



Advocacy Techniques: Taking Action to Make a Change

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We advocate for high-quality, comprehensive,
affordable health care and improved health for all
including oral health



Advocacy 101

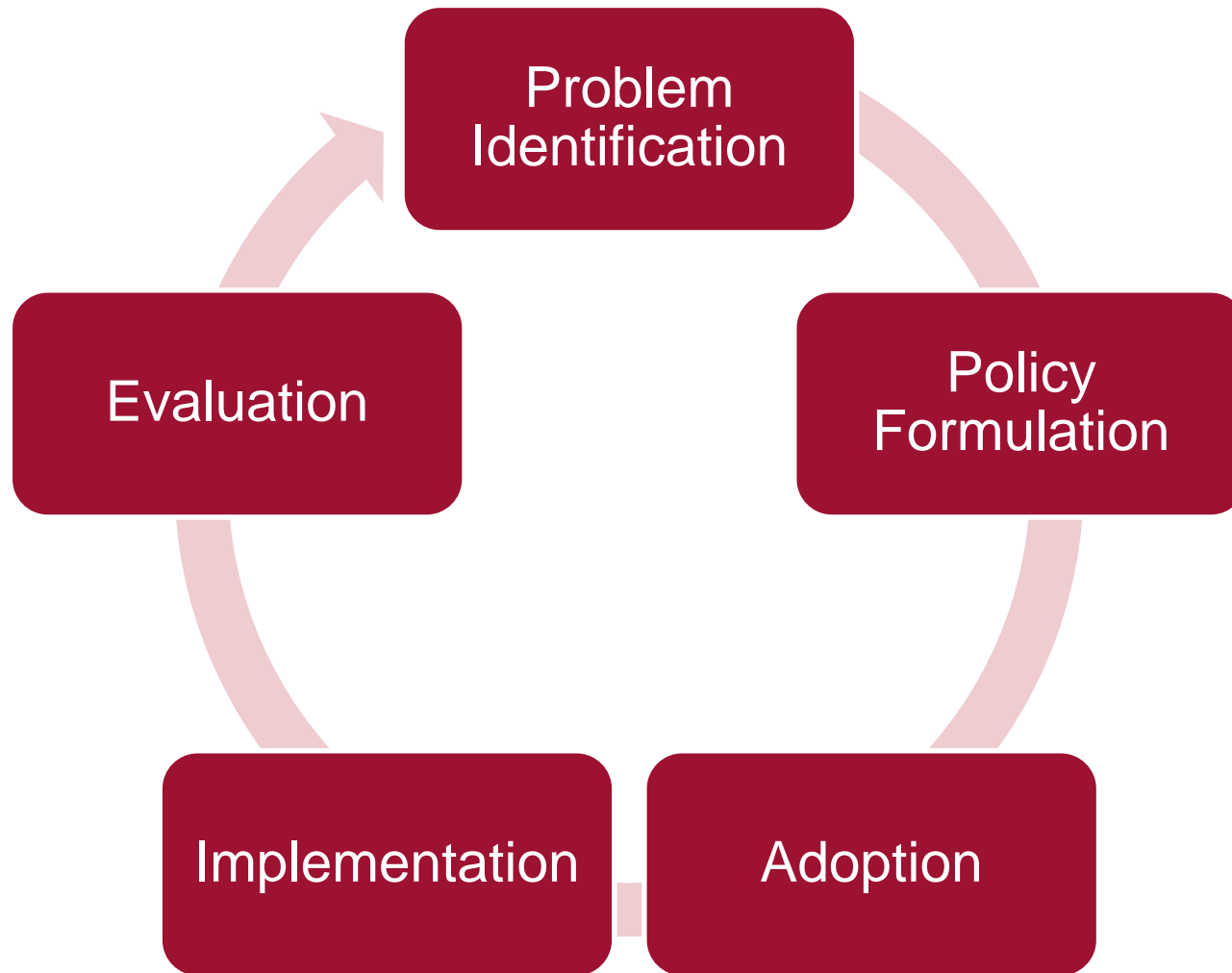


Advocacy makes a difference

Anyone can advocate

There are many times and ways to advocate

Advocacy Opportunities



Who can advocacy influence?

Policy Makers

- Legislators, candidates etc

Policy Implementers

- Administrative advocacy matters!

Your Network

- Partners, coalitions, media, public etc

Agenda Setters/Stakeholders

- Whose voices get heard on this issue?

First Steps: Be Prepared

Know Yourself

Know Your Organization

Know Your Audience

Know Your Issue

Know Your Opposition

Advocacy Activities



Educate
Public Officials

Build & Engage
Your Network

Grassroots
Organizing

Media &
Social Media

Story Telling

Educate Public Officials

Direct Engagement

- In-person meetings
- Calls
- Letters, social media
- Testimony/comments
- District visits, town halls

Indirect Engagement

- Studies/data/reports
- Know your influencers

Engage Your Networks



Grassroots Organizing

Raising
Community
Voice, Led
by People
Effected

- Story Telling
- Direct Policy Maker Engagement
- Media/Publicity
- Demonstrations and Actions

*Meaningful engagement in **all** steps in policy process.*

Get the word out!

- Social Media: Twitter, Facebook
- Interviews (print, TV, radio, blogs)
- Letters to the Editor, Op-Eds

Social Media = Advocacy Tool

Action Kit

Email your senators: Use our tool to personalize and send an email directly to your senators and tell them to protect America's health coverage.

State-by-state in-person event listing: View our list of events in key states (or [find them using our map](#)) for rallies, protests, forums, and visits planned to members of congress in key states. You can also check [townhallproject.com](#) for information about public events where Members of Congress will be present.

Script for calling your senators: Call **1-866-426-2631** to be automatically connected to your senators. Use our script to deliver essential messages to urge your senators to protect our care.

Tag your senators on Twitter: Tag your senators in a tweet asking them to protect the health coverage of their constituents.

Guide to meet
representative
proposed legi
make them ef

Tips for enga
Care Act and M
how to engag

Protect Our Care Facebook/Twitter frame: Add a **#ProtectOurCare** banner to your picture on social media to show your support for protecting the Affordable Care Act and Medicaid.

Sign ideas from recent rallies: Use these at events where senators commonly participate, such as rallies and press conferences. Get a group together to make signs to tell your senators to oppose the Senate repeal bill.

Shareable Graphics for Social Media

Social Media Matters

Twitter Feed

#ProtectOurCare

Ense mysels @02Cents0
PDAHCare: We fight today to save #Medicaid. We fight tomorrow for #SinglePayer #Medicare4All. #ProtectOurCare by s...
twitter.com/i/web/status/9...

Vanessa Spinazola @nolagri37
#ProtectOurCare @JohnKennedyLA

#FridayFeeling

PDA Fresno @PDAFresno
We fight today to save #Medicaid. We fight tomorrow for #SinglePayer #Medicare4All. #ProtectOurCare by stopping #Trumpcare

An apple a day isn't a health care plan.

Story Telling

Engages community members

Strengthens partnerships with community and press

Personalizes the issue, your mission/values

Stories can resonate better than data



Lobbying Isn't A Bad Word!

Advocacy



- Education about an issue
- Building relationships, connections, organizing
- Can happen without lobbying, but lobbying is an important part of advocacy

Lobbying



- Deals with **specific** policy ask
- Directly engaging with policy maker
- Engaging others with direct ask to contact policy makers
- Activity to directly prepare/support for these actions

Remember, most non-profits CAN lobby! More detailed lobbying rules for non-profits here: www.afj.org/our-work/issues/bolder-advocacy

Use Your Resources!

We're here to help!

OH2020
Network &
Policy
Workgroup

National, State
and Local
Partners

Newsletters and
Action Alerts

Toolkits (Story
Bank, Advocacy,
Grassroots
Organizing)

Action Support
Tools

Medicaid Adult
Dental Benefit
Learning
Collaborative

Resources

- Families USA Advocacy Toolkit: <http://familiesusa.org/advocacy-toolkit>
- Families USA Story Bank Toolkit For Oral Health Advocates: <http://familiesusa.org/product/engaging-story-based-work-what-oral-health-organizations-need-know>
- Community Catalyst Grassroots Organizing Toolkit: <https://www.communitycatalyst.org/resources/tools/grassroots>
- Medicaid Adult Dental Benefit Learning Collaborative- contact Melissa Burroughs (mburroughs@familiesusa.org) for details.

Medicaid Adult Dental Benefits

EXHIBIT 1: State Medicaid Coverage of Adult Dental Benefits by Type of Beneficiary Population (Base or Expansion)¹⁶

| Dental Benefits Category | Offered to Medicaid Base Population | Offered to Medicaid Expansion Population |
|--------------------------|---|---|
| No dental benefits | 3 states: AL, DE, TN | 2 states: DE, ND |
| Emergency-Only | 14 states: AZ, FL, GA, HI, ID, ME, MD, MS, NV, NH, OK, TX, UT, WV | 6 states: AZ, HI, MD, NV, NH, WV |
| Limited | 17 states: AR, CO, IL, IN, KS, KY, LA, MI, MN, MO, NE, PA, SC, SD, VT, VA, WY | 10 states: AR, CO, IL, IN, KY, LA, MI, MN, PA, VT |
| Extensive | 17 states: AK, CA, CT, DC, IA, MA, MT, NJ, NM, NY, NC, ND, OH, OR, RI, WA, WI | 14 states: AK, CA, CT, DC, IA, MA, MT, NJ, NM, NY, OH, OR, RI, WA |

Notes: Bolded states expanded Medicaid eligibility under the ACA. DC is included as a state. North Dakota offers different categories of benefits to its Medicaid base vs. expansion populations. Idaho offers limited Medicaid dental benefits beyond emergency care to pregnant woman and adults with disabilities and/or other special health care needs. Maryland's contracted managed care organizations provide a limited dental benefit to adult Medicaid beneficiaries who are enrolled in managed care.

As of January 2018

Nothing happens in a vacuum:

- Medicaid Expansion
- Medicaid 1115 Waivers
- State Budgets

Next steps depend on state context

2018 Activity

Idaho

Maryland

Arizona?

Want to learn from other states?

Medicaid Adult Dental
Benefit Learning
Collaborative

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