Advocacy for your Profession
American Cancer Society
Advocacy Overview

- Advocacy is a team sport, but many sports have members that play different positions.

- You don’t need to be a policy analyst or a lobbyist to contribute.

- Public support, from the district they serve, can make a difference to an elected official.
Nothing About You Without You

- Your Voice can help establish a profession in the eyes of stakeholders
- Allies can speak on your behalf but they cannot tell YOUR story as well as you can.
Advocacy

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public.
Overview

• Facts

• Relationships

• Message

• Media

• Elected Officials AND the Public
FACTS

1. What do you want others to understand about Community Health Workers?

2. What do you want them to do with this understanding?
What does your audience know?

Is anything missing from this version of the truth?
Relationship

What is YOUR relationship to CHWs?

What is your relationship to the community that CHWs serve?

How can you build a relationship to the person or people you are trying to influence?
How can you tell the story?

• **An idea** of what a community health worker is.

• **An example** that makes it tangible, something a CHW does to help promote public health or public safety (even better if it is something YOU have done).

• **An action** that the audience can take to support CHWs.
Practice: Your story

1) What is a CHW?

2) What is something a CHW does?

3) How could the person you are talking to able to help CHWs?
   - Legislator?
   - Potential Employer?
   - Person on the Street?
Who is willing to share?
Where do you want to start?
Who are these two?
Who represents YOUR neighborhood?

https://www.gis.leg.mn/iMaps/districts/
Who represents me?

Enter Address, City, State, and Zipcode

3244 edgewood ave, saint louis park, mn

Address match!

Cheryl Youakim (DFL)
MN House - 46B

Ron Latz (DFL)
MN Senate - 46

Ilhan Omar (DFL)
U.S. House - 5

Amy Klobuchar (DFL)
U.S. Senate

Tina Smith (DFL)
U.S. Senate
How could I contact her?

Rep. Cheryl Youakim

Rep. Cheryl Youakim (DFL) District: 46B
591 State Office Building *
St. Paul, MN 55155
651-296-9889
E-mail: rep.cheryl.youakim@house.mn
Email updates: Click to subscribe

Full-size image

Legislative Assistant: Eric Petersen 651-296-3869
Where should I you start?

- Email
- Mail
- Phone Number
- Legislative Assistant
Join me for a virtual town hall meeting this Thursday!

Tuesday, April 21, 2020

Dear Neighbors,

This is a friendly reminder to join me for a virtual town hall meeting on Facebook Live this Thursday from 7:00 – 8:00 p.m. It’ll be a great opportunity to connect with neighbors online and to ask any questions you might have about what’s happening at the state legislature. You can access the town hall by visiting Facebook's website and searching @StateRepresentativeCherylYouakim, or by clicking the link here.

Please submit your questions in advance at rep.cheryl.youakim@house.mn.

I look forward to connecting with you on Thursday!

Sincerely,

Cheryl
Start with a Thank-You?

A bipartisan group of lawmakers, including Senator Tina Smith (D-MN), have drafted letters to urge Secretary Alex Azar of the Department of Health and Human Services to more fully deploy community health workers in response to COVID-19, long-term improvement of public health, and lasting economic recovery.
Then Ask Others

- Click here if you have an opinion or question on an issue
- Click here to get help with SBA & COVID relief, a passport, immigration, Medicare, veterans benefits or similar programs
- Click here to request a tour
Then Ask Others
Establishing a Relationship?

• The people that have been elected want to be re-elected

• The people from the areas they represent are potential voters

• They want a relationship with these people, because they can help re-elect them

• Many also want to hear from the people they represent so they can do a good job
Handgun Background Checks

“When colleagues suggest that I am not representing my constituents, it helps to have stories from my district that illustrate that I am standing up for what they believe”
Relationship

- Connect yourself with the issue that you advocate for
- Multiple contacts that establish a connection
- Consider other issues that can help reinforce your standing as an active community member
- Be persistent and provide the opportunity for the other person to demonstrate good will
Make an Introduction

I am Matt Flory and I live at 3244 Edgewood Avenue in Saint Louis Park.

I work in Health Promotions and I am concerned about health equity.

I am contacting you to ask for your support for Community Health Workers.
Message

• Presume a blank slate, but acknowledge that they may have an idea of what a community health worker is

• Share your definition to create a “bridge” to your experience and to open a conversation about issues
What are you going to ask YOUR elected officials to support?
Who is willing to share?
Community Health Worker?
A community health worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.
“Community Health Workers (CHWs) come from the communities they serve, building trust and vital relationships. This trusting relationship enables the CHWs to be effective links between their own communities and systems of care. This crucial relationship significantly lowers health disparities in Minnesota because CHWs: provide access to services, improve the quality and cultural competence of care, create an effective system of chronic disease management, and increase the health knowledge and self sufficiency of underserved populations.”
What is your definition?

• When someone asks you what a community health worker is, how do you explain it to them?

• If you wanted to explain it more formally, in an email or a letter, how would you describe what CHWs do?
Elevator pitches

How quickly can you communicate your message?
Who is willing to share?
What issue will you advocate for?
What do you have passion for?
Example:

What does Matt advocate for?
Early Detection Improves Survival Rates

Breast and Cervical Cancer Facts and Figures

**Breast Cancer**
2019 Estimates
- 268,600 new cases of breast cancer
- 41,760 deaths annually

<table>
<thead>
<tr>
<th>% of Women Ages 40+ Who Have Received a Mammogram Within Past Two Years</th>
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<tbody>
<tr>
<td>Insured Women: 68%</td>
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<tr>
<td>Uninsured Women: 31%</td>
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</table>

<table>
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<tr>
<th>5-Year Survival Rate</th>
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<tbody>
<tr>
<td>Local: 99%*</td>
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<tr>
<td>Distant: 27%†</td>
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</table>
What if you don’t have insurance?

Sage Screening Programs

About the Sage Screening Program

The Sage Screening Programs help keep Minnesotans healthy through screening and early detection of breast, cervical and colorectal cancers. Screenings are provided at participating locations free of charge to people who qualify.

Sage hosts screening events and does targeted outreach that both work to recruit and enroll patients into the Sage Programs.

Toll free call center 1-888-643-2584

The Sage Program maintains a Call Center, staffed by patient navigators who speak several languages. The navigators answer calls Monday through Friday from 8 a.m. to 5 p.m. and assist Minnesota callers with program eligibility, identifying and addressing barriers to screening, scheduling appointments, and providing referrals to appropriate resources.

Click here if you would like to be screened

Click here if you are or would like to be a sage provider

Screening services

Since 1991, the Sage provider network has grown to over 450 clinic sites across...
What is covered?

Eligibility
- Breast – Women beginning at age 40 to 64
- Cervical – Women ages 40 to 64
  - Do not have insurance
  - Have insurance that does not cover screening or has a deductible or copay
  - Have income within program guidelines

Screening services
- Office visit for breast and/or cervical exam
- Screening mammogram (breast exam required)
- Pap smear every three years

Diagnostic services
- Office visit to review abnormal screening results
- Breast surgical consult
- Diagnostic mammogram
- Fine needle aspiration of breast lump, including pathology reading
- Colposcopy, including biopsy
- Endometrial Biopsy (when done as a follow-up for a Pap with abnormal result of Endometrial cells or Adenocarcinoma)
- High Risk HPV Panels (when done as a follow-up for a Sage-covered Pap with ASCUS or LSIL results)
- Breast ultrasound
- Breast biopsy

Note: Treatment for non-insured, Sage patients may be covered by the Medical Assistance for Breast or Cervical Cancer (MA-BC).
Who pays for Sage?

- Federal dollars from CDC (Congress)
- State dollars from MN (State Legislature)
- Grants from Non-Profits (Public Donors)
How do people learn about Sage?
What are other ways that CHWs reach people who could benefit from health services?
Why do we need Community Health Workers to help people learn about these services?
Cancer Screening Before Pandemic

**FIGURE 1: Statewide Results by Insurance Type for Preventive Health Measures**

*2019 report year (2018 dates of service)*

- **Breast Cancer Screening**
  - MHCP: 60.0%
  - Other: 78.0%
  - Total patients: MHCP = 28,360
  - Other = 310,889

- **Colorectal Cancer Screening**
  - MHCP: 56.6%
  - Other: 72.7%
  - Total patients: MHCP = 92,994
  - Other = 982,048

- **Childhood Immunization Status (Combo 10)**
  - MHCP: 43.5%
  - Other: 67.8%
  - Total sampled patients: MHCP = 3,184
  - Other = 2,180

*HEDIS hybrid measure. Total number of patients is a sample of total eligible patients. For more information on HEDIS measures, see Methodology and Definitions.*

Results for all preventive health measures continue to illustrate room for improvement, regardless of insurance type. However, there are significant differences in performance rates by insurance type. In particular, the childhood immunization measure has the largest gap between insurance types, with a difference of approximately 24 percentage points.
Cancer Screening Pre-Pandemic

FIGURE 3: Breast Cancer Screening MHCP Rates by Race and Hispanic Ethnicity
2019 report year (2018 dates of service)

<table>
<thead>
<tr>
<th>Race</th>
<th>American Indian/Alaskan Native (N = 630)</th>
<th>Black/African American (N = 2,376)</th>
<th>Asian (N = 18,507)</th>
<th>White (N = 18,507)</th>
<th>Multi-Racial (N = 166)</th>
<th>Unknown Race (N = 3,007)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48.3%</td>
<td>52.7%</td>
<td>61.0%</td>
<td>62.0%</td>
<td>59.0%</td>
<td>57.8%</td>
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<tr>
<td>Ethnicity</td>
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<tr>
<td>Hispanic</td>
<td>63.9%</td>
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<td></td>
</tr>
<tr>
<td>Not Hispanic</td>
<td>59.9%</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Unknown Ethnicity</td>
<td>59.7%</td>
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NOTE: MHCP managed care statewide rate is recalculated for this figure to include only patients with race/ethnicity information available.
Cancer Screening Now

- Patients have been discouraged from visiting clinics for fear of COVID19

- Some patients may have health concerns related to their employment and/or ability to care for family members

- The Medicaid disparities that existed pre-pandemic are likely worse now
Issues

- We will need to maintain (and maybe increase) state funding to provide cancer screening to uninsured women.
- We will need clinics to make cancer screening a priority for all women.
- We will need community outreach and support to encourage uninsured women to contact Sage but we also need to encourage women on Medicaid to schedule appointments.
Story telling

- How could YOU connect CHWs to this?
  - Identify someone you know who needs help?
  - Identify how a CHW could help connect that person to cancer screening?
  - Identify what a CHW needs from decision-maker to make this easier?
    - More $$ for the program
    - Support for CHWs
Media

- Media can help you raise issues in a public forum, to encourage public support

- Media which quotes you demonstrates your willingness to connect with other people (e.g., organize)
Letters to the Editor

- Short (Less than 250 words)
- Response to something in the news
- Illustrates an opportunity that a CHW has made or could make a difference
- Notes a way that readers could support the profession
Writing about other issues is good practice so you can make the most when writing about CHWs.
Advocacy is a Team Sport

- Look for other community members that share your interest in promoting CHWs and encourage them to contact your elected officials

- Include both CHWs and CHW allies

- Look for ways to work across district boundaries
Local Example: Bridge in SLP

St. Louis Park Council members split on trail bridge

Cost has increased to more than $9.5 million

Seth Rowe  Aug 25, 2020  0

The fate of St. Louis Park’s planned Dakota Edgewood Trail bridge is in question after the City Council tabled the issue as costs increased again.

The bicycle and pedestrian bridge would cross the BNSF Railway tracks and connect Edgewood Avenue with Dakota Park near Peter Hobart Elementary School.

Redstone Construction offered the lowest bid for the work at $7.34 million with SHF Consulting offering a construction administration services contract for an additional $837,000.

Redstone Construction’s bid is nearly $700,000 higher than the city staff estimated in March, which itself represented a significant cost increase from previous estimates.
Phone-A-Friend: More Letters!

LETTER: St. Louis Park needs to finish Dakota-Edgewood Bridge project

Aug 27, 2020

To the Editor:

The St. Louis Park City Council needs to finish what it started and fully fund the Dakota-Edgewood Bridge over the BNSF railroad tracks. Since incorporation, St. Louis Park has lacked reasonable north-south connections, especially for non-automobile trips. Anyone who has waited on multiple traffic signal cycles along Louisiana Avenue or made the unpleasant, dangerous trek up and down the narrow, exposed sidewalks along the Louisiana bridge has suffered for this.

For well over a decade, the community has craved a project like the Dakota-Edgewood bridge that would connect areas north of the tracks to the Cedar Lake Trail, Peter Hobart Elementary School and the rest of the city. To that end, city staff have worked admirably to present a solution, which the council previously approved and which several firms competitively bid to construct within engineering estimates, only to have the council delay over misguided and ill-timed cost concerns at its meeting Aug. 17. The project is in jeopardy of being delayed (yet again) or shelved completely over issues that have already been vetted and resolved because the community demands this bridge!

The longstanding need and community support for this bridge is reflected in the city's Connect the Park program, its 2040 Comprehensive Plan and its Climate Action Plan. If it ignores the will of the community, the City Council would be giving up nearly $3 million in federal funds already granted for the project, would be wasting over $1 million in local tax dollars and staff labor already spent and would gravely disappoint thousands of residents. I beg of the City Council: Build this bridge!
Add E-mails

Sent: Tuesday, September 1, 2020 11:11 PM
To: Larry Kraft <lkraft@stlouispark.org>; Nadia Mohamed <NMohamed@stlouispark.org>; Jake Spano <jspano@stlouispark.org>; Rachel Harris <rharris@stlouispark.org>
Subject: Support Final Approval of the Dakota Bridge

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Honorable Council Members

I am contacting you to encourage your support for final approval of the Dakota bridge. This project has been in planning for over a decade, imagined as part of a robust community process that sought to "Connect the Park" by establishing more North-South alignments for bikes and pedestrians. Other bridge locations were evaluated but this one was selected because it completes a plan for crossings at one mile intervals and increases access to our schools.
St. Louis Park City Council unanimously approves bid for trail bridge costing nearly $10M

Seth Rowe  Sep 15, 2020  0

The St. Louis Park City Council that had been undecided on the fate of the Dakota-Edgewood Trail Bridge instead voted unanimously in favor of bids for the project.

The bridge will cross the BNSF Railway tracks and connect Edgewood Avenue with Dakota Park near Peter Hobart Elementary School.

The council voted 7-0 Sept. 8 to approve contracts of $7.34 million for Redstone Construction and about $837,000 for SRF Consulting Group.

With other costs, engineering, tree replacement, art and utility relocation, the total cost of the bridge had been pegged at $9.55 million in August. With a contingency for unexpected costs during construction, the
How does this apply to CHWs?

- Find an issue in the news which poses a challenge that could be answered by a CHW.
What other local newspapers are relevant and read in your community?
What other “hooks” for Media?

- Thanks for reporting on ______, but people should also know about CHWs

- It’s national ______ month.
October National Awareness

- National Breast Cancer Month
- Domestic Violence Month
- Healthy Lung Month
- National ADHD Awareness Month
- National Dental Hygiene Month
- National Down Syndrome Month
- Pregnancy and Infant Loss Month
- Spina Bifida Month
- Sudden Infant Death Syndrome Month
Thank you!