

PUBLIC HEALTH

◆ **ADVOCACY** ◆



LEARNING OBJECTIVES

DEMONSTRATE HOW ADVOCACY CAN
INFLUENCE POPULATION HEALTH OUTCOMES

EXPLAIN HOW TO BECOME INVOLVED IN
ADVANCING HEALTH POLICY

IDENTIFY CAREERS IN PUBLIC HEALTH
ADVOCACY

PRACTICE RESEARCH AND DATA COLLECTION

DESCRIBE HOW TO BUILD PARTNERSHIPS **AHEC**  *Connecticut Network*

MAKING CHANGE



IDENTIFY
THE
PROBLEM



DESCRIBE
THE IMPACT
WITH DATA



COLLABORATE
WITH
PARTNERS

PUBLIC HEALTH ADVOCATES



Empower patients by helping them get access to affordable, effective, high-quality healthcare. They work one on one with patient concerns in healthcare or social service settings. Typical responsibilities can include:

- Providing support navigating the health insurance process. This can include explaining coverage, filing claims, and explaining billing.
- Assist patients in navigating the clinical environment to better work with healthcare providers in diverse environments.
- Provide guidance for a patient to make informed choices about their health care condition and treatment options

WHO DO THEY SERVE?

Various groups of people can benefit from the work of public health advocates. Some groups may include:



Older adults

- Ensuring medication routine is understood, assist in billing questions, communicate with healthcare team

People with disabilities

- Connect to services, assist with durable medical equipment

Hospitalized patients

- Assist in coordinating additional care, communicate care instructions in an easy to understandable way

Non-native speakers & immigrants

- Connecting to services, assuring language appropriate materials are

WHAT IS PUBLIC HEALTH ADVOCACY?



ADVANCING PUBLIC
POLICY EFFORTS & LAWS



ACTIVELY WORK TO CLOSE
GAPS IN HEALTH DISPARITIES

EFFECTIVE ADVOCATES ARE:

Passionate

Collaborative

Persistent

Good listeners

Strong writers

Strong Public Speakers

SKILLS



HEALTH ADVOCACY CAREERS

- Fundraiser for high priority policy initiatives
- Advisor to law makers
- Lead an organization to advance the health of a specific population
- Work in local or state health departments
- Public Health Law
- Education
- Elected Official
- Consulting

COMPETENCIES

ADVOCATES WILL DRAW UPON PRACTICAL SKILLS SUCH AS:

- Data Analytics and Assessment
- Policy Development and Program Planning
- Communication
- Health Equity
- Community Partnership
- Public Health and Science
- Management and Finance
- Leadership and Systems Thinking



CHOOSING A TOPIC





KNOWLEDGE

- RESEARCH SOME BACKGROUND INFORMATION
 - EPIDEMIOLOGY
 - CURRENT DATA
 - CURRENT LANDSCAPE
- SUPPORT EFFORTS OF STAKEHOLDERS
 - INDIVIDUAL APPROACH

POLICY MAKING PROCESS

How Federal Laws Are Made

Congress is the legislative branch of the federal government and makes laws for the nation.

Congress has two legislative bodies or chambers: the U.S. Senate and the U.S. House of Representatives.

Anyone elected to either body can propose a new law. A bill is a proposal for a new law.

POLICY MAKING PROCESS

DIFFERENCES BETWEEN THE HOUSE AND SENATE PROCEDURES

THE SENATE AND THE HOUSE HAVE SOME PROCEDURAL DIFFERENCES BETWEEN THEM. LEARN MORE ABOUT EACH BODY'S PROCESS:

- HOW A BILL BECOMES LAW WHEN IT ORIGINATES IN THE HOUSE OF REPRESENTATIVES
- ACTIVE LEGISLATION IN THE HOUSE
- HOW A BILL BECOMES LAW WHEN IT ORIGINATES IN THE SENATE



CASE STUDY



LEARN HOW KIDS IN LOS ANGELES WERE ABLE TO BECOME
ADVOCATES FOR THE HEALTH OF THEIR SCHOOL IN THIS CASE STUDY:

"ENSURING CLEAN DRINKING WATER IN THE LOS ANGELES UNIFIED SCHOOL DISTRICT"



PROBLEM



Students at Roosevelt High School have limited access to water on campus and refuse to drink water from the nearby water fountains because they believe it is unsafe to consume due to potential lead contamination.

Additionally, an ongoing school renovation project further limits access to water because students must walk long distances to reach their classrooms and have limited opportunities to find water fountains to rehydrate.

◆ HEALTH ISSUE ◆

Testing of the water in drinking fountains at schools revealed high levels of lead.

Lead is known to damage the brain and nervous system. it can cause learning and developmental delays and affect growth, hearing, and speech. kids are very susceptible to lead poisoning.



ACTION

Community Mobilization

Students gathered hundreds of signatures and rallied students to testify at school board meetings.





POLICY



In April 2019, LAUSD allocated \$15 million to test water quality and upgrade drinking fountains throughout the district!

This money went to fund:

- Sampling all active drinking water fountains at all school sites
- Upgrading drinking water fountains to bring lead levels to below five parts per billion (ppb)
- Installing water bottle filling stations at selected school sites

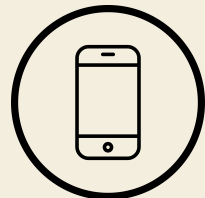
HOW TO REACH LAWMAKERS



MAIL: PLEASE INCLUDE YOUR RETURN POSTAL MAILING ADDRESS WHEN CORRESPONDING WITH A SENATE OFFICE.

THE FOLLOWING STANDARD ADDRESS CAN BE ALSO BE USED:

THE HONORABLE (NAME)
UNITED STATES SENATE
WASHINGTON, D.C. 20510



TELEPHONE

- PHONE NUMBERS ARE AVAILABLE ON EACH STATE'S PAGE OR ON YOUR SENATOR'S WEBSITE
- SENATORS SUITE & TELEPHONE [LIST](#) (PDF)
- A U.S. CAPITOL SWITCHBOARD OPERATOR CAN ALSO CONNECT YOU DIRECTLY WITH THE SENATE OFFICE. (202) 224-3121



WEB CONTACT FORMS ARE AVAILABLE ON MOST SENATORS' WEBSITES

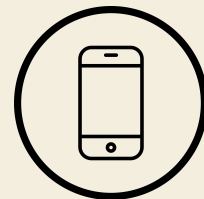
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HOW TO REACH LAWMAKERS



**Online link to Connecticut House of Representative
Contacts**

Online link to Connecticut State Senator Contacts

COMMUNICATING TO LAWMAKERS

Keep it Brief & Focused

- Do not exceed 1 page
- Focus on only 1 issue
- Introduce yourself and why you are writing (refer to a bill # if relevant)

Be Persuasive

- Provide 3 strong points to support your topic
- Personalize it with your relevant story of how it affects you & your family

Respectfully Ask

- Be clear and firm in what you want your lawmaker to do.
- Be respectful and offer to be a resource for future contact.

A sample for writing a letter can be found online at:

<https://www.nlacrc.org/home/showdocument?id=272>

OTHER WAYS TO MAKE AN IMPACT

volunteer

raise awareness/ post on social media

fundraise

vote or talk to your family who votes



YOUR TURN

For the health issue you identified:

- Collect data on the current burden of that disease or health concern
- Identify what efforts currently exist and who your partners could be.
- Identify an elected official to reach out to.
- Compose and send your advocacy "ask". When you receive a response share with your instructor and reflect on this process.