

Advocating for Social Change



About CPEHN – Happy 20 Years!

- **CPEHN's Four Priority Areas** Our work is grounded in our vision for achieving health equity:
 - All Californians will have equal access to affordable health care.
 - Cultural competency will be integrated into quality care.
 - Social and environmental conditions will promote the health of communities of color.
 - All health institutions and agencies will address differences in access, utilization, and outcomes among racial, ethnic, and language groups.

5 Advocacy Strategies

- Legislative Advocacy
- Administrative Advocacy
- Media Advocacy
- Policy Analysis
- Community Organizing

What is Legislative Advocacy?

Legislative advocacy is a way to create or change policy through an elected body.

What Has Legislative Advocacy Done for Us?

- 1935: Social Security Act
- 1965: Medicare and Medicaid
- 1997: State Children's Health Insurance Program (SCHIP)
- 2003: California Health Care Language Assistance Act (SB 853)
- 2010: Affordable Care Act

Why Legislative Advocacy?

- To exercise our rights as residents and taxpayers
- To influence the government's priorities
- To ensure our limited resources reflect our needs, and to protect and provide for our families

California's Legislative Structure

Assembly

- 80 members
- Three two-year terms (6 years)
- Each represents ~400,000 residents

Senate

- 40 members
- Two four-year terms (8 years)
- Each represents ~840,000 residents

How a State Bill Becomes a Law

Bill is Introduced in Assembly (AB) or Senate (SB)
(by end of February)



Committee Hearings



Floor Action
(by beginning of June)

How a State Bill Becomes a Law

(continued)

Committee Hearings



Floor Action
(by mid September)



Bill goes to Governor
(by mid October)



(if signed)

Statutes Take Effect
(January 1, the next year)

Stages of Legislative Advocacy

1. Research and draft
2. Identify an author
3. Work with legislative staff
4. Gather supporters
5. Lobby your bill
6. Develop alternative strategies

Legislative Advocacy Tools

- Letters of support
- Calls to elected officials
- Meetings with representatives
- Testifying at committee hearings

Legislative Advocacy Tools



California Pan-Ethnic Health Network

Action Alert

AB 727, which would increase access to healthy foods, has passed the Assembly and is now in the Senate. We need your help! Let the Senate know you support healthier food options and sustainable purchasing that invests in local economies and is better for the environment.

Letters must be received by June 20th.

[Download and send in a letter of support today!](#)

AB 727 (Mitchell): Healthy Food Procurement

AB 727 would require that foods sold in vending machines, concessions, and

Tips for Effective Legislative Advocacy

- Constituents matter
- Learn about your legislator/author
- Explain why the legislator should care
- Make it real
- Know your opposition
- Don't lose your cool

Adapted from Art Kellermann

Resources for tracking bills

- www.leginfo.ca.gov
- Latest version of bill text
- Committee assignments
- Hearing dates
- List of supporters and opponents
- Committee members and chairs

Administrative Advocacy

What Happens When...

A law is not being implemented as intended?

When the details of implementing the law still need to be worked out?

You disagree with a policy set by an administrative agency?

That's when you do administrative advocacy.

Why Administrative Advocacy?

Laws are just the first step – administrative agencies are responsible for the details and implementation.

H.R. 3590, Patient Protection and Affordable Care Act is almost 2,000 pages and still leaves most of the details to federal agencies

“The Secretary shall determine what entities are qualified to receive enrollment HIT...”

What is Administrative Advocacy?

- Influencing policies and decisions made by administrative agencies
 - Regulations
 - Budgets and grants
 - Program operations
 - Internal policies

When to Use Administrative Advocacy

- BEFORE pursuing legislation
- After a law has been passed
- During bad budget years
- When there's a new Administration

Types of Administrative Advocacy

- Submit written comments on draft regulations
- Meet with agency to develop a relationship with staff
- Serve on a state board or commission
- Testify at an administrative hearing

Administrative Advocacy Strategies

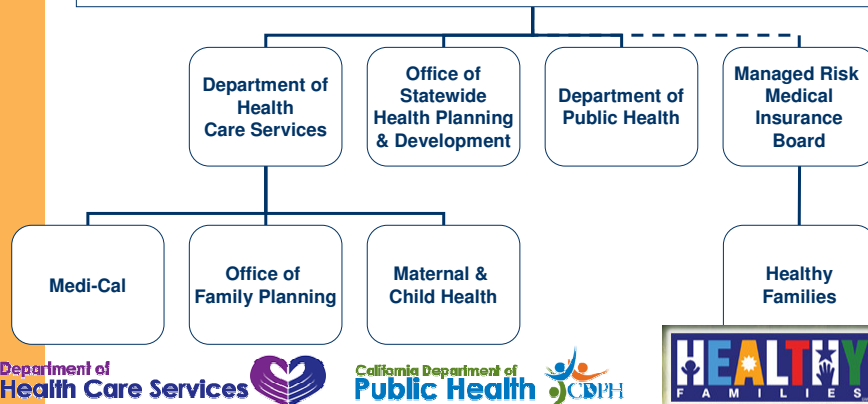


- Develop relationships with staff
- Participate on boards and committees
- Influence and make comments on regulations and policies
- Testify at hearings

Develop Relationships

- Attend meetings
- Have an informal influence
- Use an inside-outside strategy
- Be a resource
- Balance being an ally with holding government agencies accountable

California Health and Human Services Agency



Tips for Effective Advocacy

- Do your homework
- Aim high
- Build relationships
- Know various stakeholders
- Be able to provide specific recommendations and information/data
- Be able to rapidly mobilize and respond
- Be patient

Serve on Formal Committees

- Medi-Cal Advisory Committee
- Healthy Families Quality Advisory Committee
- Department of Public Health Advisory Committee
- OSHPD Health Policy and Data Advisory Commission

Comment on Draft Regulations



California Pan-Ethnic Health Network

November 24, 2010

Garth Graham M.D., M.P.H.
Deputy Assistant Secretary for Minority Health
Office of Minority Health
The Tower Building
1101 Wootton Parkway, Suite 600...
Rockville, MD 20852

VIA FAX: 240-453-2883

Re: Comments on Existing CLAS Standards

Dear Dr. Graham:

The California Pan-Ethnic Health Network (CPEHN) works to ensure that all Californians have access to quality health care and can live healthy lives. CPEHN welcomes the opportunity to provide comments on the existing national standards for Culturally and Linguistically Appropriate Services (CLAS) in Health Care.

Developed in 2000, the CLAS standards formed the basis for California's landmark language access law, SB 853, which requires health plans to provide culturally and linguistically appropriate services to their enrollees. California recognized in 2003, that in a diverse state with over 100 languages spoken, it is necessary to go beyond access to coverage to ensure that health coverage is meaningful for the 3.4 million privately insured Limited English Proficient (LEP) HMO enrollees in California.

Participate in Public Hearings

- Can be requested for any regulation
- Organize attendance!
- Recognize each persons' testimony is limited
- Take advantage of a good media opportunity

Re-Cap: Legislative v. Administrative Advocacy

Legislative Advocacy

- Making a bill become a law
- Working primarily with Federal/State Legislature
- Multiple opportunities for public support/testimony
- Local and Statewide strategies

Administrative Advocacy

- Creating new policies through the interpretation of the law
- Working primarily with state agencies
- Limited opportunities for public support/comment
- Opportunities for on-going working relationship

How Can CPEHN Support YOU?

- Identify draft regulations for comments
- Nominate you to serve on boards and commissions
- Invite you to meetings with state agency staff
- Help you prepare testimony at hearings

Media Advocacy

Key Functions of the News

- Setting the Agenda
what we think about
- Shaping the Debate
how we think about it
- Researching Opinion Leaders
changing what we do about it

Berkeley Media Studies Group

Media Advocacy Definition

- **Media advocacy** is the strategic use of mass media to support community organizing to advance a social or public policy initiative.

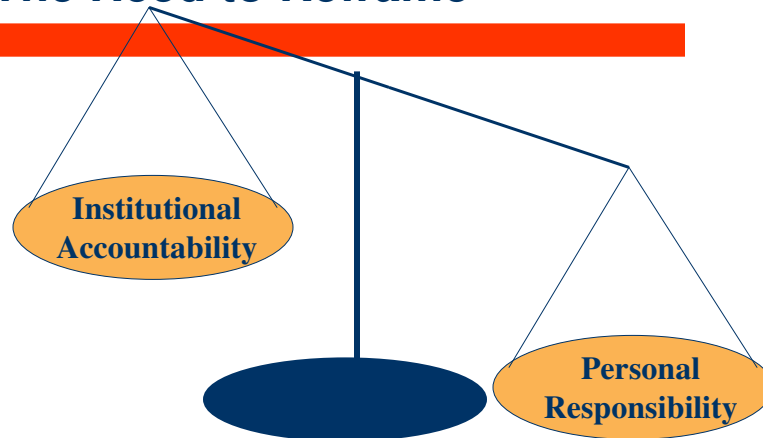
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Media Advocacy

- Focuses on social structures
- Change public policy
- Targets opinion leaders and policy makers
- Work with affected groups to make voices heard
- Goal is to reduce the power gap

Berkeley Media Studies Group

The Need to Reframe



Berkeley Media Studies Group

Media Advocacy Strategy Development

- Set the agenda – identify the problem and make it important
- Shape the debate – **framing** (how an issue is explained) is critical.
 - Social responsibility versus individual responsibility.
- Advance the policy – maintain spotlight on issue

Berkeley Media Studies Group

Media Advocacy Campaigns

- What is the problem or issue?
- What is the solution or policy?
- Who has the power to make the necessary change?
- Who must be mobilized to apply the necessary pressure?
- What do the targets need to hear?

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Message Development

- Statement of concern
 - *What is wrong?*
- Value dimension
 - *Why does it matter?*
- Policy objective
 - *What should be done?*

Berkeley Media Studies Group

Project LEAN Message

- **What's wrong?**
 - Fast food is widespread on high school campuses.
- **Why does it matter?**
 - This contributes to youth obesity and endangers the health of the next generation.
- **What should be done?**
 - Schools must promote appealing, affordable healthy options.
 - The government must provide adequate funds for food service.

Berkeley Media Studies Group



Case Study: Language Access – SB 853



Why Language Access?

- 3.4 million privately insured Californians speak a language other than English
- Public programs already had language requirements
- Newly formed Department of Managed Health Care to regulate health plans

First Worked Administratively

- Met with Director of Department of Managed Health Care
- Commented on grievance regulations requiring translated compliant forms
- Reviewed laws protecting health plans members to make argument

Sponsored Legislation: SB 853

- Author: Senator Martha Escutia
- Co-sponsors: CPEHN, Western Center for Law & Poverty, and MALDEF
- Negotiated with health plans
- Removed most cultural competency provisions
- Accommodated public programs

Continued advocacy work

- Educated DMHC
- Mobilized for public hearings
- Submitted comments on proposed regulations
- Conducted media advocacy
- Monitoring implementation

State Budget

Budget Process

- Budget introduced by Governor in January
- Gets introduced to Senate and Assembly as bill
- Budget hearings by subcommittees of each house
- Governor releases “May Revision”
- First floor votes of each house

Budget Process (*continued*)

- “Big Five” negotiations
- Conference committee
- Final floor votes – due June 15th
- Legislation needed to implement budget (“trailer bills”) drafted
- Governor signs

Analyzing Proposals

- Is the policy the best method for achieving the desired goal?
- Is the tax distributed fairly?
- Does the policy put restrictions on the use of funds?
- Does the proposal help plan for the long-term?
- Will the proposal promote democracy?

Conducting Advocacy Work on the State Budget

- Work directly with administrative or legislative staff
- Testify at subcommittee hearings
- Work with leadership
- Conference Committee – Members' Day
- Write Governor

Quick Tips for Advocacy

- Know the Players
- Know the Process
- Know your Ask
- Know your Opposition
- Know your Partners



California Pan-Ethnic Health Network

Contact us at CPEHN

- (510) 832-1160
- info@cpehn.org
- www.cpehn.org

Group Activity

- Group 1: Meet with your Assembly Member on AB 669 (soda tax) to ask her to support the bill.
- Group 2: Meet with council member to adopt an ordinance for healthy food in vending machines.
- Group 3: Meet with Secretary of Dept of AG to get a Far North Rep on food financing council.
- Group 4: Create a media event on why soda tax is good for your county.