



## Advocacy Center of Excellence (ACE) Work Plan

Cherry Health, the largest Federally Qualified Health Center in Michigan, identifies the need for participating in grassroots advocacy at the local, state, and federal level as a top priority. Grassroots advocacy is defined by the National Association of Community Health Centers (NACHC) as communicating with the general public in an effort to influence the vote of a legislative body.

In the case of Cherry Health, the Advocacy Champions Team (ACT) currently includes staff members from a variety of roles with the hopes to include Board members and external stakeholders in the future. The ACT will be charged with recruiting staff, board members, patients, volunteers, and community supporters for Cherry Health at all levels – local, state, and federal.

### **Objectives:**

- I. Increase participation from Cherry Health employees, board members, patients, and community members as Health Center Advocates.
- II. Educate internal and external stakeholders on the importance of Advocacy for Community Health Centers at the local, state, and federal levels.

### **Goals/Milestones:**

### **Goal Date**

1. Designate Advocacy Coordinator(s) – Mike Reagan, Kasie Pickart	Completed
2. Create Advocacy Champions Team (ACT) – meets quarterly or on an as needed basis.	Completed
3. Enroll 100% of Cherry Health employees as Health Center Advocates	Completed
4. Develop a work plan for Cherry Health’s ACE program	Completed
5. Achieve 100% of Board as Health Center Advocates	Completed
6. Pass a Board Resolution to support Advocacy Initiative	Completed
7. Achieve Bronze level ACE Status	Completed
8. Achieve Silver Level ACE Status	Completed
9. Achieve Gold Level ACE Status	6/2019

### **Advocacy Champions Team:**

### **Areas**

1. Tasha Blackmon	All
2. Mike Reagan, Coordinator	Cherry Health Boards, External stakeholders
3. Kasie Pickart, Coordinator	Administration, External stakeholders
4. Tiffany Aldrich	Administration
5. Kristin Batts	Heart of the City Adult Medicine
6. Andre Beaumont	Heart of the City – West (IT)
7. Dr. Jenny Bush	Providers (Medical)
8. Margaret Chappell	Compliance
9. Kayla Doyle	AmeriCorps Program
10. Brett Gingrich	Pharmacy Services
11. Lindsey Metts	Behavioral Health Services
12. Cheryl Goodell	Human Resources
13. Dawn Keller	Rural Health Centers
14. Rebecca London	Corrections, Interns
15. Dr. Renee Mika	Vision Services
16. Rathna Patil	Heart of the City – West (Training)
17. Brittany Ruggero	Cherry Street Health Center
18. Alisha Walker	Dental Services
19. Amy Tompkins	Medical Site Managers, Urban Health Centers



**Action Steps:** (Jan. 2017 – June 2019)

**Status**

1. Enroll 100% of Cherry Health employees as Health Center Advocates	Completed
2. Identify Health Center key contacts for all elected officials	Completed
3. Complete Health Center Funding Cliff Calculator/Impact Estimator for 2017	Completed
4. Complete Medicaid Calculator/Impact Estimator for 2017	Completed
5. Create list of external partners/stakeholders to engage	Completed
6. Create & distribute Health Center Advocate posters to be displayed at all Health Center locations	Completed
7. Distribute Health Center Advocate sign-up sheets to all front desk areas to be returned to Kasie Pickart monthly	Completed
8. Mike Reagan to work with CEO on having a Board Resolution passed at the December 7, 2017 Cherry Health Board meeting	Completed
9. Achieve ACE Bronze level from NACHC	Completed
10. Achieve 100% of Board as Health Center Advocates	Completed
11. Cultivate at least one Congressional/State based champion (visit to the health center for NACHC to consider a legislator a champion for the ACE program)	Completed
12. Social Media Policy	Completed
13. Create a Statement of Non-Partisanship	Completed
14. Staff activities during election season: Create policy for staff conduct and engagement in campaign activities as staff members vs. citizens to provide clarity and clear boundaries.	Completed
15. Work with Human Resources to create an HR policy related to advocacy participation and initiatives at the health center.	Completed
16. Achieve ACE Silver level from NACHC	Completed
17. Recognize a staff member who has gone above & beyond in their advocacy efforts by highlighting a different staff member each month in internal newsletter and social media.	Ongoing
18. Distribute Health Center Advocate Ribbons to staff and Board members who have taken action	Ongoing
19. Send out advocacy updates, calls to action, information about the importance of advocacy via communications software to all staff, board members, and community partners on a quarterly or as needed basis.	Ongoing
20. Continue to meet with external stakeholders	Ongoing
21. Present advocacy updates & incorporate advocacy as a standing item on all board meetings, management meetings and scheduled staff meetings throughout the year	Ongoing
22. Create Advocacy Champions Team (ACT) which meets quarterly or as needed basis	Ongoing
23. Request Health Center Advocate data monthly from NACHC and report results to Board members, ACT and staff members every 3 months	Ongoing
24. Meet with local, federal and state elected officials	Ongoing
25. Work with Human Resources/Workforce Development to add advocacy to six-week check up for a brief presentation to engage new staff	Ongoing
26. Advocacy presentation and training for Cherry Health Board members (including Board Member Advocacy Certificate)	Ongoing
27. Offer voter registration at health center sites	Ongoing
28. Hold staff voting contest for all elections to incentivize staff to vote	Ongoing
29. Plan and coordinate NHCW activities	Ongoing
30. Attend local Chamber monthly legislative events	Ongoing
31. Establish clear goals for benchmarking (# advocates, response rates, etc.)	4/2019
32. Add option for patients to sign-up as a HC advocate as part of intake packets	4/2019
33. Create advocacy recruiting plan including: timelines, necessary resources & materials, key staff, and goals	5/2019
34. Achieve Gold Level ACE Status	6/2019
35. Develop and present proposal to add advocacy unit to Healthcare Source Training and Development platform for all staff and include in orientation process for new staff	6/2019
36. Develop and implement 'roadshow' plan by having members go out to sites and educate staff on importance of advocacy	6/2019