



YOUR VOICE, YOUR POWER: EFFECTIVE ADVOCACY IN THE FACE OF COVID-19

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ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

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Mission:

To improve the health of underserved populations and to develop and support those clinicians who choose to serve them.

Members include:

- Safety net providers in FQHCs, free clinics, rural, migrant and homeless clinics, faith-based organizations, public hospitals, health departments, & academic centers.
- MD/DOs, NP, PA, CNMs, nurses, nutritionists, pharmacists, dentists, social workers, behavioral health specialists, health educators, and health administrators.
- Professional societies, private foundations, and corporations
- Health professions students

ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

Access to Care & Primary Care Clinician Support

National
Health
Service
Corps

Resources

Training

Networking

AGENDA

- I. Today's Environment
- II. Today's Advocacy – How to Engage
- III. Taking Action – Challenges
- IV. Taking Action – Opportunities
- V. Effective Action Now!
- VI. Questions

TODAY'S ENVIRONMENT

- COVID-19 Stimulus & Response Efforts
- Fiscal Year 2021 Appropriations
- Health Extenders Reauthorization Funding
- TX v. U.S. - ACA Court Case
- 2020 Election

TODAYS ADVOCACY – HOW TO ENGAGE

- **Calls**
- **Email**
 - ****Personal****
 - **Form**
- **Social Media**
- **Traditional Media**
- **Video Messaging**
- **Partnerships & Coalitions**



TAKING ACTION – CHALLENGES

- Massive Influx in Communications
- Uncertain Timelines
- Misinformation
- Abnormal Process
- Limited, If Any, Direct Personal Contact



TAKING ACTION - OPPORTUNITIES

- Educate
- Serve as a Resource/Expert
- Cultivate Relationships
- Raise Visibility
- Be a Part of the Solution



You Are The Solution!!

EFFECTIVE ACTION NOW – WHAT CAN YOU DO?

- ****Research & Connect****
 - Call & Email
 - Local, State, Federal
- **Enlist Others to Help**
 - Internal Engagement
 - Partner Engagement
- **Traditional Media Outreach**
 - Letters to the Editor (LTE)
 - Opinion Editorials (OpEd)
- **Get Creative**
 - Social Media
 - Virtual Events



EFFECTIVE ACTION NOW – WHAT CAN YOU DO?

Empower Your Patients

- To Become Advocates
- To Share Their Story

ASK THE QUESTION

ALWAYS REMEMBER...

Effective Advocacy Has One Key Requirement...
ACTION

Your Voice is Your Power!
Don't wait or allow someone else to tell your story.

THE WHY BEHIND WORKING IN UNDERSERVED COMMUNITIES

“You change the trajectory of
people’s destiny”

– Rep. Elijah Cummings

STAY IN TOUCH!

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