The Power Of Your Story: Legislative Advocacy

Alex Hawthorne
Legislative Advocate
California Hospital Association
Our Mission: Advocacy

- Federal
- State
- Local
2018 Landscape

- **State Politics**
  - Gubernatorial Election
  - Political Polarization

- **State Policy**
  - Single Payer/Universal Coverage
  - Housing/Homelessness
  - Behavioral Health
  - Workforce
  - Informed Consent/Psychotropic Meds
Effective Advocacy: The Power of Your Story
Questions?
Thank you

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The Power of Our Story:
Communicating the Value of Post-Acute Care

Amber Christ, Senior Staff Attorney

Friday, February 16, 2018
Justice in Aging is a national organization that uses the power of law to fight senior poverty by securing access to affordable health care, economic security, and the courts for older adults with limited resources.

Since 1972, we’ve focused our efforts primarily on populations that have traditionally lacked legal protection such as women, people of color, LGBT individuals, and people with limited English proficiency.
To achieve Justice in Aging, we must:

- Acknowledge systemic racism and discrimination
- Address the enduring negative effects of racism and differential treatment
- Promote access and equity in economic security, health care and the courts for our nation’s low-income older adults
- Recruit, support, and retain a diverse staff and board, including race, ethnicity, gender, gender identity and presentation, sexual orientation, disability, age, economic class, immigration status, and religious belief
Model of Change

- Educate Local Advocates
- Advocate to Fix Problem
- Learn About Problems
- Over 20k trained a year
- Litigation
- Admin Advocacy
- Leg Advocacy

JUSTICE IN AGING
FIGHTING SENIOR POVERTY THROUGH LAW
Health Care & LTSS Priorities

• Helping poor seniors qualify for programs that help cover health care costs
• Building a health care and LTSS delivery system that honors choice, includes strong consumer protections and provides opportunities to receive LTSS at home and in the community
• Ensuring programs and services are delivered without discrimination based on race, ethnicity, language ability, disability, gender identity, sexual orientation or other potential disadvantage.
Program Areas

Protecting Access to Affordable Health Care for Seniors

Improving Health and LTSS Delivery Systems

Nondiscrimination in Health Care

Defending Seniors' Health Care

Oral Health

Duals

Improper Billing

CA Assisted Living

HCBS Settings Rule

IHSS

1557

Language Access

LGBT Issues
Legislative Advocacy Examples

- Single Payor – provided edits based in our area of expertise (LTSS)
- Oral Health – letters of support, education, partnership, grass roots advocacy
- Assisted Living – policy expertise
- A&D Income Limits – policy expertise
- IHSS Trailer Bill – policy expertise
- Medicaid Managed Care Rule – provided edits based in our area of expertise (LTSS)
- Federal Defense of Health Care – coalition building, letters, grass roots advocacy
Interested in joining our network?

Sign up to receive Justice in Aging trainings and materials.

Text 51555 with the message “4justice”

Amber Christ, achrist@justiceinaging.org
@justiceinaging
Questions?
Thank you

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Digital Advocacy
The Power of Storytelling

Tracy Campbell
Vice President, Digital Advocacy
California Hospital Association

#PostAcute2018
Our Connections, Our Stories

The current political reality demands breakthrough, creative approaches to advocacy.

*Digital storytelling is about creating compelling stories that build emotional connections, engage the audience and advocate for a position.*
The Digital Voice of CHA

Twitter

Target Audience: The “121” - Legislators, stakeholders, the media and other influencers
Following 1,050; Followers 2,983

Facebook

Target Audience: Members, health care community, hospital volunteers
677 People Following

California Hospital Association

@CalHospitals
@calhospital
CaliforniaHospitals
CHA Issue Experts on Twitter

@pblaisdell
Following 254; Followers 180
Nearly 1 Million Californians who advocate for access to high-quality, affordable health care

- Health-interested Californians and voters
- Advocacy on priority legislation, initiatives and health care issues: coverage, Medi-Cal funding, skilled-nursing care, mental health care, social determinants of health

Our Health California

@ourhealthcalifornia
@ourhealthca
OurHealthCalifornia.org
California Hospital Association

Twitter
- Advance CHA's policies and legislative advocacy goals
- Provide industry thought leadership and issue influence

Facebook
- Positively position hospitals and members’ health stories while expanding CHA social voice
California Legislative Advocacy

Senate Bills 349 + 538

Access to #primarycare physicians means less visits to #ERs for Californians. #SaveGME so CA can meet its #healthcare needs

Funding + Budget

Nearly 40 percent of California counties fall below a minimum physician-to-population ratio

Voters passed #Prop56 to increase #healthcare access in CA. CA #hospitals are committed to working with #caleg to uphold this promise
Integrated Legislative and Issue Advocacy

The AHCA would result in a loss of coverage for 3,057,104 Californians.

The Senate is back from their weeklong recess, and they are ready to resume conversations about the stalled health care bill. We’re speaking out to ensure the Senate protects affordable health coverage — will you join us?

We know our California senators will reject this bill. Now we need to get more legislators on board. Take a moment to tweet at these six key senators today as they prepare to make big decisions on our health coverage:

TWEET AT SEN. FLAKE
TWEET AT SEN. CAPITO
TWEET AT SEN. HELLER
TWEET AT SEN. PORTMAN
TWEET AT SEN. COLLINS
TWEET AT SEN. MURKOWSKI

Thank you for acting quickly,
Our Health California

Hospitals oppose SB 538 b/c it hands more power to health plans, leaving patients with more out-of-pocket expenses.

“Aligning hospitals, urgent care centers, outpatient surgery clinics and physicians into integrated networks is what today’s healthcare is about.”

SB 538 Gives Health Plans Even More Control
www.cen-useisbepe.com

Access to primarycare physicians means less visits to ERs for Californians.
#SaveGME so CA can meet its healthcare needs

Nearly 40 percent of California counties fall below a minimum physician-to-population ratio
Educate and Positively Position: Evergreen Campaigns
Social Listening for Emerging Narratives
Live Events + Conferences

CHA’s conferences and symposiums provide an opportunity to educate and raise awareness to a broader segment of hospital employees and advocates.

• Live tweet from conference using issue experts: @pblaisdell
• Join the conversation: #PostAcute2018
Questions?

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Thank you

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