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: 791 510 947)

For technology issues:
• Put them in the chatbox!
• Email: grassroots@nachc.org
Goal:
Expand, equip and mobilize grassroots and grasstops for long-term promotion and protection of CHCs.

Year Round Advocacy is important
- Building strong relationships with elected officials, and their staff can take time
  - Make sure the health center mission is on forefront of your elected officials’ minds
- Think outside the box, be creative
  - Consider including district office staff in your events
  - Be present at community events (parades, farmer’s markets, races)
- Basic drop-offs with local health center information
- Empower staff, community board members and patients by involving them in drop-offs and local meetings
- Advocacy doesn’t have to be reactive, it should be proactive
- Strong partnerships are built when organizations are consistently working together
Messaging & Mobilizing

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

What CHCs & Communities Could Lose
• Dependent revenue streams
• Providers
• Ability to serve patients through innovative, integrated care
Media is Far-Reaching Advocacy

- Locally placed op-eds and letters to the editor have an impact
- A local media connection is a great way to make sure your health center’s issues have coverage

Media Tools and Tips

- Advocacy doesn’t have to be reactive, it should be proactive
- Strong partnerships are built when organizations are consistently working together
- Seek coverage in local news media
  - Utilize templates online
  - Tag your Members of Congress and local news station when posting on social media
Advocacy Strategy

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

On Hill
- Virtually meet with Staff/MOCs

At Home
- LTE/OpEd placements in local newspapers
- Virtual Member visits to CHCs

On Phone
- Call for long-term funding

1 Message
3 Locations
4 Actions

What are some ways staff can help integrate advocacy into your health center?
Pancreatic Cancer Research Funding

**GOAL:**
INCREASE FEDERAL FUNDING INTO THE DISEASE

MOST of pancreatic cancer research funding comes from federal sources, primarily the NIH

80% FEDERAL
20% PRIVATE

Cycle of Advocacy

- Introduce our issues and organization to Congress
- Develop relationships with members of Congress
- Congress sets funding priorities and funds the government
- Make Asks
- Thank you and follow-up

@NACHC
Year-round Engagement

Action alerts
Petitions to Congress
District meetings
November Awareness
Pancreatic Cancer Action Week
National Call Congress Day
PanCAN Advocacy Summit
Other than National Health Center Week, what other ways can you have personal contact with your elected officials?
Grassroots advocacy – why it matters

• Sometimes legislative action is the only way to accomplish your goal.
• Increase understanding of WHY community health centers are valuable.
• Reinforce the dignity and humanity of people you serve with the expectation that decision-makers value patients too.
• A coordinated effort, is more effective than individual approaches.
• State, Local, and Federal Delegation expect it from us.

Community Health Centers Must Advocate
You can increase understanding of WHY health centers are valuable

“True change rarely comes from the halls”
—Dr. Paula A. Johnson
Advocacy fixed the Community Health Center funding

1. $7.8 billion in federal funding for health centers
2. $600 million dollars support health centers and address underserved communities across the nation
3. $60 million dollars to health centers impacted by recent natural disasters

230,000
- Emails

35,000
- Calls

25M
- Social Media

200+
- Congressional Meetings

NATIONAL HEALTH CENTER WEEK

- A week of celebration for Community Health Centers across the U.S.
- Working with NACHC and Mass League
- Focused on community, patients, advocacy
- Invite/influence local, state, and federal delegation/stakeholders
ADVOCACY CENTER OF EXCELLENCE PROGRAM

- Make the commitment to advocacy
- Register staff and board as advocates
- Participate in NHCW
- Engage elected officials
- Establish an online presence

- Incorporating advocacy as a core operational excellence
- Focuses on engaging your core population in advocacy
- Establishes a standardized model for building engagement in your communities and an appetite for advocacy

HOW WE SEE IT...
GRASSROOTS ADVOCACY AT GLFHC

- Officially started advocacy efforts in 2015
- Full leadership support – from board and senior leadership team
- ALL staff and board are advocates
- Mayor is Honorary Chair of GLFHC Advocacy Network
HOW WE SEE IT...
GRASSROOTS
ADVOCACY AT
GLFHC

ACE Program –
2nd Gold Level ACE in U.S.

HACE - First Hispanic Advocacy Center
of Excellence

Advocacy Champions Team – ACT
Advocacy Rapid Response Team - ARRT

Don’t be a Lone Ranger!
Collaboration is key to SUCCESS
Work with your Primary Care Association

Questions?
Summer 2020 Advocacy Calendar

- Local event opportunities
- Virtual civic meetings
- National Health Center Week (August 9 – 15)
- Virtual District Office visits
- Podcasts/radio shows focused on healthy initiatives in the community
- Opportunities to collaborate with other local organizations

JUNE
- June 11 at 4 p.m. EST
- June 17
  National Day of Action

JULY
- July 4
  Virtual 4th of July Festival
- July 7 at 4 p.m. EST
  Advocacy 101 Webinar: Breaking Through the Noise
- July 15
  National Day of Action

AUGUST
- August 6 at 4 p.m. EST
  Advocacy 101: Webinar: Leveraging Social Media
- August 9 – 15
  National Health Center Week 2020

Visit [www.HCAdvocacy.org/Calendar](http://www.HCAdvocacy.org/Calendar) to learn more.

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