The Power Of Your Story:
Legislative Advocacy

Alex Hawthorne
Legislative Advocate
California Hospital Association

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
Alex Hawthorne
Legislative Advocate
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#PostAcute2018
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.

Diversity, Equity and Inclusion

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 Litigation

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 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.
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”

Questions?

#PostAcute2018
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

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

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

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
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<th>California Hospital Association</th>
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<tr>
<td><strong>Twitter</strong></td>
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<tr>
<td>• Advance CHA's policies and legislative advocacy goals</td>
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<td>• Provide industry thought leadership and issue influence</td>
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<td><strong>Facebook</strong></td>
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<td>• Positively position hospitals and members' health stories while expanding CHA social voice</td>
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<th>California Legislative Advocacy</th>
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<td><strong>Senate Bills 349 + 538</strong></td>
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<td><strong>Funding + Budget</strong></td>
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<td>Voters passed Prop 65 to increase healthcare access in CA. CA residents are committed to working with Prop 65 to uphold this promise</td>
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<th>Integrated Legislative and Issue Advocacy</th>
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<td><strong>The ACA would cost the loss of coverage for 5,887,314 Californians</strong></td>
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The image contains a slide with text and visual elements, but the specific content is not detailed in the provided text. The text appears to discuss legislative and advocacy goals related to healthcare, including Senate Bills 349 and 538, funding, and budget allocations. There is also a mention of Prop 65, which relates to healthcare access in California. The integrated legislative and issue advocacy section mentions the cost implications of the Affordable Care Act (ACA) on Californians.
Educate and Positively Position:
Evergreen Campaigns

Social Listening for Emerging Narratives

Live Events + Conferences

CHA’s conferences and symposia 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?

Thank you
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