



Date: September 17, 2018
To: Legislative Committee
From: Andrea Chavez, Senior Program Coordinator of Public Affairs & Kearsten Shepherd, Deputy Director of Communications & Marketing
Re: Communications Update

MEMORANDUM

I. Federal

This summer, Advocates has been involved in a variety of issues, most notably possible changes to Public Charge. Advocates routinely sent member emails informing members on Federal updates, some with advocacy asks.

While Advocates is still waiting for the Public Charge rule to be officially introduced, Advocates continues to work closely with the Protecting Immigrant Families (PIF) coalition, in particular their communications team, to garner media coverage across the state for our members.

Additionally, CPCA received a grant from PIF to host trainings in Northern and Southern California. In addition to presenting to various community-based organizations, CPCA communications staff also developed a media relations toolkit, which includes both earned media and social media tips, as well as an ethnic media list. The goal of this training is to help community-based-organizations feel comfortable interacting with the media and utilizing social media.

Both CPCA and Advocates will continue to work closely with our coalition partners and both of these issues in the coming months and will continue to keep members apprised of our work.

II. State

The past few months, state work has been heavily focused on moving Advocates sponsored legislation through the legislature. Advocates worked closely with coalition partners throughout the legislative session. President and CEO of CaliforniaHealth+ Advocates, Carmela Castellano-Garcia, released media statements in response to the Governor's action on our sponsored bills.

III. The Value of Health Centers Campaign

Both CPCA and RAC were awarded funding from the California Wellness Foundation to enhance the public understanding of the value of health centers. Together we worked with a communications firm, Imprenta, to build an issue campaign promoting the value of health centers. The campaign, which officially concluded at the end of August, included digital banner ads to a predetermined audience. The ads were then linked to a page on the CaliforniaHealthPlus.org website highlighting the value of health centers and prompting people to subscribe to the mailing list.

The ads started running two weeks before National Health Center Week (July 29/30) and ran for four weeks. Following the end of the campaign, CaliforniaHealth+ Advocates created a National Health Center Week 2018 recap mailer to send to the new subscribers. The mailer was sent on September 14 to the new subscribers, CPCA staff and the consortia policy group.

IV. Newsletters

- [The Advocate Summer Newsletter](#)
- [Access Summer Newsletter](#)

V. Media Statements/Press Releases

- CaliforniaHealth+ Advocates Statement on the 2018-19 State Budget Signed by the Governor (June 2018)
- Health Care Leaders Release Policy Brief on Emerging Health Needs of Immigrant Families in California (July 2018)
- Statement on SB 1125 (September 2018)
- Statement on AB 2428 (September 2018)
- Statement on AB 2576 (September 2018)

VI. CEO Speaking Engagements

CPCA's President and CEO has been active throughout the state speaking to a number of organizations on issues that impact CCHCs and their patients. Below, please find a listing of Carmela's speaking engagements from July-September of this year:

Business Leaders Roundtable (July)

CPCA CFO Conference (August)

HRSA Quality Funding Announcement NHCW Event (August)

NACHC CHI (August)

Northeast Valley Health Corporation 45th Anniversary Gala (September)

HealthManagement+ (September)

Resources

- Facebook: <https://www.facebook.com/Carmela-Castellano-Garcia-950620554956341/?fref=nf>
- Twitter: www.twitter.com/CarmelaCGarcia
- Website: www.CarmelaCastellano.com

VII. Web and Social

- CaliforniaHealth+ Advocates – www.healthplusadvocates.org
 - o Facebook – www.facebook.com/healthplusadvocates
 - o Twitter – www.twitter.com/healthplusadv
- California Primary Care Association – www.cPCA.org
 - o Facebook – www.facebook.com/californiaprimarycareassociation
 - o Twitter – www.twitter.com/CPCA

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