



How CHCs can Promote Civic Engagement to Patients in 2020

CPCA Webinar

September 10th 2020

3 PM PST



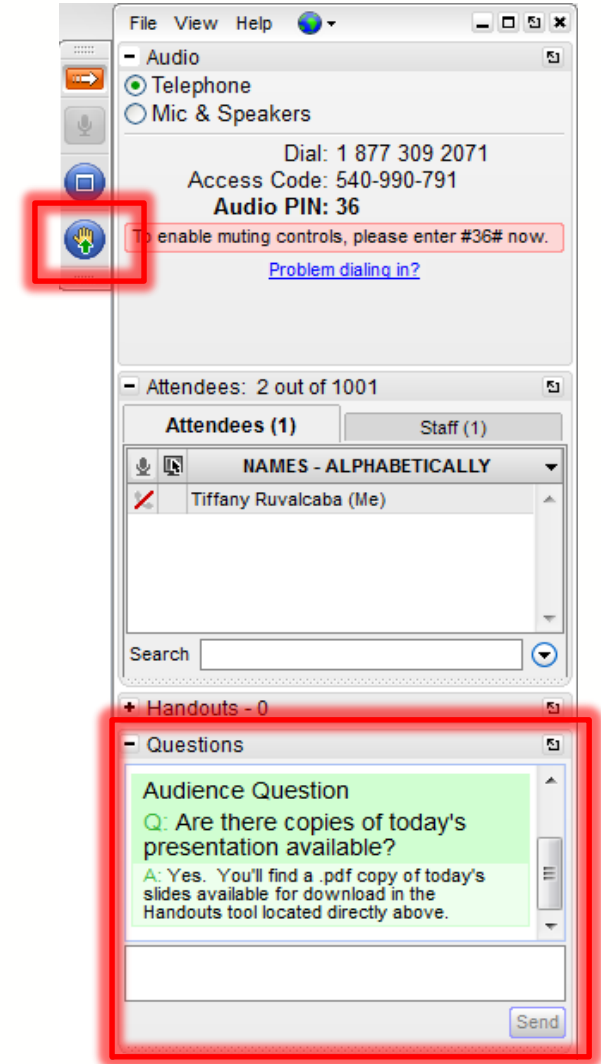
Housekeeping Items

Questions?

Raise your hand to have
your phone line opened

Or

Submit via question module





Welcome Remarks

California Primary Care Association
President, CEO, Carmela Castellano Garcia



Civic Voter Engagement

California Secretary of State Alex Padilla



VOTE.CA.GOV



Questions for Secretary of State Padilla?



CHC Civic Voter Engagement

Susan Burton, *Director National Grassroots Advocacy*

National Association of Community Health Centers (NACHC)

Advocacy Legalese

Dos and Don'ts for Advocacy
& Civic Engagement at
Health Centers

Personal Activity vs. Health Center Activity

- Activities/statements by directors, staff, or volunteers acting on their own behalf (own time, own resources) are not restricted, but you **cannot use organizational resources nor have the organization associated or identified with the activities.**
- **Written policies for staff** (including volunteers) are critical and should include:
 - Workplace activity
 - Use of center resources
 - Social media



Health Center Activity

- **Charge voter registration costs**, including employee time and appropriate overhead, **to the health center “non-grant” or program income revenue.**
- Make sure to include all associated costs such as the cost of printing flyers, signs, handouts, etc., in your calculation of voter registration costs and be sure to include associated indirect or administrative costs.



Political Campaign Activity vs. Personal Activity

Leaders should not make partisan comments in official organization publications or at official functions of the organization

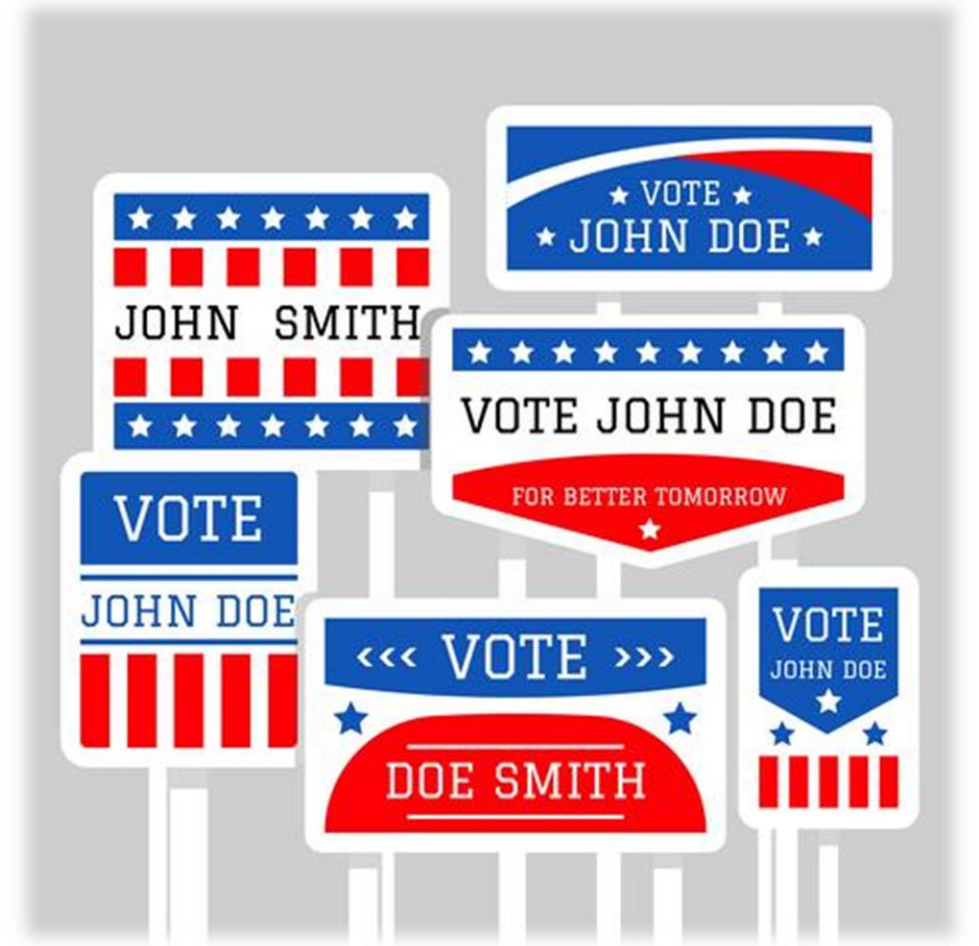
- Does individual say he/she is speaking on behalf of the organization?
- Does an individual's endorsement/opposition occur at the organization, or during an official meeting (e.g., Board meeting)?
- Does an individual's endorsement/opposition use the organization's resources (e.g., telephones, stationary)?

“The political campaign intervention prohibition is not intended to restrict free expression on political matters by leaders of organizations speaking for themselves, as individuals. Nor are leaders prohibited from speaking about important issues of public policy.” IRS Revenue Ruling

Political Campaign Advocacy

- Intervening in a political campaign
- Participation can = intervention

Entirely prohibited



Engaging with Candidates


Do:

- Engage all candidates (yes, ALL of them!)
- Stay nonpartisan
- Host candidate forums to discuss the issues
- Educate them on the Health Center Program
- Interact with official social media profiles (if a sitting elected official)
- Get involved with voter registration activities

Don't:

- Support one candidate or party over another
- Engage in any campaign activity as an organization or as a representative of your Health Center (even if you are approached by the candidate)
- Interact with a candidate's campaign accounts on social media
- Tell your patients who to vote for (even if they ask!)

A Health Center Cannot...

- 
- Support or oppose candidates for elective office (although you personally can).
 - Use federal grant dollars for lobbying or voter registration
 - Endorse or oppose a candidate—implicit or explicit.
 - Contribute money, time, or facilities to a candidate.
 - Coordinate activities with a candidate.

YES, you can!

• Register Voters

- Drives must be designed to educate the public about the importance of voting.
- Activities **cannot be biased** for or against any candidate or party.
- Nonprofits may target registration and turnout efforts to the areas or people they serve.

Educate Voters

- Educate the public on issues and encourage participation in the political process.
- Educate **all candidates and political parties** on your issues.
- Conduct or participate in a nonpartisan candidate forum. The forum must be open to all candidates, be run in a balanced way, and include a broad range of nonpartisan questions for the candidates.
- Make presentations on your organization's issue to platform committees, campaign staff, candidates, media, and the general public.

CHCs Get Out The Vote Campaign

- Partnering with non-profit VotER to build voter registration capacity within the health center movement. Learn more at: <https://www.hcadvocacy.org/civic-engagement/>.
 - Email & text outreach **ONLY** if patients have “opted-in”
 - **VOTE COMMUNITY to 34444**
- Find inspiration by listening to our “Vote Like Our Health Depends On It” Spotify playlist: <https://bit.ly/VotERPlaylist>

REGISTER TO VOTE

SCAN ME

TEXT **VOTE COMMUNITY TO 34444**

YOUR LIFE DEPENDS ON IT

NATIONAL ASSOCIATION OF Community Health Centers®

Vo+ER

Are you ready to #VoteForYourHealth?

Vote Like Our Health Depends On It

1 Freedom 2:42
Pharrell Williams

2 People Get Ready 2:43
The Impressions

3 The Mexican (feat. Mireya R... 4:33
Stretch And Bobbito, The M...

4 That's the Way of the World 5:45
Earth, Wind & Fire

5 Rise Up 4:13
Andra Day

6 Unshaken 3:52
D'Angelo

Voter Registration Guidelines

Choosing a Focus

You **CAN** focus efforts on historically oppressed and repressed populations

You **CANNOT** focus on ideological groups: liberal, conservatives, etc.

Choosing a Geographic Area

You **CAN** focus on an area because it has historically low voter turnout

You **CANNOT** focus on an area because it has a close race

NVRD 2020



Mark your calendar:
Tuesday, September 22

I can't vote...
but you can vote for me

- ✓ Access & quality healthcare
- ✓ Better schools
- ✓ Safer communities
- ✓ Jobs

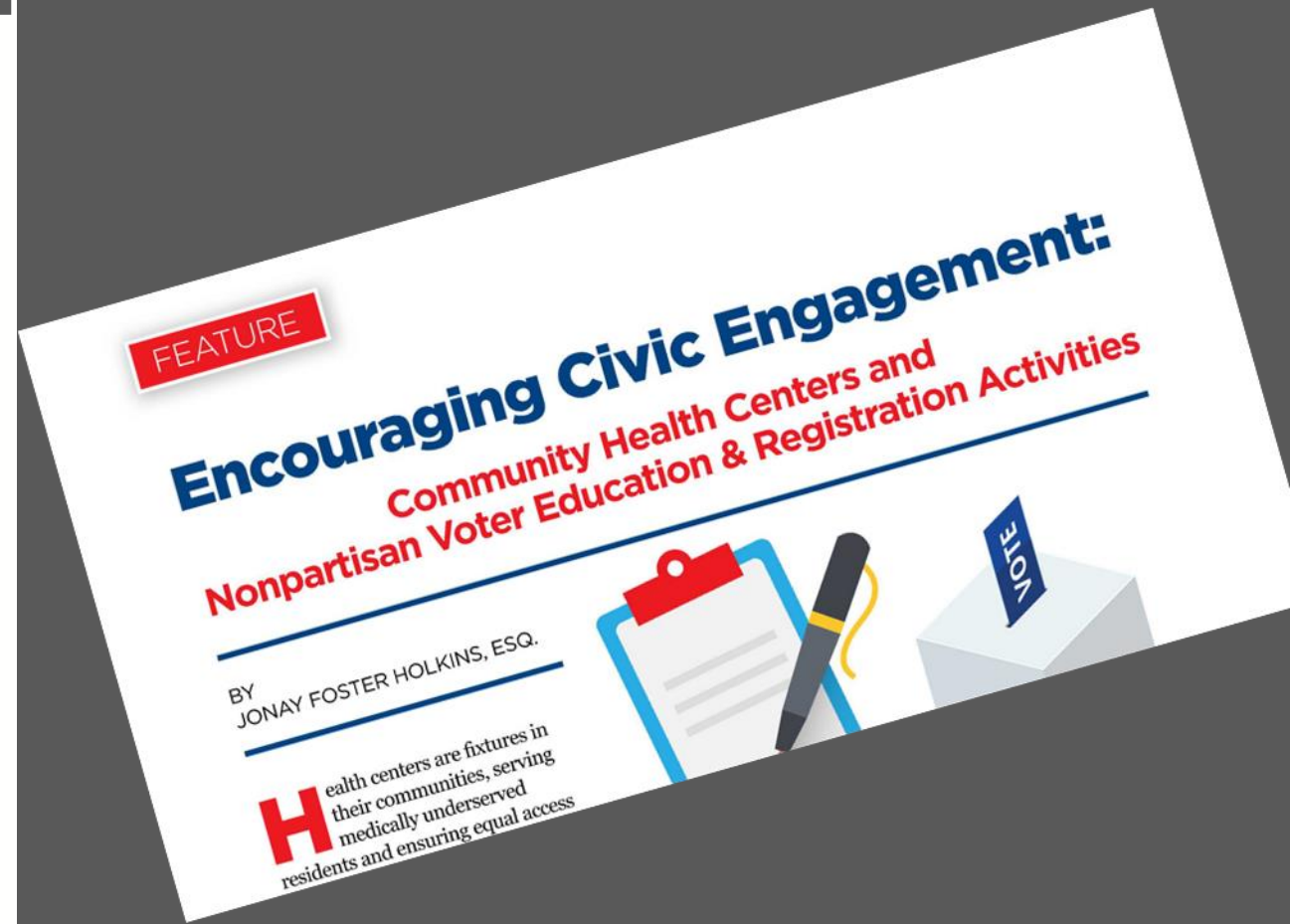
**My future
depends on you.**



Advocacy Legalese/Election Resources

For information on **legal implications of advocacy**, including a Q&A on advocacy, past webinars, and sample policies for your Health Center, visit <https://www.hcadvocacy.org/civic-engagement/>.

For information on **engaging candidates**, advocacy on ballot measures, getting out the vote, and more, visit www.nonprofitvote.org.



www.HCAdvocacy.org



@HCAdvocacy



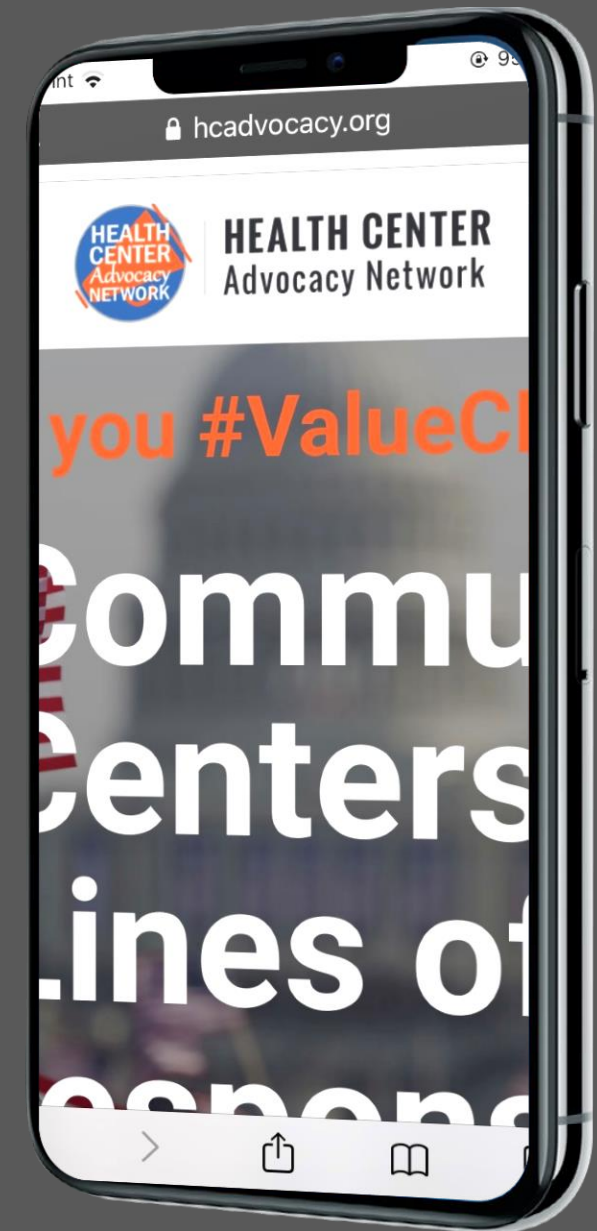
<https://www.facebook.com/HCAdvocacy/>



@NACHC



<https://www.linkedin.com/company/nachc>








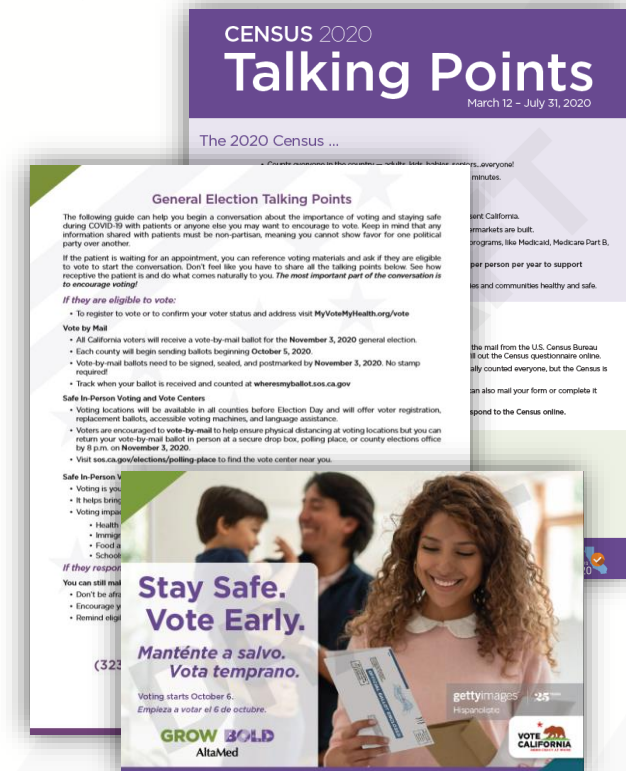
How Community Health Centers Can Promote Civic Engagement to Patients in 2020

Jennie Carreón
Assistant Vice President, Civic Engagement
AltaMed

My Vote. My Health.™

In-Clinic 5-Touches

5-TOUCH MODEL	
Health center staff engage patients about the 2020 census at every step of their visit.	
	Check-in: Census handouts
	Waiting room: Census PSAs on TVs and signage
	Vitals and blood pressure check: Census posters and screensavers
	Provider consultation: Census buttons and stickers
	Check out: After patient summary message

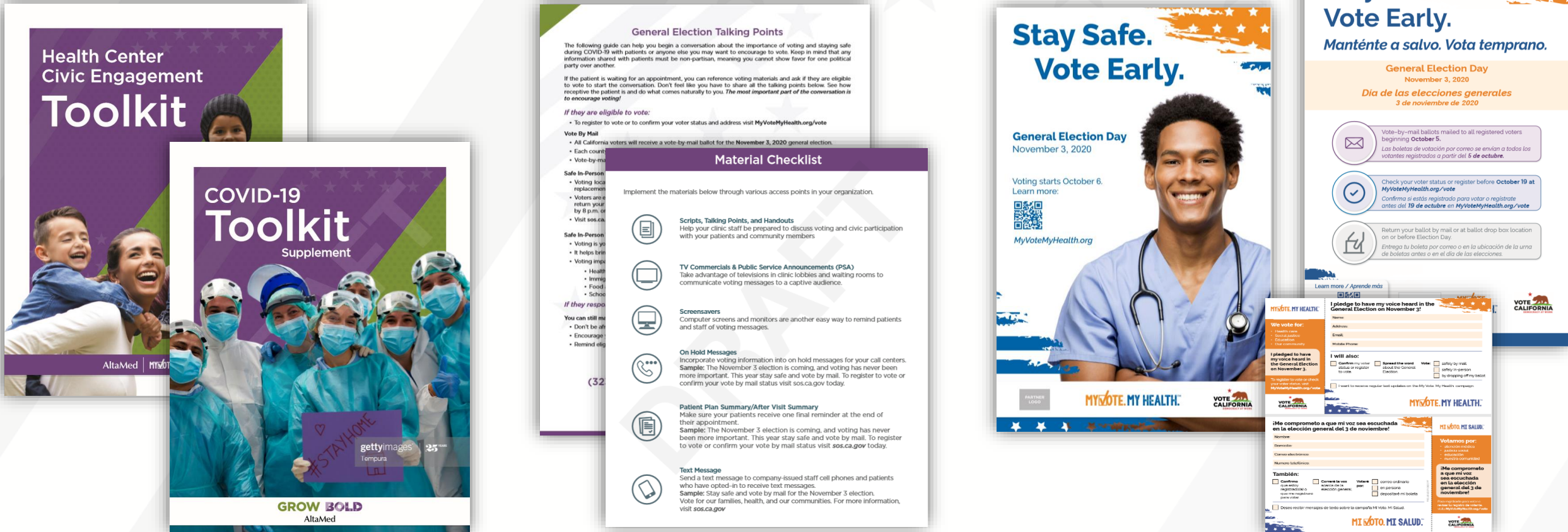


Leveraging the clinic infrastructure, clinic staff as trusted messengers.

AltaMed

MY VOTE. MY HEALTH.™

My Vote, My Health.™ Toolkit, COVID-19 Toolkit, and Resources



AltaMed

MYVOTE.MYHEALTH.™

Implementing 5-Touch Varying Levels, Tailored for CHCs

Level 1

- PSAs on TVs
- Screensavers
- Hold Messages
- QR Code Signage, Social Media
- Toolkit, Training

Level 2

- Vote by Mail Handouts
- Countertop Signage
- Exam Room Posters
- After Patient Visit Messages
- Voter Registration Kiosks

Level 3

- Pledge Card Sign Ups
- Provider Business Cards
- Contact Registrar's Office
- Text bank all staff
- Coordinate volunteers for GOTV precinct walk

Thank You

Stay Safe. Vote Early.

Voting Starts October 6.

More information, including talking points, posters,
editable campaign materials at
www.myvotemyhealth.org

AltaMed

MYOTE.MY HEALTH.™



Health Center Experience with Civic Engagement

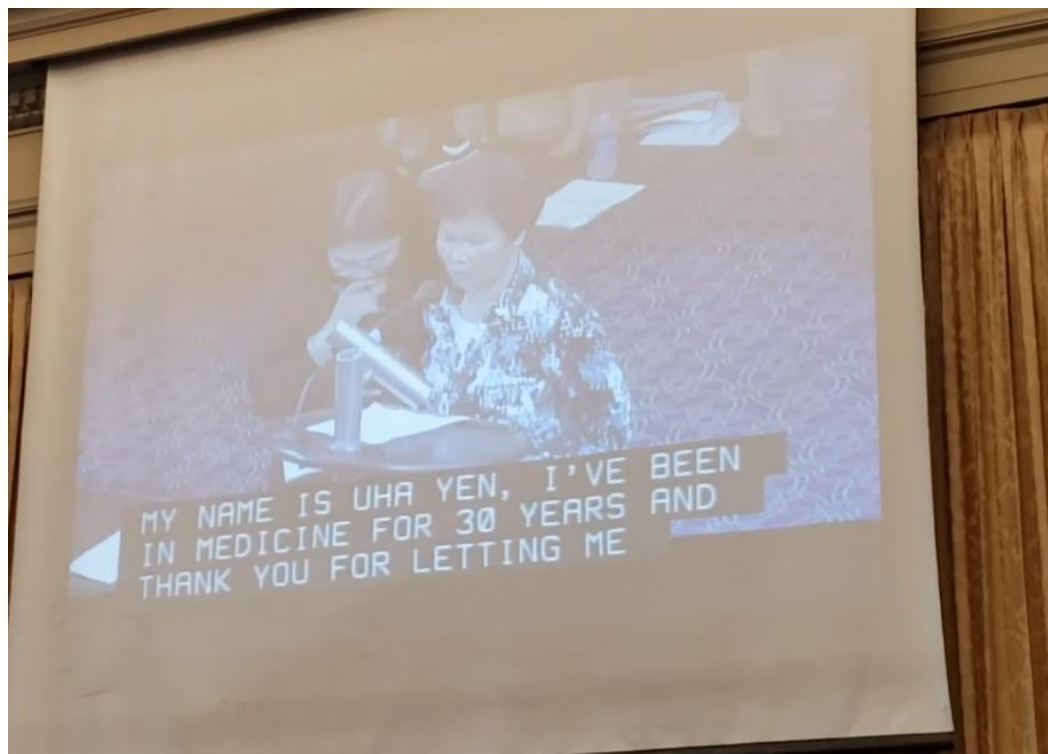
Mike Lok, Planning Manager -
Asian Health Services



- Serve over 30,000 patients annually in twelve different Asian languages
- 69% experience linguistic isolation
- Provide medical, dental and behavioral health services, including specialty mental health

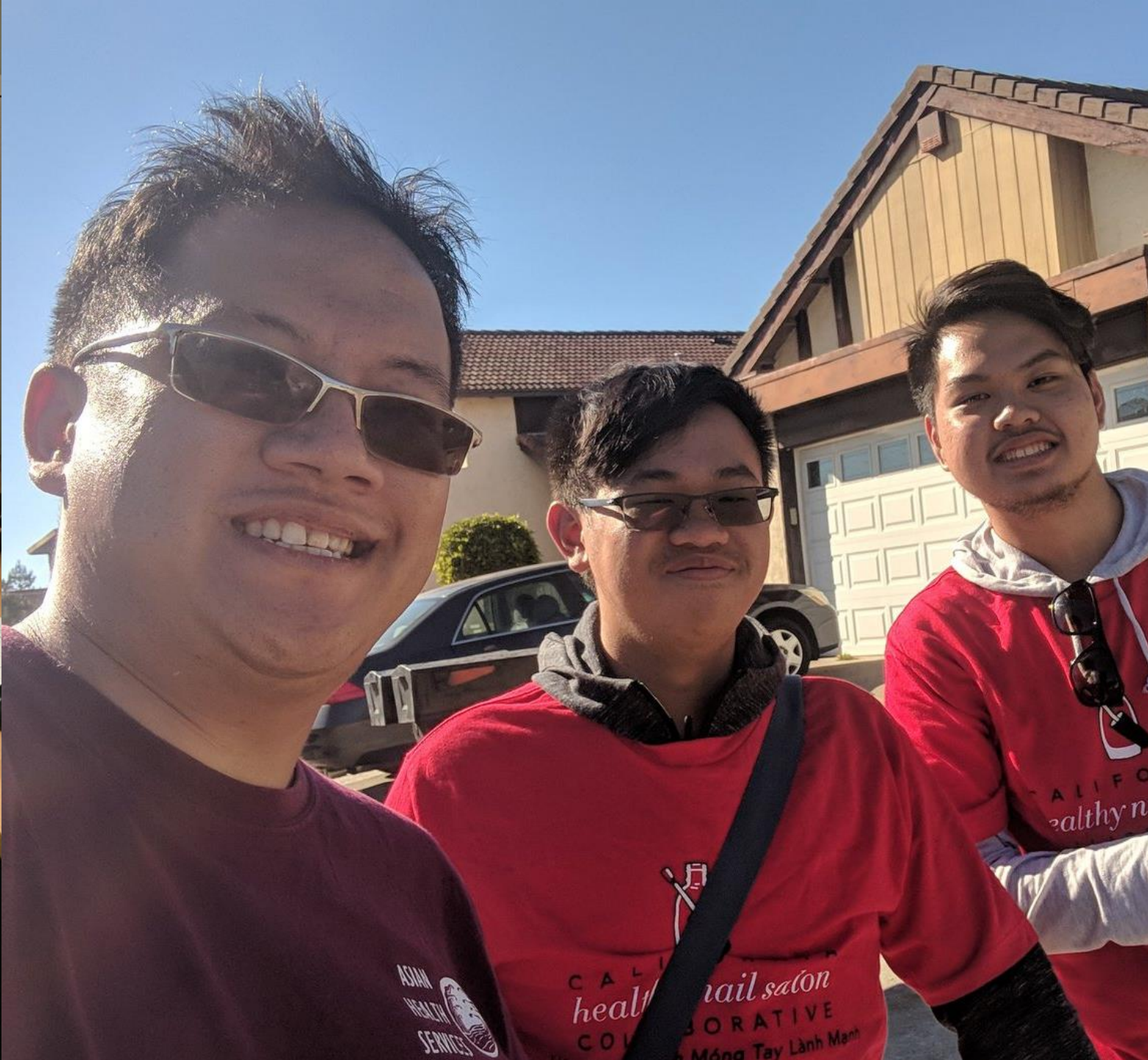
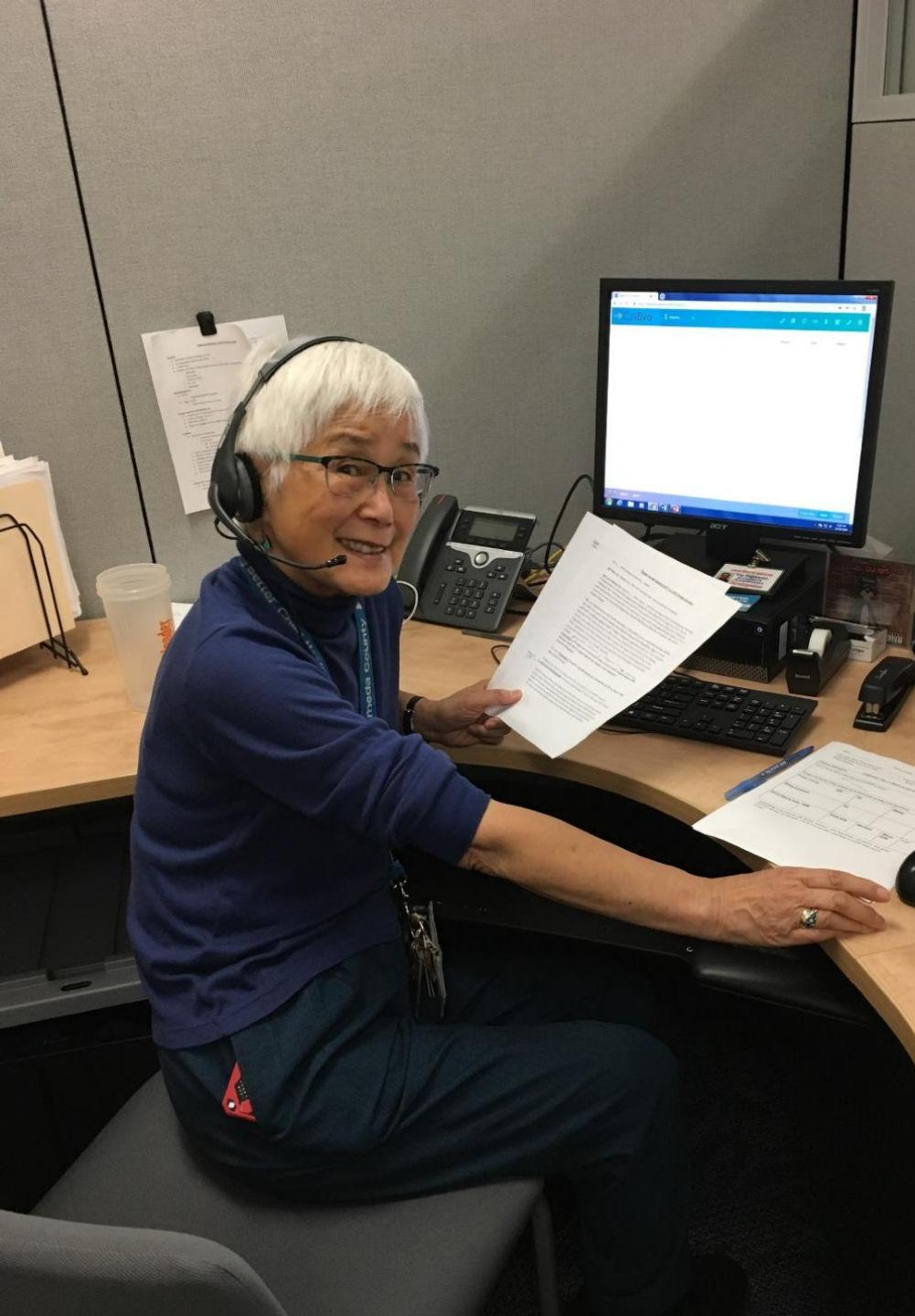
Civic Engagement In Action

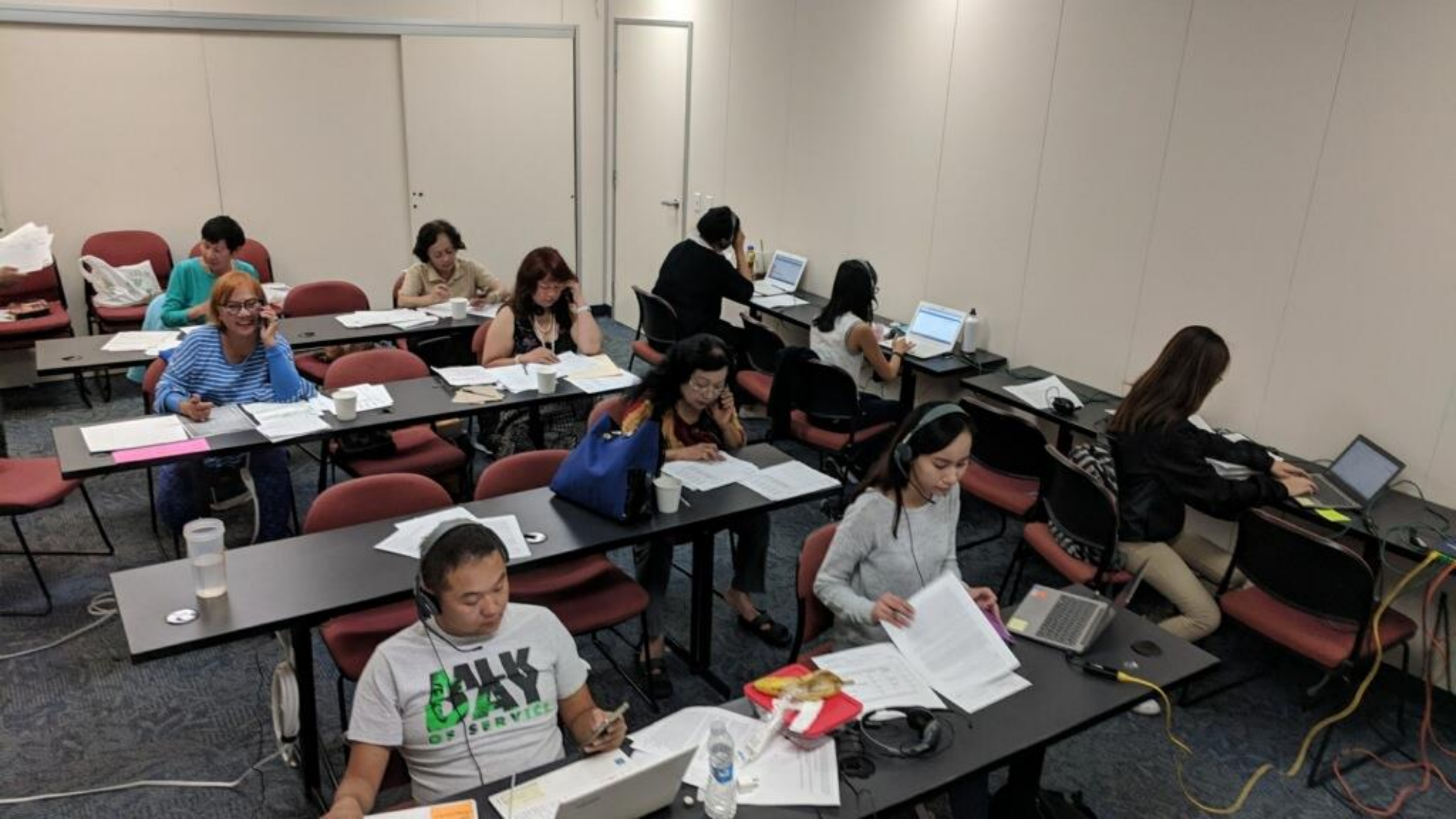




GOTV Activities inside our Clinics









WHO CAN APPLY? (working or former college students of any ethnic background)
APPLICATION DEADLINE: MARCH 3, 2020, UNLESS OTHERWISE NOTED
WWW.ASIANPACIFUND.ORG/SCHOLARSHIPS

TEAM
AHSOME
MARCH 28, 2020
7AM

I VOTED FOR...
- UNIVERSAL HEALTHCARE
- SUPPORTING EDUCATION
- CLIMATE PROTECTION
- POC TO SUCCEED + NOT
TARGETED MASS INCARCERATION
OR WALLS

I VOTED FOR...
People who need
help ☺

I VOTED FOR...
Those who can't

I VOTED FOR...
Better Future!!

I VOTED FOR...
HEALTH CARE
HUMAN RIGHTS
CLIMATE CHANGE







Webinar Handouts

- AltaMed Health Center Civic Engagement Toolkit
- CPCA Civic Health Month Social Media Toolkit
 - To promote voter registration and completing the 2020 Census
- AltaMed November Voting Script During COVID-19
- Voting Registration Best Practices
- NACHC and VoteSafe Flyers



Conclusion

For any questions please contact Victor Christy at
vchristy@cpca.org