

californiahealth⁺ advocates

ADVANCING THE MISSION OF COMMUNITY HEALTH CENTERS

Virtual DAY AT THE CAPITOL • MAY 25 - 27, 2021



Advocacy Toolkit

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Virtual Legislative Meeting



A legislative meeting (or lobby meeting) is merely a meeting to let your representative, or their staff know what you think about a certain policy or budget priority and try to get them to take action such as supporting, opposing, or becoming a co-sponsor. This is achieved by educating them on why this issue is important to you and your health centers and sharing your personal experiences/stories. A legislative meeting is also a great opportunity to get to know your legislators and their staff as we build relationships and move them to be more aligned with our priorities.

Prep Work:

- Schedule your legislative meeting.
 - Submit a meeting request via email.
 - Please feel free to refer to the email template on pg. 5.
- Get to know your Legislators & District Staff
 - Background
 - Committees they sit on
 - Priorities
 - Pet Projects
- Familiarize yourself with state and regional priorities.
- Find Your California Representative: <http://findyourrep.legislature.ca.gov/>
- California Legislative Bill Tracker: <https://leginfo.legislature.ca.gov/faces/billSearchClient.xhtml>
- **Optional:** Prep Meeting with other lobby team members to run through materials, decide roles, figure out logistics, etc.

Virtual Meeting Preparation:

- Use the technology that is most accessible to everyone on your team.
- Use a phone line with audio clarity and stability.
- Log into the meeting 10-15 minutes prior to your scheduled meeting to make sure everyone is on the same page, last minute run through/review, and troubleshooting.
- DO A DRY-RUN: Test your technology before the meeting and resolve any technical issues.
 - Use the same computer/phone in the same location you will take the actual meeting.
- Prepare and/or upload any visuals aka Have Something on the Screen
 - Make sure the Health+ Advocate's logo is included.
- Identify different people to assume different roles the day of the meeting to inject different voices into the conversation online. **Roles should include:**
 - **Facilitator:** Takes the lead in starting conversation.
 - **Timekeeper:** Keeps track of time.
 - **Notetaker:** Takes action notes/takeaways and emails them to everyone right after meeting.
 - **Storyteller(s):** Shares a personal story/experience and local examples on the impact of the issue or legislation. This is important that we bring in these personal stories as they are highly effective.
 - **Ask Maker:** Asks the legislator or staff member if they are supporting our policy/budget priorities.
 - **Technical support:** Helps with technical troubleshooting.
 - **Photo Taker (optional):** Takes screen shot of meeting participants. Make sure to ask the legislator or staff for permission to take photo and post on social media.

Sharing Your Story:

- Legislators and staff can read fact sheets and hear from lobbyists. While important, personal stories and experiences are what will help move them to change – how bills impact real people, like you, health center staff patients, and the community.
- Talk about the issue or bill:
 - Why is this important to you/your staff/your patients/your health center?
 - How will this impact you/your staff/your patients/your health center?
 - Why is it important that this bill or budget item passes?
 - Why is this an issue or problem? How will this bill or budget item help solve it?
- Best practices:
 - Lead with your values and what you stand for.
 - Paint a path forward. What can be done?
 - Make a specific demand.
 - Be genuine.

Best Practices:

- Be prompt and patient.
- Keep it short and focused.
- Stick to your talking points.
- Make it personal.
- Provide Personal and local examples on the impact of the issue or legislation.
- **Make the Ask!**

After the Meeting:

- **Complete the Virtual Legislative Visit: Report-Back Form:** <https://forms.gle/WjM2UmMJcCXRh6698>
- Send a follow-up email: It is important that someone in your group follows up via email, thanking the legislator or their staff for meeting with your group. Be sure to
 - Please feel free to refer to the Follow-up Email Template on pg. 5.
- If you took a screen shot of the meeting participants, please post on your social media accounts.
 - Tag Senator or Assemblymember
 - Include an ask or invite them to tour your health center.
 - Please feel free to refer to “Utilizing Social Media as an Additional Advocacy Tool” on pg. 4.

Takeaways:

- Be Prepared
- Be Genuine
- Be Effective
- Be Flexible

Utilizing Social Media as an Additional Advocacy Tool



Take a Screen Shot:

- At the end of your legislative meeting, ask the Legislator or Staff if you could take a virtual group photo.
- Ask for permission to post on your social media account, and ask if they can repost, or post the photo onto their own social media account.



Posting Photo:

- What to say in your post?
 - Thank the legislator and/or staff for meeting with you.
 - Add why the legislation is important to your health center, staff, and patients.
 - Feel free to make an ask to support a bill if they have not committed.
- Tag Accounts
 - Tag the Senator/Assemblymember's social media account.
 - Tag CaliforniaHealth+ Advocates & CPCA social media accounts so we can share.
- Include Hashtags
 - #DAC2021
 - #CHCs4CA
 - #ValueCHCs
 - #CABudget



Email Templates: Scheduling & Follow-up



Scheduling a Legislative Meeting

Subject: Meeting Request

Dear _____,

On behalf of the Community Health Centers in your district, we would like to request a virtual meeting with Senator/Assemblymember _____ sometime between the dates of _____. Attending the meeting will be _____ (name of the attendees, their titles, and the health centers they represent).

We hope to discuss our 2021 priorities: AB 32 (Telehealth & Telephonic Care), SB 316 (Same Day Visit), and Medi-Cal Pharmacy Rx/340B.

Thank you, I hope to hear from you soon.

Sincerely,

Following up after a Legislative Meeting

Subject: Thank You for meeting with CaliforniaHealth+ Advocates

Dear _____,

Thank you for meeting with us _____ (date of MTG) to discuss our policy and budget priorities. We enjoyed talking about our policy and budget priorities, as well as the issues critical for the staff and patients that community health centers serve.

If legislator is supportive: We are excited to hear that Senator/Assemblymember _____ is supporting _____ (name of policies).

If legislator/staff asked for additional information: Below (or attached) is information regarding _____ that you requested.

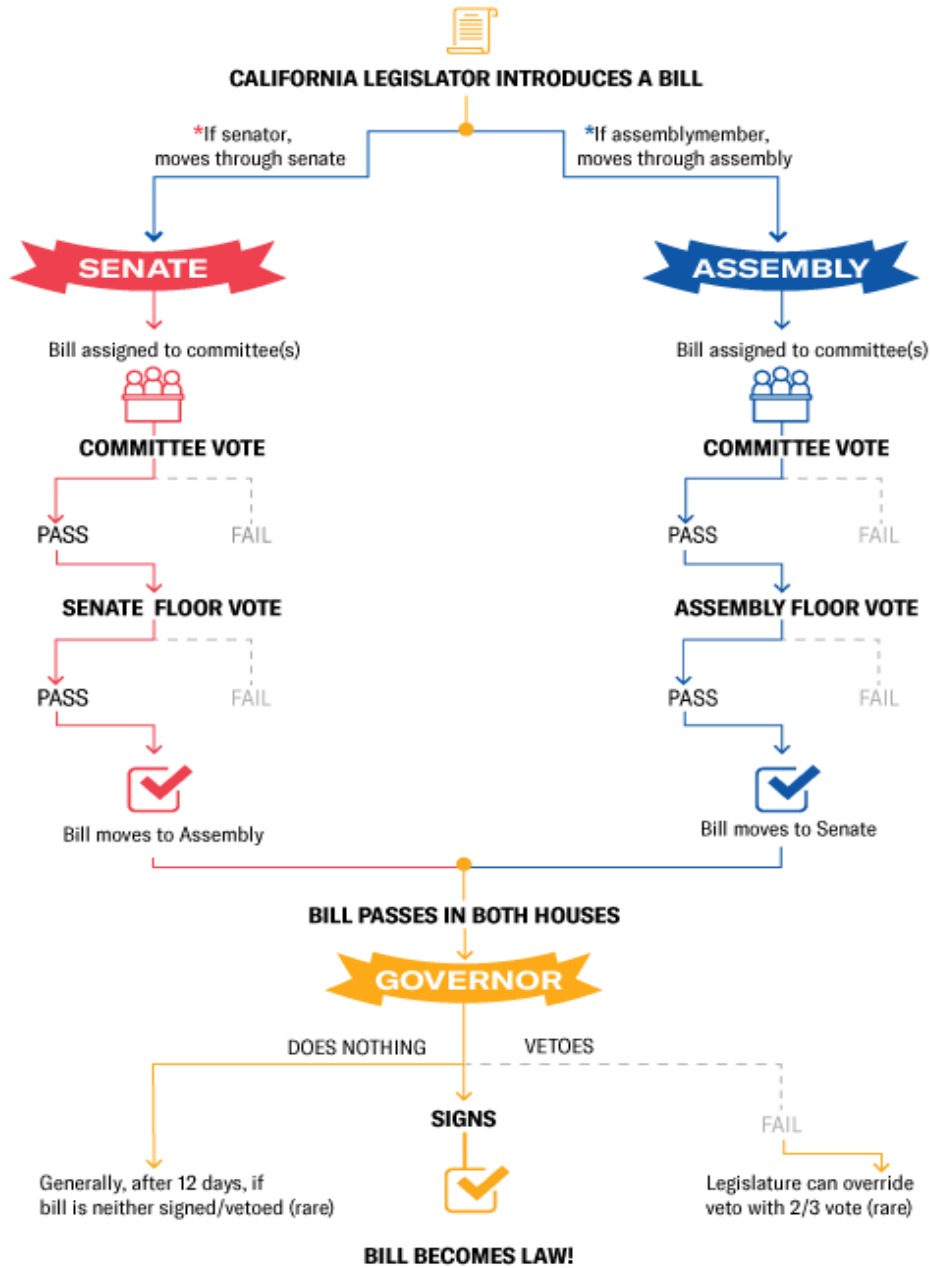
If any (other) questions arise, please feel free to contact _____ (email). Thank you.

Sincerely,

State Legislative Process



HOW A BILL BECOMES LAW



*Bills that start with "SB" are introduced in the senate
 *Bills that start with "AB" are introduced in the assembly

State Budget Process



THE STATE BUDGET PROCESS

