Influencing Local Health Care Beyond Enrollment

Adam Fox, Colorado Consumer Health Initiative Rebecca Swanson, Mental Health Colorado Tamara Drangstveit, Summit Family and Intercultural Resource Center

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



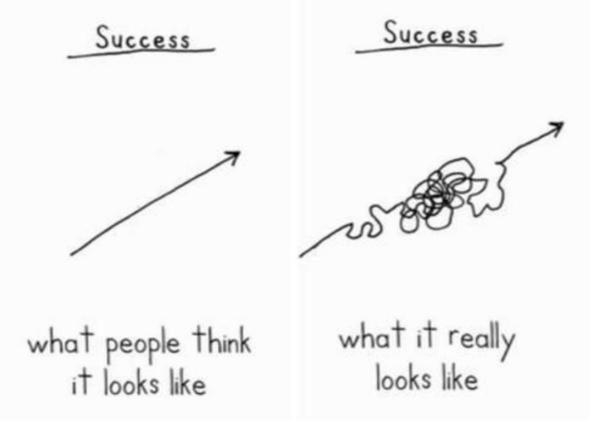
Community Level Opportunities

- 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



Rebecca Swanson – Deputy Director of Public Policy



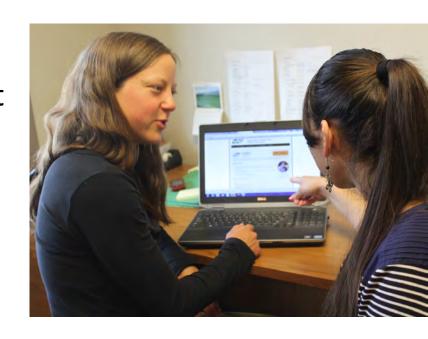
Tough Choices: What Unaffordable Health Care Means for Summit County



- "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





Strong Families. Strong Community.

www.summitfirc.org

