Health Center Advocacy

Michigan Primary Care Association
Marketing Committee Meeting

Thursday, October 15, 2009

Stimulus…Recovery…ARRA…

[Google search results for recovery act funding for community health centers]
Public Information

Michigan FQHC ARRA Funding as of 10/08/09

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Access Point (NAP)</td>
<td>$2,600,000.00</td>
</tr>
<tr>
<td>Increased Demand (IDS)</td>
<td>$8,586,711.00</td>
</tr>
<tr>
<td>Capital Improvement (CIP)</td>
<td>$23,680,995.00</td>
</tr>
<tr>
<td>Total Stimulus Investment</td>
<td>$34,867,706.00</td>
</tr>
<tr>
<td>New Patients</td>
<td>67,639</td>
</tr>
<tr>
<td>New Uninsured Patients</td>
<td>27,621</td>
</tr>
<tr>
<td>New/Retained Jobs</td>
<td>257</td>
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</tbody>
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The Recovery Act at Work in Your Community
VAN BUREN COUNTY

Gain support: Tell your stimulus story

Be proactive…

• Collect and share data
  o Must show statewide picture for state legislature
• Tell your health center’s stimulus story
  o Stories from patients
  o Pictures of new/improved building
  o Stories from new or retained staff
  o Talk about # jobs created, temp and permanent

http://www.nachc.com/stimulus101.cfm
State & Federal Elected Officials Get Media Spotlight for stimulus funds...

FOR IMMEDIATE RELEASE
March 27, 2009

Stabenow, Levin Announce Over $8.7 Million in New Funding for Community Health Centers

WASHINGTON — U.S. Senators Debbie Stabenow (D-MI) and Carl Levin (D-MI) announced today that community health centers throughout Michigan will receive $8,715,026 million through the American Recovery and Reinvestment Act Increase in Demand for Services (IDDS) grant program over the next two years. This funding will assist existing Community Health Centers by expanding operating hours and increasing the scope of medical services offered.

"With families losing their jobs and health insurance, community health centers serve as the family doctor to many in our state who are struggling to pay for health care," said Stabenow. "This recovery funding helps these centers expand preventative and primary care services to more families in need, all while creating good-paying jobs here at home."

"Community Health Centers in Michigan play a critical role in providing necessary health care services at a time when family budgets are tightening and the cost of care has never been higher," said Levin. "I am pleased that this federal economic recovery funding will help sustain health centers that are serving individuals in need during these difficult..."
Advocacy Database

When you send the signal that effective advocacy is important to your organization, you can inspire and empower people to act on their own behalf and that of their communities.

- Voter Voice
  - Messaging tool
  - Calls to Action
  - Education

- Who can we sign up?

- How can we sign them up?

Michigan’s health center advocacy database has 1,300+ advocates.

As of 10/2009.
Health Center Reauthorization is Now Just ONE Step Away from Final Passage!!

This afternoon the U.S. Senate passed Health Center Reauthorization, HR 1343! After more than two years of hard work and incredible grassroots advocacy, Health Centers are ONE step away from final passage of Health Center Program reauthorization. HR 1343 now moves to the House of Representatives for the last and final vote.

Please contact your Member of Congress and ask them to support Health Center Reauthorization and vote to PASS HR 1343.

Click the link at the end of this page to send a message to your Member of Congress NOW.

We're in the home stretch - this one last time we want to generate as many messages possible to signal the overwhelming desire of every Health Center Advocate to get Health Center Reauthorization passed and finish the job we have all worked so hard to get done.

Thanks for all your advocacy efforts. Let's send the House a strong message to finish the job!

Click the link below to log in and send your message:
http://grassroots.naphc.org/link/target/naphc267023301.aspx

You have received this message because you have subscribed to a mailing list of National Association of Community Health Centers. If you do not wish to receive periodic emails from this source, please click below to unsubscribe.
Health Center Advocates: Recruit, Retain, Engage

Voter Registration

Health Center Voter Registration

The right to vote is a cornerstone of our democracy. In exercising their responsibilities concerning voter registration, health centers hold the key to ensuring that our democracy remains robust and resilient. The very nature of Health Centers makes them an integral part of how low income Americans and immigrants are involved in and integrated into American society and a natural place for helping them take the step to be more informed and civically engaged. We also believe that civic engagement and advocacy can help FQHCs meet their organization’s mission and maximize effectiveness by educating and engaging the public. By fully and energetically working to engage staff, board and patients, health centers can help ensure that the promise of our
## 501c3 Do and Don’t

### DO
- Voter Registration
- Voter Education
- Distribute Sample Ballots, Guides
- Co-sponsor Candidate Forums
- Educate the Candidates
- Remind People to Vote
- Help on Election Day
- Recruit Poll Workers
- Support or Oppose Ballot Questions/Issues

### DON’T
- Endorse a candidate for office
- Give resources to candidates
- Rate candidates on your issue
- Tell people how to vote

## Why do voter reg at your health center?

- Empowers your community to make informed voting decisions that directly affect your health center
- Many of the communities we serve are underrepresented in public life
- Health Centers are a trusted community source
- Your health center will be able to demonstrate to candidates and elected officials have a voice and are engaged
Why do voter reg at your health center?

Voting impacts…

- The government we have
- Our capacity to shape public policy
- Healthy communities

Health Center Advocates: *Recruit, Retain, Engage*

Social Media
Facebook and Twitter and Blogs oh my!

- Big and free...there are now over 300 million Facebookers
- Increased, regular communications with advocates
- Two-way communication stream
- Increased exposure/growth for health center and advocacy database
  - Viral, re-posting/re-tweeting
- Guarantees access to individuals who have email, an essential piece of database advocate recruitment.
- NACHC has experienced a strong increase in new advocates since beginning its social networking efforts
  - does not have a full-time staff person devoted to these efforts, just 2-3 staff who monitor/update online activities
How are health centers using social media

Facebook > look at “Favorite Pages”
http://www.facebook.com/nachc
http://www.facebook.com/CommunityHealthCenters
http://www.facebook.com/home.php?#/pages/Michigan-Primary-Care-Association/49076169627

Blogs
http://blogs.nachc.com/
http://mpca.net/blog.html

Twitter
http://twitter.com/NACHC
http://twitter.com/commhealthcorps
http://twitter.com/dwhughes

Health Center Advocates: Recruit, Retain, Engage

Patient Newsletter
Patient Advocacy Newsletter posted online every other month; download and print on legal sized paper.

Front page:
- Federal Update
- Advocate Call to Action
- Health Center Facts

Inside Left:
- Advocate Spotlight
- Ideas for local advocacy
- Health game/puzzle
- Space for local content
Inside Right:

- Advocacy happenings
- Space for local content

Back page:

- Advocate sign-up form
Health Center Advocates: Recruit, Retain, Engage

Letters/Petitions

Letter campaign

1. Call to Action sent out through advocacy database
2. Re-post Call to Action on website and social networking sites; encourage others to re-post
3. Copy/paste Call to Action message on to one-page document, adding lines for signee’s name and home address at the bottom
4. Place copies in health center waiting rooms; encourage patients to sign and write personal message
5. Collect and mail (state) or fax (federal) to elected officials
# Health Center Advocates: Recruit, Retain, Engage

## National Health Center Week

**August 8 – 14, 2010**

<table>
<thead>
<tr>
<th>Event Ideas…</th>
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| - Open House w/Tours & Health Screenings  
  - Advantage Health Centers  |
| - Project Connect: Free goods/services for homeless  
  - Alcona Health Center  |
| - Open House at new School Based Health Center  
  - Baldwin Family Health Care  |
| - Annual Walk to Work Day  
  - Bay Mills Health Center  |
| - Diabetes Awareness Day  
  - Bay Mills Health Center  |
| - Kids Day  
  - Bay Mills Health Center  |
| - Senior Day  
  - Bay Mills Health Center  |
| - Health Center Staff Picnic  
  - Bay Mills Health Center  |
| - Breast Cancer Awareness Day  
  - Cassopolis Family Clinic  |
| - Diabetes Awareness Day w/free glucose checks  
  - Cassopolis Family Clinic  |
| - Heart Disease Awareness Day w/Prevention info  
  - Cassopolis Family Clinic  |
| - Immunization Awareness Day  
  - Cassopolis Family Clinic  |
| - Community Block Party  
  - Cherry Street Health Services  |
| - Open House: hustle lessons!  
  - Detroit Community Health Connection  |
| - Walk for the uninsured  
  - Detroit Wayne County Health Authority  |
| - Annual Health Fair  
  - Downriver Community Services  |
| - 45th Anniversary Celebration  
  - Cassopolis Family Clinic  |
| - Patient Appreciation Day  
  - East Jordan Family Health Center  |
| - Legislative Luncheon  
  - Hamilton Community Health Network  |
| - Healthcare for the Homeless Day Breakfast  
  - Hamilton Community Health Network  |
| - Community Family Fun Day  
  - Hamilton Community Health Network  |
| - Annual Bike Rodeo  
  - Health Delivery, Inc.  |
August 8 – 14, 2010

http://www.healthcenterweek.com/
- See other health center event ideas
- Media Toolkit: sample press release, letter to the editor, talking points
- Resolutions and Proclamations
- Promotional items: t-shirts, banners
- Health Center fact sheets

Health Center Advocates: Recruit, Retain, Engage

Elected Official Visits
Relative Effectiveness of Advocacy Communications

1. A visit to your health center
2. A personal meeting back home
3. A personal meeting in Washington
4. Personal telephone calls
5. Personalized letters (faxed)
6. Personalized emails
7. Template emails (ineffective unless in volume)

Elected Officials

http://www.nachc.com/advocacy-electedofficial-communication.cfm

Has tips for…

- Making phone calls to legislative offices
- Meeting with your legislators face-to-face
  - Requesting a meeting
  - Conducting an effective office visit
  - Conducting an effective health center visit
  - Follow up after the meeting

*Don’t forget the importance of getting to know Congressional staff!*
Organizing Grassroots Advocacy at a Health Center

- **Make an Organizational Commitment**
  A formal commitment to time and resources is essential.

- **Create an Advocacy Committee** with a Chair;
  Board and staff need to be involved.

- **Learn the Rules**. It’s hard to break them, but you can if you don’t know what they are.

- **Advocacy Needs to be done Face to Face**
  Plan to get your state and federal officials (and their staff) to your Center on a regular basis.
Growing Health Center Advocates: What is your plan?

• Set Goals for Advocate Recruitment
  – How can you reach patients, staff and Board with your message?
  – How many advocates can you enroll each week? This year?
  – How can outstanding efforts be recognized and rewarded?
  – Is Advocacy an agenda item each meeting?
  – Can Advocacy be part of staff training, communications?

The Power of Effective Advocacy

Your goal is to build the power to influence any issue that affects your Health Center – at any level of government.
Effective Advocacy = POWER

• Power is not measured by the number of advocates we have on a list.

• Power is not measured by the number of small (or even large) victories we win every now and then.

• Power must be measured by our ability to successfully advance our own agenda and to make it *unthinkable* that any other political or special interest would ever want to take us on.

Build A Culture of Advocacy

• Change your culture to one where effective advocacy is an essential element daily work.

• Develop and recognize grassroots advocacy effectiveness the same way you do other critical skills for health center staff.

• The Essential Step:
  Elevate advocacy to the level of an organizational priority – for Board and Staff.
Recap: What can you do?

• Have an established volunteer Advocacy Coordinator (staff or board)
• Make advocacy a standing item on the agenda at every board and staff meeting
• Sign up new advocates
  – Patients, health center staff, board members
• Respond to Calls to Action
• Educate elected officials
• Participate in National Health Center Week: August 8-14, 2010

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