

# Influencing Local Health Care Beyond Enrollment

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# Lobbying vs. non-lobbying

Lobbying =  
trying to  
influence a  
policy/legislative  
position or  
encouraging  
others to do so.



A lot of advocacy  
can be done  
without “lobbying,”  
but the line  
between can be  
thin.

# Levels of Advocacy

- **Federal Level**
  - Members of Congress
  - HHS/CMS
- **State Level**
  - Legislators
  - Governor/Lt. Governor
- **Regulatory/Department Level**
  - Division of Insurance
  - Dept. of Health Care Policy and Finance
  - DHS
  - CDPHE



# Community Level Opportunities

- County Dept. of Health/Human Services
- Hospitals
- Commissioners
- Provider groups
- Judicial structures
- Schools
- Partners Matter

# Tactics & Strategy Depend on Your Goal

- Site visits
- Informational meetings
- Story sharing
- Communicate challenges & what's working
- Policy education
- Social media/paid media campaigns
- Media (letter to the editor, op-ed)
- Sign on letters
- Public forums/events – community discussions to rallies
- Community surveys
- Comment on proposed rules/regulations
- Calls, tweets, emails

# Change from advocacy can be long and incremental

Success



what people think  
it looks like

Success



what it really  
looks like



**MENTAL HEALTH  
COLORADO**

# Tough Choices: What Unaffordable Health Care Means for Summit County



- “My child was sick and I felt like she needed to go to the doctor, but I had already used my two visits for the year, so I had to watch her suffer because I couldn’t afford the \$200 doctor visit.”
- “I had to leave the doctor I’ve been seeing for the last 20 years when I got on Kaiser’s plan. Now I see a different doctor every time and I feel like a stranger in my own town.”



# FIRC – Moving Beyond Enrollment

- FIRC had 6 enrollment guides
- Increasingly we were seeing that enrollment just wasn't enough
- Board decided we needed to expand  
to include advocacy as a  
key strategy



# Two Strategies

- Navigator Roundtable
  - 40 navigators across the county
  - Focus on systematic approaches to approving barriers
- Small policy workgroup
  - Hospital, FQHC, Elected Officials, Government Staff, Local Foundation
  - Legislative changes
  - Local short term and long term strategies



# Moving Forward- Broader lessons

- Nonprofits can and should play a role in policy discussions
- Understand the laws and regulations around advocacy
- Be a neutral convener
- Collect and share qualitative and quantitative data
- Empower clients, staff and boards to have a voice





**Family & Intercultural  
Resource Center**

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Community.

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