



NATIONAL ASSOCIATION OF
Community Health Centers

Health Center Advocacy

Michigan Primary Care Association
Marketing Committee Meeting

Thursday, October 15, 2009

Stimulus...Recovery...ARRA...

Google [Advanced Search](#)

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[Recovery Act Funding for Community Health Centers in Michigan](#)
Recovery Act Funding for Community Health Centers in Michigan. ... Funding for New Access Point. Funding for Increased Demand ...
www.hhs.gov/recovery/programs/hrsa/michigan.html - [Cached](#) - [Similar](#) - [Print](#) [Close](#)

[Secretary Sebelius Releases \\$27.8 Million in Recovery Act Funds to ...](#)
Sep 29, 2009 ... Grants/Funding ... HRSA received \$2 billion through the Recovery Act to expand health care ... Michigan Primary Care Association. Lansing, Mich. \$1863409 ... Community Health Centers of Arkansas. North Little Rock ...
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[Michigan Primary Care Association Receives Funding to Expand the ...](#)
Five Michigan Community Health Centers will participate in this project that ... MPCA among recipients of recovery act funding to find, enroll eligible ...
michiganpca.wordpress.com/.../michigan-primary-care-association-receives-funding-to-expand-the-use-of-health-information-technolog... - [Cached](#) - [Similar](#) - [Print](#) [Close](#)

[Health Center Program Recovery Act Grants « Michigan Primary Care ...](#)
Health Center Program Recovery Act Grants. May 4, 2009 - Leave a Comment ... As Michigan Struggles to Insure Kids, Community Health Centers Provide a Health ...
michiganpca.wordpress.com/.../health-center-program-recovery-act-grants/ - [Cached](#) - [Similar](#) - [Print](#) [Close](#)

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[Michigan's Recovery - Recovery Act Funding in Michigan](#)

Public Information

Michigan FQHC ARRA Funding as of 10/08/09

New Access Point (NAP)	\$2,600,000.00
Increased Demand (IDS)	\$8,586,711.00
Capital Improvement (CIP)	\$23,680,995.00
Total Stimulus Investment	\$34,867,706.00
Total New Patients	67,639
New Uninsured Patients	27,621
New/Retained Jobs	257

Organization Name	City	Participant ZIP Code	Funding For New Access Point	Funding For Increased Demand	Funding For Capital Improvement
MICHIGAN CITIZENS FOR HEALTH, INC.	SINGCON	48142	\$107,314		\$1,073,110
BALDWIN FAMILY HEALTH CARE, INC.	BALDWIN	49304	\$4,36,004		\$1,490,770
DEW HILL INDIAN COMMUNITY	DEW HILL	49715	\$125,345		\$120,140
CENTER FOR FAMILY HEALTH, INC.	JACKSON	49202	\$283,868		\$1,092,210
CHERRY STREET SERVICES	GRAND HAVENS	49503	\$604,813		\$1,427,310
COMMUNITY HEALTH & SOCIAL SERVICES CENTER	DETROIT	48209	\$401,384		\$1,077,780
COVENANT COMMUNITY CARE INC.	DETROIT	48216	\$1,07,000		\$1,115,210
DETROIT COMMUNITY HEALTH CONNECTION	DETROIT	48215			\$900,470
DETROIT HEALTH CARE FOR THE HOMELESS	DETROIT	48223	\$239,344		\$195,890
DOWNSIDE COMMUNITY SERVICES, INC.	ALSOBAC	48001	\$102,237		\$817,640
SALT JORDAN FAMILY HEALTH CENTER	SALT JORDAN	49727	\$198,952		\$600,460
FAMILY HEALTH CENTER OF BATTLE CREEK	BATTLE CREEK	49017	\$273,240		\$1,242,210
FAMILY HEALTH CENTER, INC.	KAUZAINDO	49007	\$281,200		\$1,176,410
FAMILY MEDICAL CENTER OF PROSPECT, INC.	TEMPERANCE	49142	\$278,253		\$751,270
HACKLEY COMMUNITY CARE CENTER	MUSKOGON HEIGHTS	48844	\$130,400		\$790,710
HAMILTON COMMUNITY HEALTH NETWORK, INC.	FLINT	48905	\$138,225		\$630,700
HEALTH SERVICES, INC.	SALINE	48862	\$884,462		\$2,075,210
INCHAM COUNTY HEALTH DEPARTMENT	LANONG	49811	\$140,000		\$333,300
INTERCARE COMMUNITY HEALTH NETWORK	MANSION	49013	\$73,890		\$1,737,760
LANSHAW INTEGRATE CARE CENTER	CASSPOLIS	49621	\$170,340		\$623,010
LEIGH FAMILY HC USA MIDWESTERN FAMILY CARE	MUSKOGON	48844	\$754,700		\$1,090,780
MICHIGANIAN HEALTH SERVICES	PROSPECTOR LAKE	48820			\$600,860
NORTHWEST MICHIGAN HEALTH SERVICES, INC.	TRAVERSE CITY	49684	\$157,381		\$349,840
OSHSING PRIMARY HEALTH SERVICES, INC.	PONTIAC	48242	\$144,860		\$342,860
SAINT MARY'S HEALTH CARE	GRAND HAVENS	49503	\$194,713		\$106,010
STERLING AREA HEALTH CENTER	STERLING	48959	\$198,965		\$482,040
THUNDER BAY COMMUNITY HEALTH SERVICES	WILMUNG	49746	\$137,648		\$715,300
UPPER PENINSULA ASSOC. OF RURAL HLTN. SVCS.	MARQUETTE	49855	\$180,800		\$443,440
WESTERN MICHIGAN HEALTH CENTERS	WESTLAND	48136	\$1,303,000		\$1,016,410



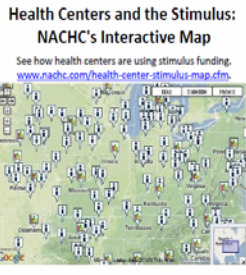
The Recovery Act at Work in Your Community
VAN BUREN COUNTY

Gain support: Tell your stimulus story



Recession Brings More Patients to Community Health Centers

THE NEED TO MAINTAIN SUPPORT FOR THE SAFETY NET
Stimulus funding was the right medicine at the right time, but it may not be enough to counter the trend of state and local funding cuts. The Center for Budget and Policy Priorities reports that at least 27 states have slashed funding for health programs.⁸ Such cutbacks undermine any progress centers would otherwise achieve their stimulus-supported activities, and at worst eliminate their impact entirely. NACHC's statewide survey found that some states, like Colorado and North Carolina, have specifically used health centers' ARRA funding as the rationale behind reductions in funding for health centers in their states.⁹ Research shows that economic downturns have long-term impacts on safety net providers, suggesting that investments in these providers are necessary to meet the rise in health care needs that come with economic instability. Stimulus funds are one-time investments in centers that must not supplant existing sources of funding for health centers. To do so could be detrimental to community health and economic well-being.¹⁰



Be proactive...

- Collect and share data
 - oMust show statewide picture for state legislature
- Tell your health center's stimulus story
 - oStories from patients
 - oPictures of new/improved building
 - oStories from new or retained staff
 - oTalk about # jobs created, temp and permanent

<http://www.nachc.com/stimulus101.cfm>

State & Federal Elected Officials Get Media Spotlight for stimulus funds...

M I C H I G A N

Carl Levin
UNITED STATES SENATOR

FOR IMMEDIATE RELEASE
March 27, 2009

Contact: Senator Levin's Office
Phone: 202.224.6221

Stabenow, Levin Announce Over \$8.7 Million in New Funding for Community Health Centers

Funds in recovery package will help centers respond to increased demand for services

WASHINGTON — U.S. Senators Debbie Stabenow (D-MI) and Carl Levin (D-MI) announced today that community health centers throughout Michigan will receive \$8,712,256 million through the American Recovery and Reinvestment Act Increase in Demand for Services (IDS) grant program over the next two years. This funding will assist existing Community Health Centers by expanding operating hours and increasing the scope of medical services offered.

"With families losing their jobs and health insurance, community health centers serve as the family doctor to many in our state who are struggling to pay for health care," said Stabenow. "This recovery funding helps these centers expand preventative and primary care services to more families in need, all while creating good-paying jobs here at home."

"Community Health Centers in Michigan play a critical role in providing necessary health care services at a time when family budgets are tightening and the cost of care has never been higher," said Levin. "I am pleased that this federal economic recovery funding will help support health centers that are serving individuals in need during these difficult

Michigan Health Center Federal Supporters

H.CON.RES.144 (Health Reform)

Title: Recognizing the value, benefits, and importance of community health centers as health care homes for millions of people in the United States.

Introduced: 6/4/2009

Cosponsors: 91

Related Bills: **S.CON.RES.25**

Sen. Debbie Stabenow

H.R.1343 (Health Center Reauthorization)

Title: To amend the Public Health Service Act to provide additional authorizations of appropriations for the health centers program under section 330 of such Act, and for other purposes.

Introduced: 3/6/2007

Cosponsors: 249

Related Bills: **S.901**

Latest Major Action: Became Public Law No: 110-355

Rep. Vernon J. Ehlers
Rep. Thaddeus G. McCotter
Rep. Bart Stupak
Rep. Fred Upton
Sen. Carl Levin
Sen. Debbie Stabenow

thomas.go

V

Advocacy Database

When you send the signal that effective advocacy is important to your organization, you can inspire and empower people to act on their own behalf and that of their communities.

- Voter Voice
 - Messaging tool
 - Calls to Action
 - Education
- Who can we sign up?
- How can we sign them up?

Michigan's health center advocacy database has 1,300+ advocates.
As of 10/2009.

Advocacy Database

The form is titled "User Information" and contains several sections:

- User Information:** Includes fields for Prefix (dropdown), First Name, Last Name, Suffix, and Email. A yellow arrow points to the Email field.
- Board Member:** Radio button for Yes, No.
- Clinician:** Radio button for Yes, No.
- Health Center Affiliation:** Text field for Health Center name. A yellow arrow points to this field. Below it is a text field for "Tele Town Hall Phone" with a yellow arrow pointing to it.
- Home Information:** Text field for Address, and dropdowns for City, State, and Zip. A yellow arrow points to the City dropdown.
- Business Information (optional):** Fields for Your title, Company, Address, City, State, Zip, Phone, and Fax.
- Other Information:** Text field for Mobile Phone.

Health Center Reauthorization is Now Just ONE Step Away from Final Passage!!

This afternoon the U.S. Senate passed Health Center Reauthorization, HR 1343! After more than two years of hard work and incredible grassroots advocacy, Health Centers are ONE step away from final passage of Health Center Program reauthorization. HR 1343 now moves to the House of Representatives for the last and final vote!

Please contact your Member of Congress and ask them to support Health Center Reauthorization and vote to PASS HR 1343. Click the link at the end of this page to send a message to your Member of Congress NOW.

We're in the home stretch - this one last time we want to generate as many messages possible to signal the overwhelming desire of every Health Center Advocate to get Health Center Reauthorization passed and finish the job we have all worked so hard to get done.

Thanks for all your advocacy efforts. Let's send the House a strong message to finish the job!



Click the link below to log in and send your message:
<http://grassroots.nachc.com/link/target/nachc26702382.aspx>

You have received this message because you have subscribed to a mailing list of National Assn of Community Health Centers. If you do not wish to receive periodic emails from this source, please click below to unsubscribe.

Advocate Outreach


Health Center Advocates: *Recruit , Retain, Engage*






Health Center Advocates: *Recruit , Retain, Engage*

**Voter
Registration**



Health Center Voter Registration



The right to vote is a cornerstone of our democracy. In exercising their responsibilities concerning voter registration, health centers hold the key to ensuring that our democracy remains robust and resilient. The very nature of Health Centers makes them an integral part of how low income Americans and immigrants are involved in and integrated into American society and a natural place for helping them take the step to be more informed and civically engaged. We also believe that civic engagement and advocacy can help FQHCs meet their organization’s mission and maximize effectiveness by educating and engaging the public. By fully and energetically working to engage staff, board and patients, health centers can help ensure that the promise of our

501c3 Do and Don't

DO

- ☑ Voter Registration
- ☑ Voter Education
- ☑ Distribute Sample Ballots, Guides
- ☑ Co-sponsor Candidate Forums
- ☑ Educate the Candidates
- ☑ Remind People to Vote
- ☑ Help on Election Day
- ☑ Recruit Poll Workers
- ☑ Support or Oppose Ballot Questions/Issues

DON'T

- ☒ Endorse a candidate for office
- ☒ Give resources to candidates
- ☒ Rate candidates on your issue
- ☒ Tell people how to vote

Why do voter reg at your health center?

This is the season to catch the
"VOTING"
BUG!

This Health Center Offers Voter Registration

Ask for a voter registration form...
and don't forget to vote on
Tuesday, November 4th, 2008

OACHC
Ohio Association of Community Health Centers

Community Health Vote is a nonpartisan
neutral initiative of the National Association of
Community Health Centers and the Ohio
Association of Community Health Centers.

Community Health Vote

- ✓ Empowers your community to make informed voting decisions that *directly affect* your health center
- ✓ Many of the communities we serve are underrepresented in public life
- ✓ Health Centers are a trusted community source
- ✓ Your health center will be able to demonstrate to candidates and elected officials have a voice and are engaged

Why do voter reg at your health center?

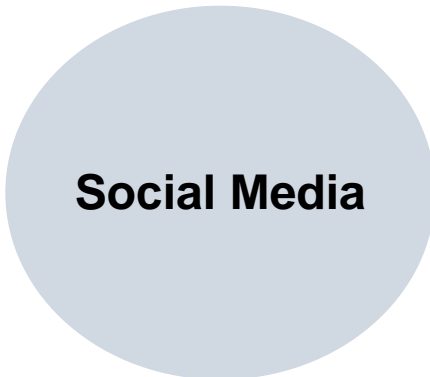
Voting impacts...

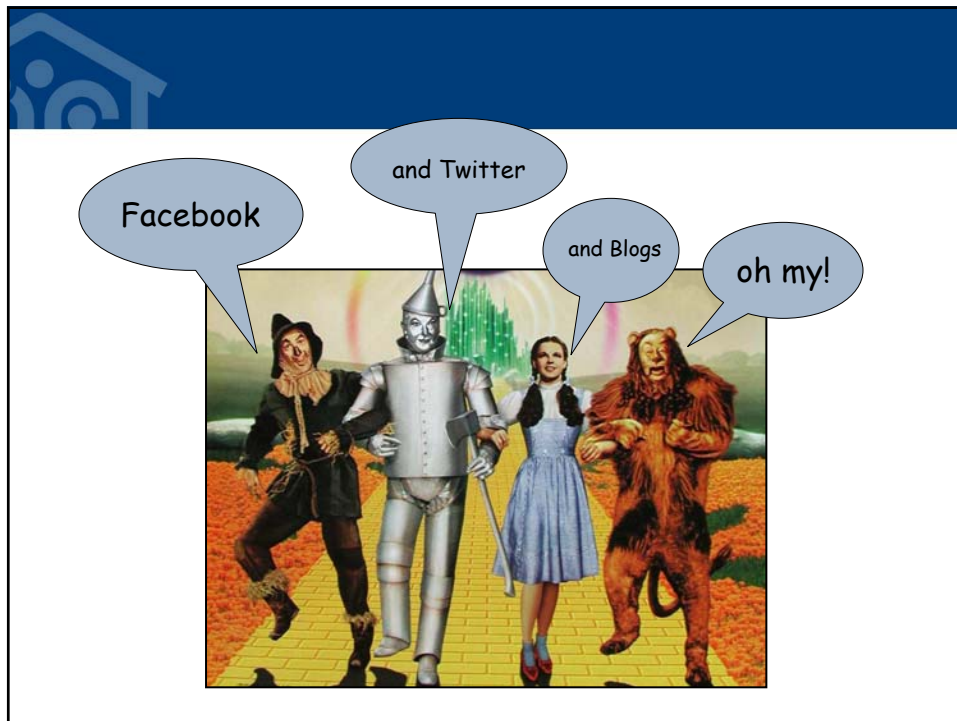
- The government we have
- Our capacity to shape public policy
- Healthy communities



Health Center Advocates: *Recruit, Retain, Engage*

Health Center Advocates: *Recruit, Retain, Engage*





Benefits of Social Networking

- Big and free...there are now over 300 million Facebookers
- Increased, regular communications with advocates
- Two-way communication stream
- Increased exposure/growth for health center and advocacy database
 - Viral, re-posting/re-tweeting
- Guarantees access to individuals who have email, an essential piece of database advocate recruitment.
- NACHC has experienced a strong increase in new advocates since beginning its social networking efforts
 - does not have a full-time staff person devoted to these efforts, just 2-3 staff who monitor/update online activities



How are health centers using social media

Facebook > look at “Favorite Pages”

<http://www.facebook.com/nachc>

<http://www.facebook.com/CommunityHealthCenters>

<http://www.facebook.com/home.php?#/pages/Michigan-Primary-Care-Association/49076169627>

Blogs

<http://blogs.nachc.com/>

<http://mpca.net/blog.html>

Twitter

<http://twitter.com/NACHC>

<http://twitter.com/commhealthcorps>

<http://twitter.com/dwhughes>



Health Center Advocates: *Recruit , Retain, Engage*

**Patient
Newsletter**


Patient Advocacy Newsletter posted online every other month; download and print on legal sized paper.

Front page:

- Federal Update
- Advocate Call to Action
- Health Center Facts

**Community Health Center
ADVOCATE**

September, 2009
Vol. 1 Issue 3



What's Happening In Washington, D.C.

Congress and the Obama Administration are working on plans to reshape the American Health Care system - they will decide how your health care fits into the system.

Congress will decide how to expand health coverage so that more Americans are covered and can afford health insurance.

Congress is working to reshape the types of benefits patients receive so that every American receives the care they need.

The President has asked Congress to create a plan that won't raise taxes, but does expand coverage so that 49 million Americans currently uninsured, will have access to health care.

This year Congress will decide the future of the American health care system - do you know what that means for you and your family?

How this affects you

When Congress votes on how to reshape the health care system and support health centers, that could mean:

- Your family would have health insurance
- The cost of your prescription medications could be less
- More doctors and nurses at your health center
- Affordable health care for every American

Message from Dan

It was a busy and emotional August with lots of talk of health care reform around the nation. Congress has now returned to Washington charged with a new plan to improve the American health care system.

Now more than ever, the public and especially patients have a voice to play in how health reform is shaped.

We are counting on your support as a health center advocate as we work with Congress to ensure every American has access to affordable health care. Become a health center advocate today - use the form on the back of this newsletter to sign up as a health center advocate. Help us make sure your health center is supported as Congress decides the future of the American health care system.

- Dan Hawkins
Senior VP of Public Policy & Research
National Association of Community Centers

Did you know?


Health centers like this one are located in every State in the nation and serve 20 million patients - regardless of insurance status or ability to pay.

Health centers like yours are providing the highest quality care in the nation compared to any other care provider.

Inside Left:

- Advocate Spotlight
- Ideas for local advocacy
- Health game/puzzle
- Space for local content

**Community Health Center
National Advocate Spotlight**



Name: April **Kmiecicki**
Health Center: Ocean Health Initiatives
Location: Lakewood, New Jersey

April Kmiecicki, a patient at Ocean Health Initiatives health center in Lakewood, NJ participated in this year's statewide National Health Center Week Kickoff in New Jersey. Ms. Kmiecicki spoke to an audience of fellow patients, health center staff, policymakers and media about her experiences at the health center and why receiving her care there is so important to her and her daughter.

April was once worried about where she would go to receive high quality health care for her and her daughter - the answer was Ocean Health Initiatives. Her testimonial was heard by both U.S. Senator Menendez and New Jersey Governor Corbett, both of whom return to work this fall committed to improving the health care system in the state and nation. Ms. Kmiecicki's story provided first hand experiences and proof of the vital importance of health centers to their patients and community.

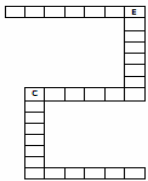
For her commitment and participation as a health center advocate we recognize April Kmiecicki as health center advocacy hero!

How do other Health Center patients help advocate locally:

- Attend local town hall meetings to talk about the importance of your health center to its patients and the community.

Advocacy Games - Word Connector

Discover healthy vegetables by selecting from the options below and filling in the boxes. Hint: Each vegetable starts or ends with a letter from the connecting vegetable.



Vegetable Selections

Cucumber	Cabbage
Radish	Spinach
Peanut	

INSERT LOCAL HEALTH CENTER INFO AND NEWS HERE OR USE PROVIDED CONTENT

Inside Right:

- Advocacy happenings
- Space for local content

<p>National Health Center Week 2009 Celebrations Held Across the Nation</p> <p>National Health Center Week is held each year in August for health center patients, staff, and communities to celebrate your local health center! This year, over 800 events took place in health center communities across the country, including countless free health screenings and visits by local, state and federal elected officials. Here are just a few of the events:</p> <ul style="list-style-type: none"> • Alcona Health Center in Northeast Michigan helped local homeless residents by giving free health services and lunch. • Community Health Center of Central Wyoming employees participated in a blood drive. • Virginia Garcia Memorial Health Center in Oregon recognized Migrant Health Day and the important work of migrant workers locally. • South Central Family Health Center in California gave free nutrition and exercise classes. • Community Health Development, Inc. health center in Texas did free immunizations for school children and worked with their state senator to give away 400 backpacks free of charge. • Cherokee Health Systems in Tennessee did voter registration. • Columbus Health Center in New Jersey had a Census representative onsite encouraging everyone to "Stand up and be counted!" <p>Watch for National Health Center Week 2010, August 8-14, and talk with your health center if you are interested in volunteering to help with an event.</p>	<p>Community Health Center Local Advocate Spotlight</p> <p>INSERT CONTENT ABOUT A LOCAL HEALTH CENTER ADVOCATE / STAFF / BOARD MEMBER</p>
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Back page:

- Advocate sign-up form

Call to Action: Become a Health Center Advocate!

Health Center Advocates receive email updates about:

- ✓ Health Center advocacy efforts
- ✓ State and federal legislation affecting health centers
- ✓ Calls to Action to communicate with elected officials

Sign up online at www.nachc.com/grassroots-advocacy.cfm or fill out the below form

Prefix (circle one): Mr. Mrs. Ms. Dr.

First Name: _____

Last Name: _____

EMAIL: _____

Home Address: _____, City: _____, Zip: _____
You will not be contacted at home, however we do need this information so we can accurately pair you with your state and federal elected officials.

Phone: _____

Write in name of Health Center: _____

Please check all that apply:

I am a Health Center patient

I am a Health Center board member

I am health center staff Position: _____


Other supporter: _____

Turn in this completed form to your Health Center's front desk staff, or fax to (202) 296-3526




Health Center Advocates: *Recruit , Retain, Engage*

Letters/Petitions

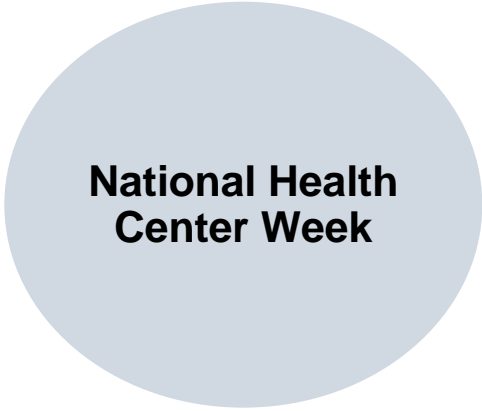


Letter campaign

1. Call to Action sent out through advocacy database
2. Re-post Call to Action on website and social networking sites; encourage others to re-post
3. Copy/paste Call to Action message on to one-page document, adding lines for signee's name and home address at the bottom
4. Place copies in health center waiting rooms; encourage patients to sign and write personal message
5. Collect and mail (state) or fax (federal) to elected officials



Health Center Advocates: *Recruit , Retain, Engage*



National Health
Center Week



August 8 – 14, 2010

Event Ideas...

- Open House w/Tours & Health Screenings
➢ Advantage Health Centers
- Project Connect: Free goods/services for homeless
➢ Alcona Health Center
- Open House at new School Based Health Center
➢ Baldwin Family Health Care
- Annual Walk to Work Day
➢ Bay Mills Health Center
- Diabetes Awareness Day
➢ Bay Mills Health Center
- Kids Day
➢ Bay Mills Health Center
- Senior Day
➢ Bay Mills Health Center
- Health Center Staff Picnic
➢ Bay Mills Health Center
- 45th Anniversary Celebration
➢ Cassopolis Family Clinic
- Breast Cancer Awareness Day
➢ Cassopolis Family Clinic
- Diabetes Awareness Day w/free glucose checks
➢ Cassopolis Family Clinic
- Heart Disease Awareness Day w/Prevention Info
➢ Cassopolis Family Clinic
- Immunization Awareness Day
➢ Cassopolis Family Clinic
- Community Block Party
➢ Cherry Street Health Services
- Open House: hustle lessons!
➢ Detroit Community Health Connection
- Walk for the uninsured
➢ Detroit Wayne County Health Authority
- Annual Health Fair
➢ Downriver Community Services



- Patient Appreciation Day
➢ East Jordan Family Health Center
- Legislative Luncheon
➢ Hamilton Community Health Network
- Healthcare for the Homeless Day Breakfast
➢ Hamilton Community Health Network
- Community Family Fun Day
➢ Hamilton Community Health Network
- Annual Bike Rodeo
➢ Health Delivery, Inc.



August 8 – 14, 2010


<http://www.healthcenterweek.com/>

- See other health center event ideas
- Media Toolkit: sample press release, letter to the editor, talking points
- Resolutions and Proclamations
- Promotional items: t-shirts, banners
- Health Center fact sheets




Health Center Advocates: *Recruit , Retain, Engage*

**Elected
Official
Visits**



Relative Effectiveness of Advocacy Communications

- 1. A visit to your health center**
- 2. A personal meeting back home**
- 3. A personal meeting in Washington**
- 4. Personal telephone calls**
- 5. Personalized letters (faxed)**
- 6. Personalized emails**
- 7. Template emails (ineffective unless in volume)**



Elected Officials

<http://www.nachc.com/advocacy-electedofficial-communication.cfm>

Has tips for...

- Making phone calls to legislative offices
- Meeting with your legislators face-to-face
 - Requesting a meeting
 - Conducting an effective office visit
 - Conducting an effective health center visit
 - Follow up after the meeting

*Don't forget the importance of getting to know Congressional staff!

Advocate Outreach

Health Center Advocates: *Recruit , Retain, Engage*



Organizing Grassroots Advocacy at a Health Center

- **Make an Organizational Commitment**
A formal commitment to time and resources is essential.
- **Create an Advocacy Committee with a Chair;**
Board and staff need to be involved.
- **Learn the Rules.** *It's hard to break them, but you can if you don't know what they are.*
- **Advocacy Needs to be done Face to Face**
Plan to get your state and federal officials (and their staff) to your Center on a regular basis.



Growing Health Center Advocates: What is your plan?

- **Set Goals for Advocate Recruitment**

- How can you reach patients, staff and Board with your message?
- How many advocates can you enroll each week? This year?
- How can outstanding efforts be recognized and rewarded?
- Is Advocacy an agenda item each meeting?
- Can Advocacy be part of staff training, communications?



The Power of Effective Advocacy

Your goal is to build the power to influence any issue that affects your Health Center – at any level of government.



Effective Advocacy = POWER

- Power is not measured by the number of advocates we have on a list.
- Power is not measured by the number of small (or even large) victories we win every now and then.
- Power must be measured by our ability to successfully advance our own agenda and to make it *unthinkable* that any other political or special interest would ever want to take us on.



Build A Culture of Advocacy

- Change your culture to one where effective advocacy is an essential element daily work.
- Develop and recognize grassroots advocacy effectiveness the same way you do other critical skills for health center staff.
- **The Essential Step:**
Elevate advocacy to the level of an organizational priority – for Board and Staff.



Recap: What can you do?

- Have an established volunteer Advocacy Coordinator (staff or board)
- Make advocacy a standing item on the agenda at every board and staff meeting
- Sign up new advocates
 - Patients, health center staff, board members
- Respond to Calls to Action
- Educate elected officials
- Participate in National Health Center Week: August 8-14, 2010
- Visit Members of Congress in Washington (P&I): Feb. 24-28, 2010



Lindsey (Reynolds) Ruivivar

Regional Field Organizer
National Association of Community Health Centers

LRuivivar@ohiochc.org (614) 325-6520 @LNReynolds