



Advocacy as a Health Center Board Member or Employee

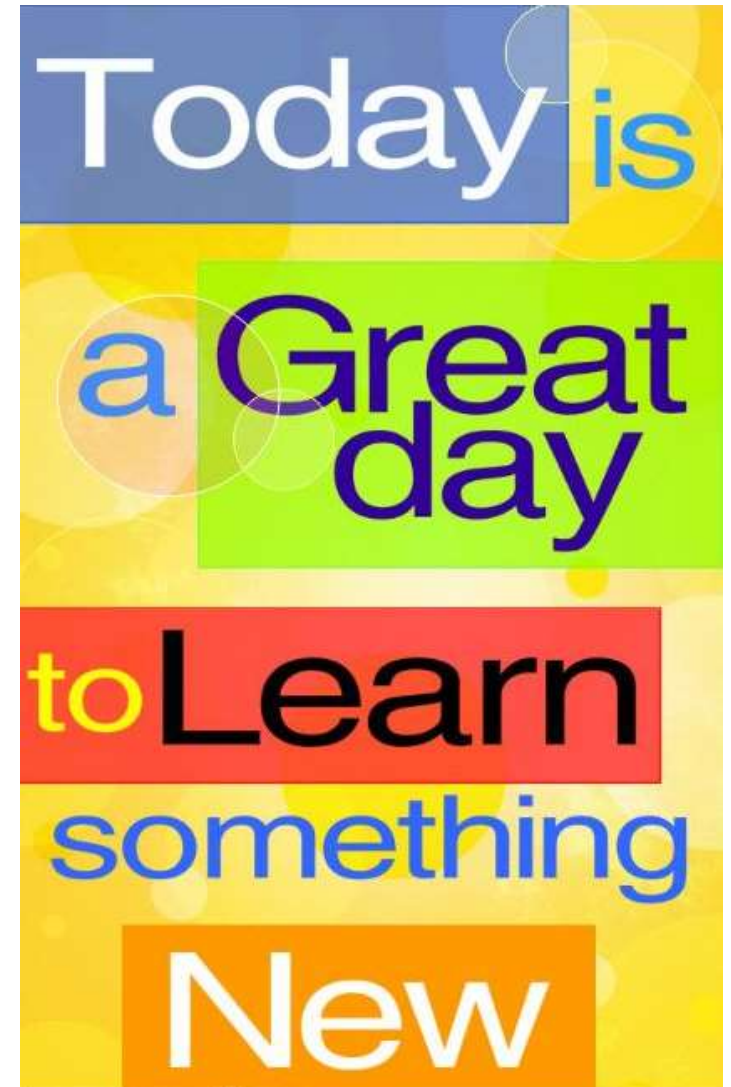
This training was developed by the Oregon Primary Care Association in collaboration with the Oregon Food Bank and Virginia Garcia Memorial Foundation using concepts and tools from Building Movement Project.

But first...

Name + when you brag about where you work, what do you say?

What are we going to learn.....

- It's your story
- Define advocacy and discuss why we advocate
- Review the rules
- Service to Systems: continuums of change



Voices

Maya Roe-Bauer

Voices

0:59-3:45



StoryCorps

- “StoryCorps reminds the nation that **every story matters and every voice counts**, since 2003, StoryCorps has given a quarter of a million Americans the chance to record interviews about their lives, to pass wisdom from one generation to the next, and to leave a legacy for the future. It is the largest single collection of human voices ever gathered. These powerful stories illustrate our shared humanity and show how much more we share in common than divides us”
- Link to StoryCorps website:

Goal

- We want to hear your stories
- We want you all to hear each other's stories
- We want to amplify and share your voices
- We want policymakers and payers to have a more visceral understanding of the amazing work you all do

Process- How do I get involved?

Story Collection Process:

- Interested? Great! Contact Maya at mroe-bauer@orpca.org
- I will walk you through everything, answer any questions you might have or help you define your story
- Meet to record story
- Story goes out! (Don't worry you will get to look it over first)

Future

- Creating a sustainable process for stories to be collected in the future
- The current story topic is anything related to Covid , but in the future we will change up the topics and also always feel free to reach out with stories unrelated to the current topic.

Feedback

- How do you think it would be best to engage health equity in these stories?
- Who do you want to hear and what do you want to hear?
- Who would you like us to share these stories with? Do you have any concerns about us sharing these stories publicly?
- Any concerns you might have in general?

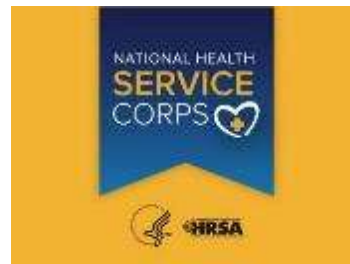
Our values guide where and when we advocate...

- Patient-centered
- Collaboration
- Health and wellness
- Diversity
- Quality
- Health equity
- Social justice
- Fun and thriving workplace
- Customer service
- Stewardship



Advocacy

Responsibility & Support



How do YOU define advocacy?

- Asking something of others/educating others
- Demanding a change to benefit the lives of many
- Using your own voice and creating a collective voice
- Creating a space for public discussion
- Finding solutions to problems



What advocacy might look like as a board or staff member at your CHC:

- **Telling your story**
 - Speaking to an elected official
 - Email to an elected official
 - Attending a march
 - Canvass/phone bank for a ballot measure
 - Giving a tour of your health center



Why advocate?

- Because CHC boards and staff are experts
- Because your CHC believes that healthcare is a human right
- Those you serve are not always able to advocate for themselves
- Funds



How to talk to elected officials / tell your story with your CHC hat on

- Be polite! Address as: “City Councilor (Last Name), “Congresswoman/man (Last Name) for example
- Keep your communication simple, concise, and to the point.
- Don't ask questions to embarrass
- Deep breaths, don't be intimidated

Remember, it is YOUR story



You Should...

- Tell YOUR story
- Seek guidance from your health center leadership
- Encourage staff and patients to register to vote and remind them to vote
- Stay informed about issues at the local, state, and federal level
- Know who represents you and your CHC

You Should Not...

- Ever endorse or fund a candidate
- Ever ask who/how someone voted
- Unclear? Ask!

Advocacy: more than just voting

Voice, knowledge and personal experience is powerful

- Your voice matters – Your story matters
- Read/Stay informed/ask tough questions, not just around election time!
- YOU can contact your representatives – Do you know who they are? Regardless if you voted for them they should hear from you! You can attend community events with elected officials year round too

"I believe health care should be a basic human right in America," - U.S. Senator Ron Wyden



- As service providers, we know that:
- Health, food, housing (and more) are basic human rights.
- What human rights gaps are we filling?

It's not enough



- No matter how much time, energy and compassion we share with our clients – health, poverty and hunger challenges persist.
- Why is providing services necessary yet insufficient to solving the problem?

Naming the Real Problem



- Health, poverty and hunger challenges are not individual problems.
- They are community wide symptoms of barriers to access and power.

Think about the possibilities

- If you give me a fish, you have fed me for a day
- If you teach me to fish, you have fed me until the river is contaminated or the shoreline is seized for development

But if you teach me to advocate, then whatever the challenge, I can join together with my peers and we will fashion our own solution

Your turn

- Want to advocate for your health center, community and patients?
OPCA is here to support that!
- Want to tell your story? OPCA can help!

Call to action

- **Open the emails** from the OPCA and stay informed! Visit https://action.orpca.org/newsletter_signup to enroll.
- **Support/Engage in** our advocacy efforts and “alerts”, example: write the letter!
- **Use your strengths** and be respectful of peers who may not have an interest in engaging.
- **Be Social:** Follow, Share, Retweet.
- **Research:** who represents you? Plug their contact info into your phone!

Know that even one action can make a big difference in the community and lasting impact on how your CHC is able to reach the underserved.

Resources...

- Find your legislator: <https://www.oregonlegislature.gov/>
 - Sign up to get newsletters from your State Reps and more!
- How laws are made: <https://www.usa.gov/how-laws-are-made>
- Register to vote: <https://sos.oregon.gov>
- OPCA Community Health Center Advocates: <https://action.orpca.org>
- Health Center Advocacy Network: <http://www.hcadvocacy.org/>

Thank you!

Questions?

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