Learning to Fly
Strategy for Oral Health Advocacy
Families USA works to achieve high-quality, comprehensive, and affordable health care for all Americans.
High-quality, affordable health care and improved health for all—includes oral health
Oral Health: People and Populations

- Physical, social and emotional well-being
- Increased healthcare costs (personal, system-wide, to insurers/government)
- Employability
- Anxiety and self image
Families USA and Oral Health for All Campaign

Campaign Components

Policy Goal: Expand Coverage for All

- Medicare Dental Benefit
- Medicaid Dental Benefit for Adults
- Streamline Dental Benefits for Children

Legislative

Communications

Coalition(s) of Allies

State Partners and State Wins
Oral Health for All Campaign

• 1 in 5 children, 2 in 5 adults, and 7 in 10 seniors do not have oral health coverage
• Long-term campaign to expand coverage to 130 million people
• Public education through advocacy
Raising Awareness

Increase public awareness of the policy changes needed to improve oral health

Build understanding among opinion leaders and the public

Make expanded oral health coverage a priority for policy makers
Oral Health is a Long Term Fight


- FUSA Policy Goals
  - Improve Medicare dental coverage
  - Expand adult Medicaid dental benefits
  - Maintain and improve access to oral healthcare through marketplace and CHIP
But first, Congress…
Frames to Keep In Mind

What We Know

What We Don’t Know

Immediate and Short-Term Landscape
The National Landscape Matters

- ACA repeal and replacement
- Medicaid funding structures
- CHIP funding reauthorization
- Changes to Medicare program
Remember: the ACA protects consumers

✓ Requires insurance plans to cover people with pre-existing health conditions, including pregnancy, without charging more

✓ Provides free preventive care

✓ Ends lifetime and yearly dollar limits on coverage of essential health benefits

✓ Makes it illegal for health insurance companies to cancel your health insurance just because you get sick

And more!

Protect Our Health Care Access Gains
Tapping Into Other Efforts

#CoverageMatters
SHARE YOUR STORY

RAISING WOMEN’S VOICES
for the health care we need

# If I lose coverage...
Both my mental health & my body will suffer

If I lose coverage
my family would be bankrupt!
Outstanding Questions

- What is the exact timing the process?
- What is the immediate effect?
- What will be included in replacement plans?
- When will people be affected?

And the list goes on.....
Contacting Members of Congress

In order to address your message to the appropriate recipient, we need to identify where you are. Please look up and use your full nine-digit zip for the best results. Please enter your zip/postal code:

SUBMIT

*Scroll down the center table after entering your ZIP code to see the contact information for your senators and to edit the email. Hit submit after filling out all of your information to send the email. If you take action and have not already registered, you will receive periodic updates and communications. View our Privacy Policy.

Please Protect Our Care

Congress is rushing forward to repeal the Affordable Care Act without any replacement. This could harm millions of people in America and throw the U.S. health care system into disarray.

Repeal could lead to higher premiums and out-of-pocket costs, and leave state governments to cover the cost of care for those who lose coverage. It could also jeopardize the availability of adequate, affordable coverage for people with pre-existing conditions like cancer, diabetes, and heart disease.

Lawmakers could vote as soon as January to repeal the Affordable Care Act with no replacement. That’s why we need you to email your Senators today asking them to protect the health care gains we’ve made under the Affordable Care Act.

It is critical that you let your Senators know now that they should not take away health care protections and coverage without a plan that will assure we have affordable, quality health insurance.
What to Look Out For in Congress

- ACA Repeal and Replace Efforts
- Incremental Changes
- Medicaid Per Capita Caps/Block Grants
- Children’s Health Insurance Program
- Cost-Sharing Reductions (House vs. Price)
Estimates of Effect of Repeal

Here’s how much the number of uninsured could rise if major portions of the health law were repealed today, according to a new study.

Before A.C.A.
57 million

Now
26 million

1 year later
44 million
After penalties associated with the individual mandate go away, and some insurers leave the market.

2 years later
54 million
After Medicaid expansion and marketplace subsidies go away.

In 2026
59 million

Source: New York Times analysis of CBO estimates
What Else To Look Out For

“Death by a thousand cuts”

Medicaid Waivers

Other Regulations
The formula remains the same.
Still Needed: Successful Action Plans

Start with your goal

Written down, revised

Have measureable “to do” steps indicating progress to goal

Have a contingency plan, work-around

Frequently updated to reflect new information
Steps to Get There

1. Identify your issue
2. Pinpoint your audience
3. Develop your message
4. Practice your delivery
Example: Your Action Plan Should Include

<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeframe</th>
<th>Who is included</th>
<th>What’s Needed</th>
<th>Anticipated obstacles</th>
<th>Work-arounds</th>
<th>Lessons Learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow up to ensure people know about primary care visits</td>
<td>Within a month of enrollment</td>
<td>Me, 1 FTE</td>
<td>Scheduled emails, phone calls or text messages</td>
<td>Won’t reach everyone, aim to reach half</td>
<td>Ask for their calendar or give them one at enrollment and mark a follow up call down</td>
<td>Giving people “to do” tasks keeps them engaged</td>
</tr>
<tr>
<td>Public education about tax credits</td>
<td>Year-round</td>
<td>Me, Outreach manager</td>
<td>Messaging</td>
<td>Too complicated Consumers owe fines</td>
<td>Explain what they get</td>
<td>Need connect to advocacy orgs for referrals</td>
</tr>
</tbody>
</table>
Empowerment through Stories
Importance of Collecting Stories

- Reach more consumers
- Highlight organizations good work
- Personalize organizations mission and values
- Increase partnerships with community and press
- Stories resonate better than data
Story Bank Toolkit

- Creating a plan
- Building infrastructure
- Collecting stories
- Developing stories
- Disseminating stories
Ways to Highlight Stories

- Social Media
- Organizational Blogs
- Earned Media
- Press events

everyone has a STORY
Families USA Resources

Repealing the ACA without a replacement puts health coverage of MILLIONS at risk.

Op-Ed

LETTERS TO THE EDITOR
It takes a village to give consumers a voice

Public Officials

Children’s Trust
Coalitions
Advocates
Enrollment Assisters
Health Centers
Others?

Consumers
What Can You Do?
Success is an Iceberg

The Iceberg Illusion

Success is an iceberg

SUCCESS!

WHAT PEOPLE SEE

WHAT PEOPLE DON'T SEE

Persistence
Failure
Sacrifice
Disappointment

Dedication
Hard work
Discipline

@sylviaduckworth

Things I have to give up:
1.
2.
3.
Come Together & Collaborate
Recap: Strategies to Engage

- Storybanking
- Join Advocacy Coalitions
- Providing comments to new rules
- Educate Public Officials
- Media interviews
What is Your Voice in the Process?

YOU HAVE A VOICE
AND THAT IS A VERY
POWERFUL THING.
Making Your Voice Matter

Families USA produced the Public Policy Toolkit for Enrollment Assisters to give assisters on knowledge and tactics they need to be effective advocates.

Enrollment Assisters Can Be Strong Messengers
What is Your Role as an Advocate?

Now, It's YOUR Turn...
Bipartisan House Package a Crucial Step Forward for Children’s Health

Press release  March 23, 2015

Bill Extends Nearly Two-Decade-Old CHIP Program That Has Helped Cut Children’s Uninsured Rate by More than Half

Washington, D.C.—Bipartisan leaders in the U.S. House of Representatives announced Friday the introduction of a bill to fund the Children’s Health Insurance Program (CHIP) for another two years. Families USA has supported CHIP since it was first developed in 1997 and worked to extend and strengthen the program ever since, recently writing to Congressional leaders in support of the package that is now being introduced. (Visit our CHIP resource center.)

Following is the statement of Ron Pollack, Executive Director of Families USA:

“The bipartisan introduction of legislation extending CHIP funding is largely to CHIP, the uninsured rate among children has been cut by nearly half. This funding extension is essential so we don’t move backwards from this progress.

“Bipartisan House leaders should be congratulated for coming together to move this extension forward. The health care of at least 8 million children hinges on this bill.

“It is critically important for Congress to act swiftly. While funding for CHIP must be renewed by September 30, governors and state legislatures need funding certainty to plan for their own CHIP-related budget deliberations, which are already well underway.

“Since its inception nearly two decades ago, CHIP has delivered needed health insurance to millions of children, and today’s action is important progress in making sure that children have access to health care. We would have preferred a four-year extension, the House bill has our full support.

The House overwhelmingly passed a clean, bipartisan extension of CHIP funding. Now it’s time for the Senate to follow suit.

#ExtendCHIP

www.FamiliesUSA.org
Questions?

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