Preparing for 2020 National Day of Action

Unity For Community Health Day
Chat Feature

• The chat feature is available to ask questions or make comments anytime throughout today’s webinar.

• We will answer as many questions as possible.

• If we do not get to your question live during the webinar, we will follow up with you directly via email.

• This webinar is being recorded and will be posted to: www.hcadvocacy.org/webinars
Webinar Information

Having issues hearing the presentation?
• Double check the volume on your device.
• Audio not working? Call-in at 1-866-469-3239 (code: 795 434 773)

For technology issues:
• Put them in the chat box!
Today’s Agenda

1. Mobilization Strategy
2. Unity 4 Community Goals
3. Advocacy Skills
4. Meeting Planning Steps
5. Resources & Contact
6. Questions
Together we can...

• Expand, equip and mobilize grassroots and grass-tops for long-term promotion and protection of CHCs
• Show a concerted effort of CHC advocacy with legislators and staff
• Build skills and confidence of grassroots advocates
March 18: Advocacy Mobilization Strategy

We Are So Close: Let’s Pass Long-Term Funding!

- Hill Day
- At Home
- On Phone
- Meet with Staff/MOCs
- Unity for Community Health
- Members Visit CHCs
- Call for Long-term funding

1 Message
3 Locations
4 Actions
Messaging & Mobilizing

Unique
• Responding to public health concerns
• Value-based care
• Patient & Local control

What CHCs & Communities Could Lose
• Dependable revenue streams
• Providers
• Ability to serve patients through innovative, integrated care
Take a Minute...

• What is unique about the way care is provided at your health center?

• What will your community lose if your health center does not have stable funding?
Advocacy Skills

- Messaging
- Story-telling
- Legislative relationships and meetings
- Recruit, train & sustain engagement of advocates
- Use research/data to tell your story
- Cultivate media relationships: local news outlets
- Use research/data to tell your story
Practice Telling Your Story...

- In the mirror
- FaceTime a Friend
- At Dinner with Family
- With a trusted coworker

Did you capture their attention?

Did you invite them to advocate with you?
Media is Far-Reaching Advocacy

Who at your health center can you ask to write or tell a story for your local news?

Can you make your health center testimony go viral? Try a Facebook Live!
How do I get involved?

https://www.hcadvocacy.org/unity-for-community-health-day/

Lorain County Health & Dentistry
Planning Stage

• How to Schedule a Local Meeting With Legislators
• What’s Our Ask For Congress? – Talking points you can use in your meetings
• Tips for a Successful Meeting with Legislators
• Plan how you will use media to amplify your visit.
During your meeting

- HCAdvocacy website has helpful data resources available for your Leave-behind folders.
  - What federal investments support CHCs as Economic Engines
  - State Level Health Center Data & Maps
  - Health Center Funding Impact Estimator
  - Actions your Members of Congress can take!
  - America’s Health Centers Fact Sheet

- Consistent numbers and information help strengthen our message
Follow Up

• Send a thank you note to the office and reiterate the importance of your health center! Tell them you are counting on them to get funding passed.

Let us know how it went:

Fill out this post-meeting report!
Ask your Congressmember

Ways to Support CHCs:

• Press releases/statements
• Op-Eds and Blog Posts
• Social Media
• Individual/Delegation support letters
• Short Speeches on the House/Senate Floor
• Visit a local health center
MOC in your CHC

Another way to share your story, is to get your Members of Congress to spend time in your health center.

Allow them to meet the staff and patients who make your CHC what it is!

Tampa Family Health Centers
Resources

Online Tips & Tools for Success:

• Visit the [Unity for Community Health Day webpage](#) for current advocacy resources

• Make sure to tag your elected officials when posting on social media
  • Thank Members of Congress!

• Use #ValueCHCs and #UnityforCommunity so @HCAdvocacy can react and repost
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We are here to answer your questions.
First Things First…