you receive the next
Keys to Successful Advocacy

STORIES

Michigan Citizens Say Expand Medicaid Now!

http://www.youtube.com/watch?v=E3wpcGopTAk&list=UU09gSMGyqAraDG5pgN1WKvg
Keys to Successful Advocacy

MEGAPHONE
Keys to Successful Advocacy

SAY THANK YOU

Lori receives Health Advocacy Award from Cassopolis Family Clinic

AdminBSnook

State Rep. Matt Lori was recently honored with a Health Advocacy Award from the Cassopolis Family Clinic Network. Lori, R-Constantine, was recognized for "your continuous support of our mission to care to the people of our communities." Cassopolis Family Clinic Network has identified Lake County and the immediate service area who are not receiving health care services in Cassopolis and Dowagiac.

"I am keenly aware of the need for affordable health care for all residents of Michigan. The Cassopolis Family Clinic Network makes necessary health and dental care available to low-income families in the state and federal funding for the network."

Lori, who chairs the House Appropriations Subcommittee for Community Health in Cassopolis.

Source: News release from state Representative Matt Lori
Keys to Successful Advocacy

www.CH Cvote.org

VOTES

Advocacy requires civic engagement
Two Things You Can Do NOW!

Lead an organizational commitment to advocacy

Take action!
THREE SIMPLE RULES IN LIFE

1. IF YOU DO NOT GO AFTER WHAT YOU WANT, YOU’LL NEVER HAVE IT.

2. IF YOU DO NOT ASK, THE ANSWER WILL ALWAYS BE NO.

3. IF YOU DO NOT STEP FORWARD, YOU WILL ALWAYS BE IN THE SAME PLACE.

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Questions or assistance

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