

2024 Day at the Capitol

April 16, 2024
Sacramento, CA



2024 Day at the Capitol Advocacy & Social Media Toolkit

Legislative Meeting Best Practices

Social Media Advocacy

Capitol Power Hour

Email Templates for Legislative Meetings

State Legislative Process

State Budget Process

If you have any questions and/or need additional support,
please contact advocacy@CPCAadvocates.org.



Legislative Meetings

A legislative meeting (or lobby meeting) is 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 or opposing a bill. This is achieved by educating them on why this issue is important to you and your health centers and sharing your personal stories. A legislative meeting is also a great opportunity to get to know your legislators and their staff and build relationships that can support community health center 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.
- Research your Legislators & District Staff
 - Background
 - Committees they sit on
 - Priorities
 - Projects
- Find Your California Representative [HERE](#)
- California Legislative Bill Tracker [HERE](#)
- **Optional:** Prep Meeting with other lobby team members to run through materials, decide roles, figure out logistics, etc.

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:

- 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:

- 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.
 - Please refer to the Email Template Section for more information.
- If you took a photo during the meeting, please post it on your social media accounts!
 - Tag Senator or Assemblymember and @CPCAAvocates
 - Include an ask or invite them to tour your health center.
 - See Social Media Advocacy on the next page for more information.

Social Media Advocacy

Posting a picture of a legislative visit and tagging a legislator after the visit is a fantastic way to increase awareness around the importance of community health centers and can draw attention to legislators and their impact on this issue. We highly encourage you to use a photo taken from your meeting with a legislator, but if you were unable to get a photo, we encourage you to use a photo that you have taken with your colleagues, team, or CPCA staff!

Take a Photo:

- 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 also post the photo.

Posting Photo:

- What to say in your post? *(See Sample Captions Below)*
 - Thank the legislator and/or staff for meeting with you.
 - Add why the legislation is important to your health center, staff, and patients.
- Tag Accounts
 - Tag the Senator/Assemblymember's social media account.
 - Tag CPCA Advocates @CPCAAdv
- Include Hashtags
 - #DAC2024
 - #ValueCHCs
 - #CHCAvocacy

Capitol Power Hour

Capitol Power Hour is a one-hour period between **12:00pm-1:00pm (PST)** on April 16th where advocates will organize to create a high amount of digital noise through tweets and posts centered on uplifting the importance of AB 2303!

We intend to create a spike in activity to get the attention of legislators and policy makers **before the 1:30pm Assembly Health Committee Hearing.**

Make sure to post a photo during this time frame with the hashtag #SupportAB2303.

Premade graphics for AB 2303 can be downloaded [HERE.](#)

Caption: AB 2303 would support CHCs in addressing the state mandated wage increases and ensure that they continue to provide excellent, high-quality care to patients in all communities. **@electedofficial**, support AB 2303 and support community health centers! #SupportAB2303 #CHCAAdvocacy



Photo Opportunities at DAC

The work that we do is extremely important and should be shared with others! Please participate and highlight your work by taking and sharing photographs throughout the day. Authentic photos are always the best! Below are ideas for different photo opportunities while you are at DAC 2024.

Hashtags: #DAC2024 #ValueCHCs #CHCAAdvocacy

Tag: @CPCAAAdv on Instagram & Twitter

1. **State Capitol:** Take a photo or selfie in front of the California State Capitol.
2. **Swing Space:** Take a photo or selfie in the new Swing Space.
3. **Legislative Office:** Take a photo or selfie in front of your legislator's office.
4. **Legislative Visit:** If the legislator/staffer agrees, take a photo/selfie at the end of the meeting.
5. **Colleagues/Team:** Take a photo or selfie with your colleagues and lobby team.
6. **RAC/Consortia:** Take a photo or selfie with your consortia members.
7. **CPCA Staff:** Take a photo or selfie with a CPCA staff member.
8. **CPCA CEO:** Find and take a photo or selfie with CPCA's CEO Francisco Silva.
9. **Educational Sessions:** Take a photo or selfie of you attending the educational session.
10. **Lunch Program:** Take a photo or selfie during the Lunch Program.
11. **Legislative Reception:** Take a photo or selfie while at The Mix for the Legislative Reception.

Sample Captions

<u>Platform</u>	<u>Topic</u>	<u>Caption</u>
Instagram/Facebook/Twitter	General DAC	Thank you {tag your legislator} for meeting with us today for 2024 Day at the Capitol! We were excited to share our community health center priorities and stories about the amazing work our health centers are doing in your district communities. #DAC2024 #ValueCHCs @CPCAAAdv
Instagram/Facebook/	AB 2303	Thank you {tag your legislator} for meeting with us during #DAC2024 to discuss the importance of CHCs! We ask you to support AB 2303 to ensure CHCs have a mechanism to address state mandated wage increases and support CHCs in their mission to provide accessible health care for all. #DAC2024 #ValueCHCs #CHCAdvocacy @CPCAAAdv
X	AB 2303	Thank you {tag your legislator} for meeting with us to discuss the importance of CHCs! Please support AB 2303 to ensure CHCs can achieve their mission to provide accessible health care for ALL and that they have a mechanism to address state mandated wage increases #DAC2024 @CPCAAAdv
Instagram/Facebook	SB 1067	Thank you {tag your legislator} for meeting with us and letting us share about the value of community health centers! We urge you to support SB 1067 that will expedite licensure for healthcare workers seeking to practice in medically underserved areas, like those that California's over 1,270 community health centers serve! #DAC2024 #CHCAdvocacy #ValueCHCs @CPCAAAdv

X	SB 1067	Thank you {tag your legislator} for meeting with us and letting us share about the value of CHCs! We urge you to support SB 1067 that will expedite licensure for those seeking to practice in medically underserved areas, like those that CHCs serve! #DAC2024 #CHCAAdvocacy #ValueCHCs @CPCAAdv
Instagram/Facebook	SB 1382	It was great meeting with you today, {tag your legislator}, and we appreciate you listening to how important community health centers are for patients! We encourage you to support SB 1382 which seeks to modernize licensing and building standard requirements for CHCs while continuing to provide necessary patient protections for California's over 7.8+ million CHC patients! #DAC2023 #CHCAAdvocacy #ValueCHCs @CPCAAdv
X	SB 1382	Thank you {tag your legislator}, for listening to how important CHCs are for patients! We encourage you to support SB 1382 which seeks to modernize licensing and building standard requirements while continuing to ensure patient safety of CA's 7.8+ mil CHC patients! #DAC2024

Premade Images for Priority Bills Found [HERE.](#)

Email Templates for Legislative Meetings

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 2024 priorities with you. Thank you, I hope to hear from you soon.

Sincerely,

Following up after a Legislative Meeting

Subject: Thank You for meeting with _____ (Clinic Name/Consortia Name)

Dear _____,

Thank you for meeting with us on _____ (date of MTG) for Day at the Capitol to discuss our policy priorities and budget ask. We enjoyed talking with you 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).

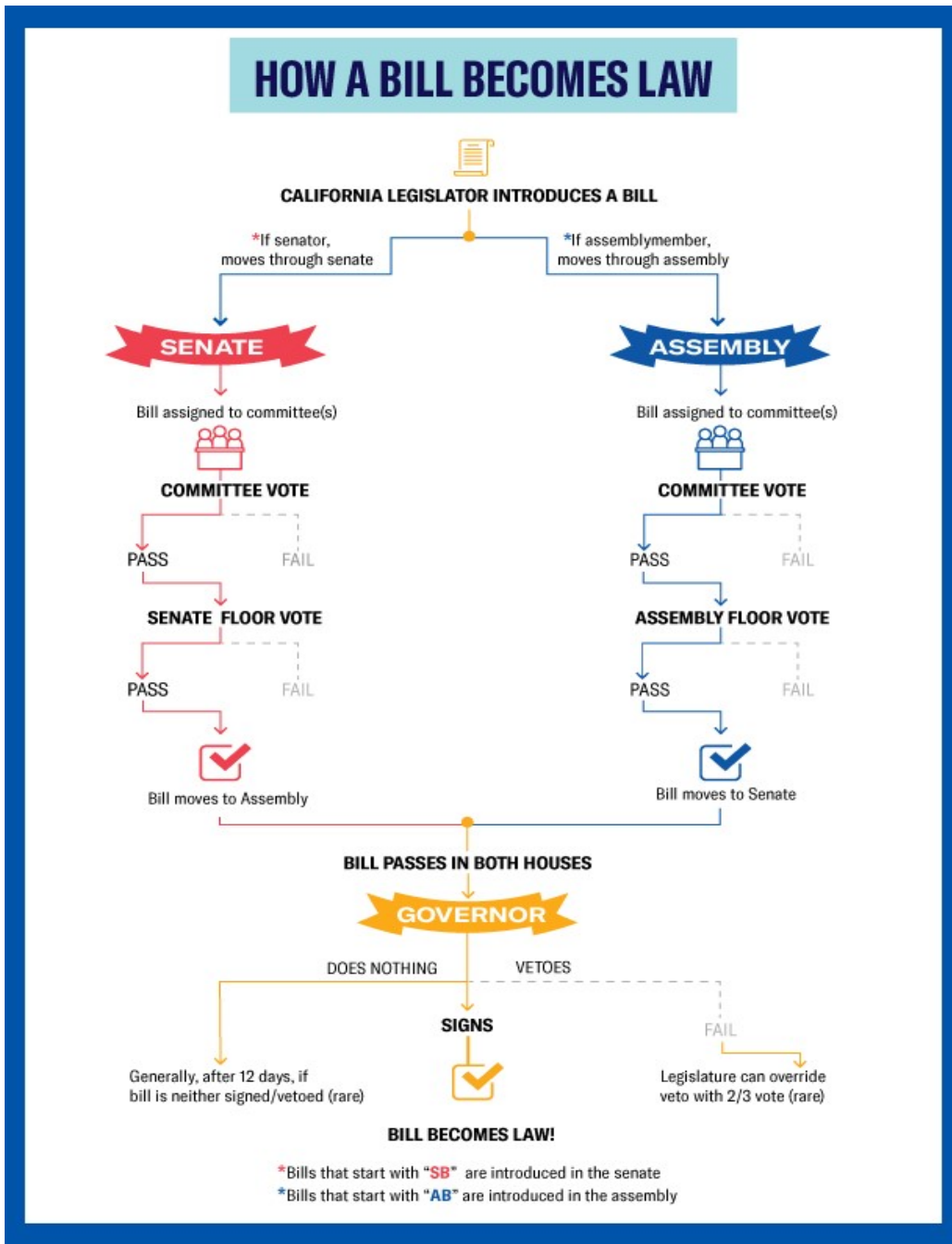
If legislator/staff asked for additional information: Below (or attached) is information regarding _____ that you requested.

Optional: Thank you Senator/Assemblymember _____ for being a community health center advocate.

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

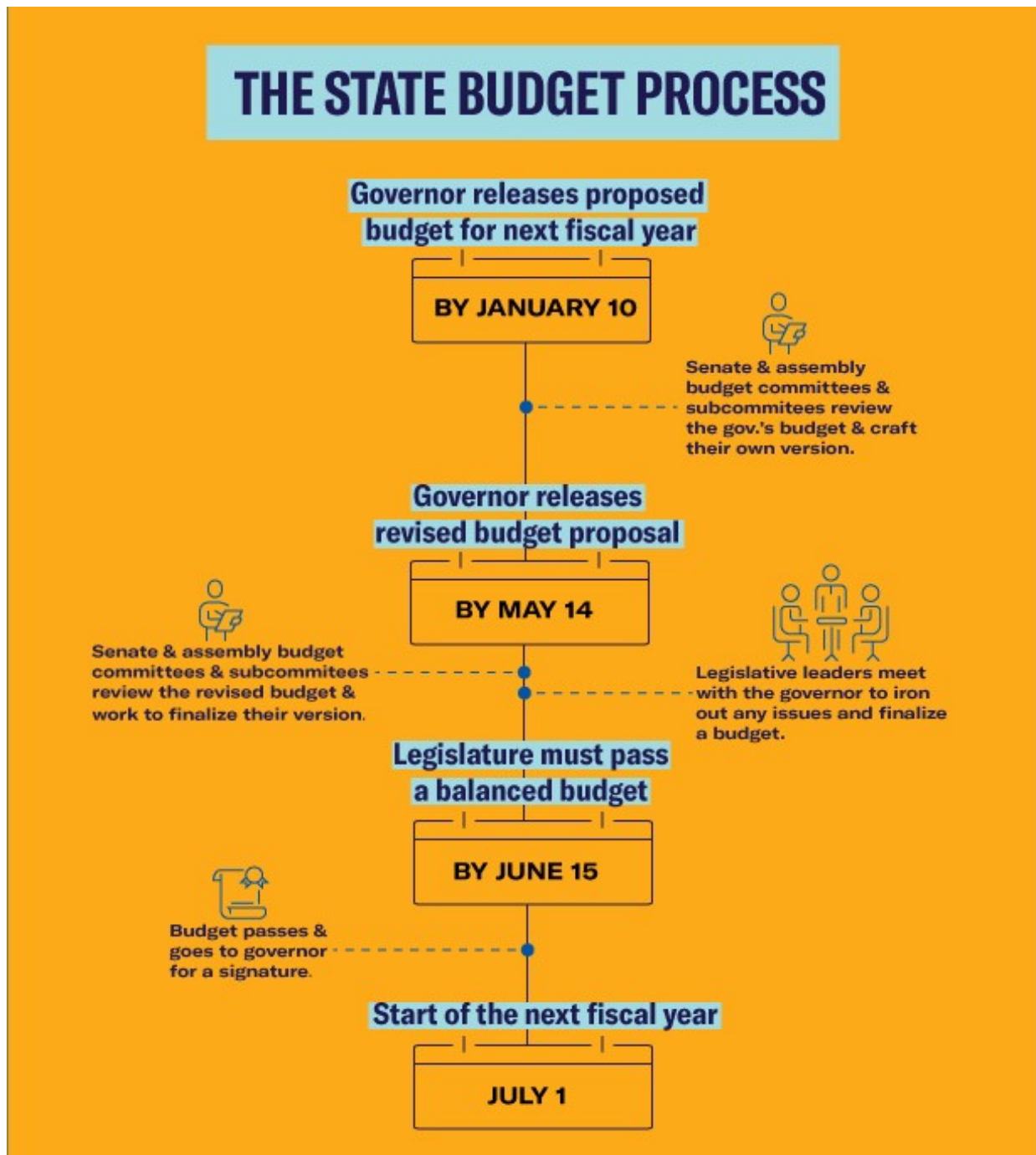
Sincerely,

State Legislative Process



Source: California Capitol Museum <https://capitolmuseum.ca.gov/learn/about-the-government/life-cycle-of-a-bill/>

State Budget Process



Source: ACLU SoCal – <https://www.aclusocal.org/en/ca-legislature-guide>