



## **New York State's Campaign to Save America's Health Centers 2011**

### **June**

#### **National Call-In**

- **Join the Save America's Health Centers National Mobilization Call on Medicaid, Thursday, June 30<sup>th</sup>.**
  - On Thursday, NACHC is coordinating a major grassroots call-in effort targeting Members of Congress and the White House as they negotiate the future of the Medicaid program, the Budget, and funding and resources critical to Health Centers and the patients they serve.
  - Generate **50 calls to each of your Members of Congress and the White House**
  - Use the Toll Free NACHC Advocacy Hotline: 1-866-456-3949.
  - Deliver a straight-forward and simple message – “Do not undermine the successful Health Centers program as you negotiate Medicaid changes and cuts to the federal budget. The health and lives of our families and our neighbors should not be negotiated away.”
  - Encourage CHC Board Members, CHC Staff and Patients to participate

### **June- July**

#### **Grassroots Action Network**

- **Add 35 new people to Grassroots Action Network (GAN)/NACHC Grassroots Advocacy List**
  - Update list of current enrollees from your CHC
  - Include GAN postcards to be replicated at CHCs
  - Include GAN check inserts for all employees
  - Include GAN as part of your new staff and board member orientations

### **June-July**

#### **CHC Boards**

- Have ongoing federal update on Board Meeting agendas
- **Add 2 new CHC Board Members to the GAN**
- Pass the Board resolution supporting the Campaign to Save America's Health Centers (SAHC) at July/August Board meetings.

### **July**

#### **Partners/Local Leaders**

- Use CHCANYS partner identification worksheet to identify partners
- Circulate SAHC petition and patient letters to community partners including local officials and other local organizations and businesses asking them to sign on to the campaign.

- Present petition and/or patient letters to Congressional Representatives
- Recruit as many new advocates from community partners by forwarding calls to action and asking them to sign up for the Grassroots Action Network.
- Circulate the SAHC Campaign petition in waiting rooms asking patients to sign on to patient letters or write their own.
- Also ask patients and staff to sign up for the Health Center Mobile advocacy team by texting ADVOCATE to 69866

## **July-August**

### **Congressional Visits**

- Ensure all your NYS Representatives receives an invite to visit your health center during National Health Center Week (NHCW).
- Complete visits by end of August
  - Report your visits to CHCANYS so we can track health center visits by Congressional Members
  - Target new Republican leaders
    - CHCANYS will try to attend all visits by Republican leaders
  - CHCANYS will provide support by helping you plan visits and identify materials for visits

## **July – August**

### **Media**

- Try to place at least 1 story or Op-Ed in local media by the end of NHCW
  - Identify local media stories about your health centers, e.g., new expansions, a patient story, impact of Medicaid cuts, etc.
  - Use the NHCW media tool kit for messaging content

## **August**

### **National Health Center Week**

- Highlight the importance of NHCW activities this year and link them to the SAHC Campaign
- List events with CHCANYS and NACHC
- Have your NYS Congressional Members attend NHCW event
- Use events as opportunities to present petitions to Members of Congress
- Invite Media to NHCW events
- Work together with other CHCs within your region to find an event to present NACHC awards to Congressional Leaders that highlight FQHCs' community work
- Continue to send Letters to the Editor or Op-Eds to local newspapers

## **September**

- Continue to respond to NACHC calls for action
- Continue meetings and contact with Congressional Leaders and staff
- Speak at local forums on SAHC campaign (e.g. Rotary, Elks, etc.)