The NACHC Mission

To promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved people.
How Can Community Health Centers Influence Reform?

- **Focus**
  
  *Never lose sight of founding mission & purpose.*

- **Commitment**
  
  *Ensure that patients get the best possible care, even as we improve the care-delivery process and measure outcomes.*

- **Advocacy**
  
  *Get involved! We need to tell our story and grow the community health center movement.*
A Historical Look at CHCs

• Our History

43 years of bringing quality health care to underserved communities, giving the people served ownership & control of their delivery system

1965 - First “Neighborhood Health Centers” funded in Boston, MA; Mound Bayou, MS; and Denver, CO, under demonstration authority by federal Office of Economic Opportunity (OEO), the lead agency in the “War on Poverty” in the LBJ Administration.

1971 – NACHC founded.

1975 - Community Health Centers program established in Section 330 of Public Health Service Act.
A Historical Look at CHCs

• Video

A Promise Kept: 40 Years of Community Health Service, 1965-2005
Community Health Centers Today

- **Largest national network**
  
  *18 million people served, 40% uninsured, 37% Medicaid/SCHIP, 63% minorities, 92% low-income individuals*

  *Currently more than 1,150 CHCs with over 7,000 sites*

- **Record of Achievement**
  
  *Cited by IOM, OMB, and GAO for excellence in care, disparities reduction, cost-effectiveness, and community benefit*

- **Bipartisan support**
  
  *Congressional and Presidential candidates praise work, mission of health centers, call for continuation & growth*
• Appropriations
  – Continuing Resolution

• FTCA coverage update
  – “Across state lines” sense of Congress in Reauthorization
  – GAO study on volunteers and FTCA
  – Continue work on for FQHC Look-Alikes
Community Health Centers Today

• **Medicare**
  – Physician Payment Reauthorization
  – $5 increase for FQHCs begins 2010
  – Study on current FQHC Medicare reimbursement payment structure and follow up
Community Health Centers Today

• **Passage of Health Center Reauthorization**
  – Unanimous; goes through FY 2012
  – ACCESS for All America Plan
  – Reauthorizes National Health Service Corps
  – Automatic HPSA designation for health centers permanent
What is Grassroots Advocacy?

• **Grassroots advocacy**: the active support of a cause, issue or policy that gets its strength from the ground up, rather than from the top down.

• **Participatory democracy**: when taxpayers have input in how their government develops policy and spends funds.
Grassroots Advocacy 101

• Know what you want
• Know who can give it to you
• Know what they want
• Know how to make the loudest squeak

*Advocacy is an ongoing effort*
Grassroots Advocacy is a Competitive Sport

• There are winners and losers and sometimes a stalemate is a win!

• Advocacy is an ACTIVE process, not a passive one

• You are not the only one who wants something so you must be heard above all the other interests.

• In advocacy, it is almost always true that the wheel that squeaks the loudest gets the grease.
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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.
Organizing Grassroots Advocacy at a Health Center

• **Advocacy IS a Numbers Game**
  
  If 100 emails and faxes are good, a thousand is better!  
  (It took 1 million emails to save Big Bird!)

• **Advocacy Needs a Megaphone**

  Learn how to use the media.

• **Advocacy Needs Friends**

  Reach out to other organizations in your community on a regular basis.

• **Advocacy Needs Votes**

  Make sure your patients and staff are registered to vote and **Vote!**
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.
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?
Advocacy Database

Please sign up to receive e-mail alerts about issues or legislation that will impact your Health Center. They will allow you to easily contact your elected officials by e-mail or phone to voice your opinion about the issues/legislation. The e-mails will be sent from Michigan Primary Care Association, a non-profit organization that your Health Center is a member of. You may also sign up at www.m pca.net (click on Legislative Advocacy Center).

Prefix (circle one): Mr.  Mrs.  Ms.  Dr.

First Name: ____________________________________________________

Last Name: ____________________________________________________

E-mail Address: ________________________________________________

Home Address: ________________________________________________

You will not be contacted at home; however, we do need this information so we can accurately pair you with your local, state, and federal elected officials.

City:___________________________ State:_________________ ZIP:________________________

Phone Number:_________________________ Fax Number:________________________

☐ I am a patient of (list name of Health Center):__________________________

☐ I am a board member of (write in name of Health Center):________________________

☐ I am a provider at (write in name of Health Center):__________________________

☐ I am a staff member of (write in name of Health Center):______________________
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:

You have received this message because you have subscribed to a mailing list of National Assn of Community Health Centers. If you do not wish to receive periodic emails from this source, please click below to unsubscribe.
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?

*Breakout Session*
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?

• Sign up new advocates
  – Patients, health center staff, board members

• Respond to Calls to Action

• Educate elected officials
  – Invite to your health center on a regular basis

• Participate in National Health Center Week
  – August 9-15, 2009
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