



**STRATEGIC ADVOCACY:
STRUTTING YOUR STUFF FOR ELECTED OFFICIALS**

	PAGES
<u>General Advocacy</u>	
Samples: Local, state, federal action alerts:	2-5
Samples: Materials from a statewide lobby day	6-13
Samples: Meeting request with member of Congress	14
Samples: Local Petition	15-16
<u>Site Visit Overview</u>	
How to find out information on your elected official	18
Timeline for site visit prep	19
Sample: Agenda for site visit	20
Sample: invitation letter to visit	21
Calling to schedule the visit	22
Leadership roles	23
Sample: Follow up email or letter to member of Congress	24-25
Sample: Letter of email to community member, school administrator who took part in visit	26
Tips to train team members	27
Debriefing your team	28
<u>Media</u>	
Planning a press event	29-32
Sample media advisory	33
Sample press release	34-35
Sample media clips	Appendix

Call to Action!

Michigan Coalition for Children and Families (MCCF) Children's Revenue Agenda for Prevention Spring 2004

Dear Friend of Children and Families:

*We need you to spread this **CALL TO ACTION** across Michigan by April 15th and send a **Clear** message to the Governor and the legislature that:*

- 1) You support additional revenue for prevention and child and family services and you are willing to pay your fair share.
- 2) You support a commission to review the structural problems in the tax structure.
- 3) You will support elected officials and candidates who invest in prevention, early intervention, and parental support services that enable children to grow and thrive.

In the coming weeks, the Governor and the legislature will be facing difficult decisions regarding our state budget. The Governor has proposed some cuts to address the current \$1.3 billion deficit as well as limited revenue enhancements like the tobacco tax for health and prevention. MCCF supports holding children's services harmless and supports use of the tobacco tax for prevention, but we are concerned that these one time fixes do not solve the structural deficit that we face.

TAKE ACTION:

Sign the Attached Signature Card and Return it as soon as possible to MCCF

Copy, distribute, and collect signature cards and mail back to MCCF by April 15th, tax day!

Good places to distribute/collect cards are:

- At a parent meeting
- Set up an advocacy table at a conference or training
- At a staff meeting
- At Kindergarten Roundup
- In your waiting area
- During an office visit
- Email to your friends, family, colleagues (See www.michiganschildren.org/mccf for a electronic copy???)

Send a clear and strong message by mailing or faxing cards back by April 15 to:

Fax 517-482-9242 or MCCF, P.O. Box 11073, Lansing, MI 48901

Join MCCF at a Rally and help us deliver the signature cards to the legislature on Wednesday, April 21, 10 am on the Capitol Steps in Lansing.

Any questions contact Michele Strasz at (517)482-5807 or mtstrasz@aol.com. Thank you on behalf of children and families in Michigan!

**Local Action Alert:
Letter sent to parents from principals in North Miami Beach, FL**

Dear Parents:

We are writing about an **urgent crisis** with our school based health centers. Your children are lucky to have access to quality health care through the school based health centers. In a year these **clinics could close** because current funding is running out. The City of North Miami Beach is supporting other health care though mobile clinics, but is not including our school based health centers. You need to contact the mayor and city council *TODAY* and tell them to fund our school based health centers. Please read the other side of this paper to learn what to say.

Estimados Padres:

Les estamos escribiendo en relación a un **asunto critico** con nuestros centros de salud en las escuelas. Sus hijos han sido muy afortunados de haber tenido acceso a cuidado de salud gracias a nuestros centros de salud en las escuelas. En el próximo año, estas clínicas **pueden ser cerradas** debido a que nuestros recursos monetarios han disminuido. La Ciudad de North Miami Beach esta apoyando el cuidado de salud a través de centros móviles, pero no incluyen las clínicas de salud que actualmente están en las escuelas. Ustedes necesitan comunicarse con el alcalde _____ **HOY** e infórmale que ustedes desean que funden nuestros centros de salud en las escuelas. Por favor lea lo que esta escrito detrás de este papel para que vean la mejor forma de pedirle los servicios.

Sincerely,

Raymond Fontana
Principal, NMB Sr. High

Kay Mikulas
Principal, JFK Middle

Raul Gutierrez, Principal
GK Edelman/Sabal Palm Elem.

Bernard Osborn, Principal
Greynolds Park Elem.

Rhonda Turner, Principal
Fulford Elementary

A CALL TO ACTION!

HELP US TO SAVE OUR SCHOOL BASED HEALTH CENTERS

- 1) Please send a letter to Mayor Mischon (see sample below)
- 2) Make a phone call to Councilman Philippe Derose at 305-948-2986 starting on Monday December 27th. If you get voicemail, leave a message!

Sample phone message:

Hi, my name is _____ and I live in North Miami Beach. I am calling to urge the Councilman to include school based health centers in any new packages to support health care. As a parent of # student(s) in North Miami Beach schools, I depend on the school clinics for my children's health care. Please make sure that these centers have the money to stay open before opening any new clinics.

Sample letter:

Jeffrey A. Mishcon, Mayor
City of North Miami Beach - City Hall, 4th floor
17011 NE 19 Avenue
North Miami Beach, FL 33162-3100

Dear Mayor Mischon:

I am writing in support of quality health care for children and residents in North Miami Beach. I appreciate your recent efforts to bring a mobile medical clinic to the city, however this solution does not address the immediate health care needs of children. I am a parent of # children in North Miami Beach schools. My kids receive quality health care at the school based health clinic at (*list school*). This center is important, because it keeps my kids in school and allows me to stay at work while my children get care. The school based health center receives its funding from a private foundation and that money will run out in the next year. I urge the city council to provide funding and support to keep the centers' doors open. Instead of eventually building a new community clinic, please include in your plans the continuation and expansion of services at the school based health centers.

Let me share with you a brief story of how the school health center has helped my family.

(please write a few sentences about the good health care your children have received at the center and why it is important to you)

Please let me know how you stand on this issue. Thank you for your time.

Sincerely,

Name
Address

**YOU MUST LEAVE YOUR ADDRESS TO LET THEM KNOW
YOU LIVE IN NORTH MIAMI BEACH**

[OSBHCNetwork] ACTION ALERT: Federal Action on SBHCs - calls needed TODAY!

-----Original Message-----

From: Tina Kotek [mailto:tina@cffo.org]

Sent: Wednesday, May 18, 2005 1:00 PM

To: OSBHCN Network List

Subject: [OSBHCNetwork] ACTION ALERT: Federal Action on SBHCs - calls needed TODAY!

Importance: High

Dear friends,

Last month, leaders in the U.S. Congress requested a federal appropriation directing funds to existing school-based health centers in 12 demonstration states, including Oregon. This is a small step within a larger federal strategy to increase federal support to SBHCs. Oregon's Senators Smith and Wyden have already signed on to a Senate letter to support the \$5 million appropriation request.

A similar "Dear Colleague" letter is circulating in the House (see attached). Oregon's Congressional delegation has expressed a lot of support for SBHCs. Now is the time to make them hold true to their promise of support and show them that their constituents care about SBHCs. Your voice is critical to ensure they act in favor of SBHCs.

ACTION: Call your U.S. Representative today!

A telephone call to urge your Congressman/Congresswoman to sign-on to the SBHC appropriation letter is quick and a simple way to take action. When the receptionist answers, all you need to do is say who you are, where you live and why you are calling. Here's a script to follow:

"My name is _____ and I live in _____. I am a _____ at _____ SBHC. I am calling to urge Representative _____ to support the 2006 federal appropriation request that would direct funds to existing school-based health centers in 12 demonstration states, including Oregon. I encourage the Congressman/Congresswoman to sign on to the "Dear Colleague" letter being circulated by Congressmen Dingell and Schwarz.

(You can also give a local example and/or share a personal experience about SBHCs).

Thank you."

Phone Numbers:

Blumenauer - D.C. (202) 225-4811 or Portland (503) 231-2300

DeFazio - D.C. 202) 225-6416 or Eugene (541) 465-6732 or toll free in Oregon (800) 944-9603

Hooley - D.C. (202) 225-5711 or Salem (503) 588-9100

Walden - D.C.(202) 225-6730 or Medford (541) 776-4646 or toll free from 541 area code (800) 533-3303

Wu - D.C. (202) 225-0855 or Portland office (503) 326-2901

Please email me back after you've contacted your Representative. This will allow us to track the communication.

THANK YOU!

Tina

New York State Coalition for School-Based Primary Care

SCHOOL-BASED HEALTH CARE ADVOCACY DAY FEBRUARY 8, 2005

SIGN UP NOW!!!

❖❖❖
MEETING ROOMS 2, 3, and 4
CONCOURSE, EMPIRE STATE PLAZA, ALBANY
(look for signs on concourse)
❖❖❖

Agenda:

Registration: Begins at 11 a.m. at Meeting Rooms 2, 3 and 4,
Pick up packets of information and lunches (\$5 suggested donation for adults).

Program: 11 a.m. to 12:45p.m.
Greetings from Key Legislative Leaders
Awards to Special Legislative Friends
Student Speakout
Advocacy Instructions and Issues Review

Visits: 12:45 to 3:30 p.m.
Meet with Your Legislators*

**Please make your appointments now to see your legislators. If you need assistance, please call Carol Reichert at 845-485-3270 or email sruss10304@aol.com. Please try to schedule your appointments BEFORE 10:30 a.m. or AFTER 12:45p.m to ensure you do not miss the program.*

Requests:

- Please bring banners identifying your health care provider and/or school.
- To make lunch reservations: call Carol at 845-485-3270 or email sruss10304@aol.com no later than Thursday, February 2.
- For NYC and Long Island bus information and reservations: call Megan Charlop at 718-696-4053 or email mcharlop@montefiore.org.
- For Upstate bus information: call Carol at 845-485 3270
- An Advocacy Day student quiz has been developed by School-Based Health Clinic staff of The Center for Community Health and Ed. at NY Presb. Hospital. Please contact Carol at 845-485-3270 to receive your copy. You are free to adapt the materials to your own needs.

Save the Date!!

LEGISLATIVE ADVOCACY DAY 2005

TUESDAY FEBRUARY 8, 2005

Meeting Rooms 1-4 Empire State Plaza; Albany

Registration Begins: 9:30a.m.

Program: 10 a.m.

Be Sure to Come to Albany and Support School-Based Health Care

Join other clinic providers and students from around the state.

Meet with your representatives. Hear from legislative leaders.

Honor those who have been most supportive.

For More Information Contact:

Carol Reichert 845-485-3270

or

Megan Charlop 718-920-6020

Sponsored by:

NEW YORK STATE COALITION FOR SCHOOL-BASED PRIMARY CARE

**SCHOOL-BASED HEALTH CLINICS
....FOR KIDS' SAKE!**

IMPORTANT ADVOCACY DAY INSTRUCTIONS

WHOM TO VISIT FIRST

- Senators and Assemblymembers representing your school-based health clinic(s)
- The legislators where you live
Come to the registration table for help if you don't know who your legislator is.

WHAT TO DO

- If you don't have an appointment, ask if it is possible to see the legislator.
- If the legislator is not available, ask to meet with the staff in charge of health issues.

WHAT TO SAY

1. Start with Introductions- Your name, where you live and which clinics you represent.
2. Say you are here for the NYS Coalition for School-Based Primary Care's Annual Advocacy Day.
3. Thank the legislator for his/her past support.
4. Explain why School-Based Health Clinics are important to you. (*Sharing your personal story may be the most important tool you can use in getting a legislator's support.*)
5. **Refer to the Talking Points in your packet for what is most important to highlight in your meetings.**
6. Leave the following materials from your packet:
 - a. The 2005 Priorities (Blue Sheet).
 - b. Fact Sheets (Right side of your folder)
7. End the meeting by thanking them for their time!

ADDITIONAL VISITS: If you have time, please visit:

THE LEADERS' OFFICES

Assembly		Senate	
Speaker, Sheldon Silver (D)	LOB 932	Majority Leader, Joseph Bruno (R)	LOB 909
Majority Leader, Paul Tokasz (D)	LOB 926	Finance Comm. Chair, Owen Johnson (R)	LOB 913
Mental Health Comm. Chair, Peter Rivera (D)	LOB 826	Health Comm. Chair, Kemp Hannon (R)	CAP 501
Health Comm. Chair, Dick Gottfried (D)	LOB 822	Mental Health Comm. Chair, Thomas Morahan (R)	LOB 848
Ways and Means Chair, Denny Farrell (D)	LOB 923	Children and Families Comm. Chair, Ray Meier (R)	LOB 944

During the Visit with the Leaders' Staff:

- Leave a signed "Dear Legislator" note from your packet.
- Sign your name in the guest book and write on the side "please support school health clinics".

FINAL NOTES:

- **Fill Out Your Advocacy Report Form and return it to Meeting Room 1**
- Remember that part of our success is BEING SEEN! Be sure to place your BIG RED AND BLACK STICKER PROMINENTLY.
- BE FRIENDLY, even on the crowded elevators. (You can always use the stairs.)
- Enjoy yourself and remember the Legislators are here to represent you!

New York State Coalition for School-Based Primary Care

NYS COALITION FOR SCHOOL-BASED PRIMARY CARE

2005 PRIORITIES

About School-Based Health Centers

There are 190 School-Based Health Centers (SBHC) in New York State, serving over 200,000 students. SBHCs are on the front lines promoting children's health in communities where there is limited access to health and mental health services. Repeated studies have shown that SBHCs improve the health and mental health of children and save State money. SBHCs have been shown to prevent unnecessary hospitalizations, reduce emergency room visits, improve school attendance and avoid lost workdays for parents. For example, one recent study shows that SBHCs reduce ER use and hospitalizations by half for asthmatic students alone.

This year, SBHCs need your help more than ever before. Without new funds to keep pace with the steep growth in the number of clinics and children's visits, SBHCs will have to cut back on these essential services or close sites. Please save this vital safety net for children by supporting our 2005 priorities.

Our Top Priorities for 2005

➤ *Preserve HCRA Funding Levels at \$7 Million*

The Health Care Reform Act (HCRA) expires on June 30, 2005. For the past five years, \$7 million annually has been earmarked from HCRA for SBHCs. These funds are used by SBHCs for core clinical services provided to underserved and uninsured children, such as diagnosis and monitoring of chronic diseases (eg. diabetes, asthma), crisis intervention, treatment of minor and major illnesses, and much more depending on the community needs.

Unfortunately, SBHC funding levels have not kept pace with the needs of the children they serve:

- The number of centers grew from 148 in 1998 to 190 in 2004, a 28% increase. Ten more centers are planned for 2005.
- **The number of annual patient visits has increased since 1998 by over 78% to 642,500, while the total amount of funding per visit has actually declined during that same period.**
- Current funding per visit is only \$28.79, while the average cost of a child's visit to a SBHC is, conservatively, \$100 per visit.
- **Without HCRA funds, SBHCs would receive less than \$19 per visit.**

Please support the \$7 million annual HCRA allocation for SBHCs contained in the 2005-06 proposed State Budget. This funding is critical to preserve primary and mental health services to uninsured and underserved children in the State. What's more, this investment will save the State hundreds of thousands of dollars by reducing ER use, hospitalizations and other more costly care now and in the future.

➤ **Add \$7 Million in New Funds for Core Health Services**

Funding for the base grant for core services for SBHCs has remained flat at \$9.8 million since 1994. Although new funds have been added through HCRA and TANF, **the amount of funding per visit has actually declined and failed to keep pace with medical cost inflation, the growth in new programs, and the increase in the number of visits.**

In addition, SBHCs have suffered severe losses due to the growing number of uninsured children, reduced private funding, reduced federal funding, their inability to bill the CHP program for services delivered to CHP-eligible children, and state policy that prohibits Medicaid reimbursement for counseling services when these services are provided by social workers. Also, last year's State budget transferred 77,000 children from the Medicaid program to CHP-B creating an **additional loss in SBHC Medicaid revenue of up to \$6 million.** Because of all these factors, SBHCs are currently suffering a revenue shortfall of 36%. If this gap in funding is not filled, centers will be forced to reduce vital primary and preventive health services or close sites. An increase of \$7 million will help the SBHCs to fill these gaps in funding and provide services to more children.

➤ **Support 2005-06 Executive Budget of \$3.325 Million From the General Fund**

Since 2002, the State Budget has allocated TANF surplus funding for SBHCs to provide non-medical counseling and health education services. Last year's TANF allocation was \$3.325 million. This year's proposed budget maintains a funding level of \$3.325 million, and shifts the source of the funds from federal TANF surplus dollars to State general fund dollars.

Maintaining this \$3.325 million level is critical to meeting the needs of emotionally fragile children and their families. It is the only predictable revenue source available to cover the costs of counseling services because Article 28 SBHCs are prohibited by State regulation from billing Medicaid for mental health visits provided by a social worker. Mental health visits account for over 60% of all visits to SBHCs. Many of the children served by the centers live in communities with high incidences of AIDS and HIV, alcohol and substance abuse, sexually transmitted diseases, and violence. Over half of the SBHCs provide counseling for the entire family in these communities. In addition, the shift of the funds from TANF to the State's general fund will provide greater flexibility to centers in meeting the medical needs of children because federal restrictions on the expenditure of TANF funds for "non-medical" purposes will no longer apply.

➤ **Restore \$893,000 in Gap Funding**

The State Legislature has added funds to assist SBHCs whose base grants were severely cut in 2001. A number of programs in some of the poorest neighborhoods in the State had their operating budgets reduced by as much as 10% to 58% in September of 2001, just prior to the terrorist attacks. (Following 9/11, the need for mental health counseling increased dramatically in schools all over the state). This "Gap Funding" included by the Legislature has helped to lessen the burden of these cuts on the centers and the children they serve.

School Health Clinics...For Kids'Sake!
New York State Coalition for School-Based Primary Care

2005 ADVOCACY REPORT FORM

Please complete a separate report form for EACH office you visit

Your name_____

Your work address_____

Your work phone_____ Fax_____

Your E-mail address_____

Name of your SBHC_____

Which office did you visit? Senator_____

Assemblymember_____

To whom did you speak?_____ Title_____

Our top priorities for the 2005-2006 State Budget are preserving HCRA funding levels and adding new funds for core health services. Since this is the time of budget talks, please make these the first things on your agenda when speaking with legislators or their staff. If time permits, also let them know of your concern about the other issues referred to below. Be sure to leave a copy of the 2005 Priorities sheet with the legislator/staff member so that they will have full details on the entire SBHC agenda for 2005.

1. Budget - Does the Legislator support:
 - a) the preservation of the \$7 million annual HCRA allocation for SBHCs that is included in the proposed budget for 2005-06?

 - b) the addition of \$7 million in new funds to SBHC base grants for core health services to assure that clinics can remain open and services are not cut?

2. Budget- Did he/she support the transfer of \$3.325 million from TANF to the General Fund that is included in the proposed budget?

3. Budget- Did he/she support the restoration of \$893,000 in Gap Funding for centers that had their grant funds severely cut??

4. What did he/she say, if anything, about the clinics...either positive or negative?

5. What additional follow up is needed by the Coalition, if any?

Please return this form to:
Beverly Grossman
NYS Coalition for School-Based Primary Care
1 Commerce Plaza, Suite 1103
Albany, NY 12210
Phone: 518-427-0898
Fax: 518-427-0879



F A X

To: The Honorable
United States Representative
From: Debbie Brinson, MPA
Director, School Community Health Alliance
Date: June 27, 2005
RE: Request for Appointment

The School Community Health Alliance of Michigan (Alliance) is a membership organization that exists to promote, support and develop school-based/school-linked (SBSL) health centers and programs that offer comprehensive and accessible primary care and prevention services for Michigan's children and families. Our membership currently includes 60 organizational members. Combined, the health centers and programs that comprise our membership serve close 100,000 children annually.

From June 24 through June 26, Alliance staff and members will be in Washington, D.C., for the National Assembly on School-Based Health Care's Annual Conference. A number of our member organizations would like to schedule a time to talk with the Congressperson or and/or their health policy specialist. The members requesting an appointment include the following:

As I am sure you know, the work of school-base/school-linked health centers and programs is never done. Every day, throughout Michigan, our SBSL health centers and programs strive to provide quality primary care and prevention services to our future workforce – the children of Michigan. With ever increasing demands on our resources, we must strive to make others aware of the value that we contribute to building healthier communities. We truly appreciate your attention and support. We hope to keep you apprized of the issues that are of concern to us as well as to your constituents.

We would also like an opportunity to present the Congressperson with a token of our appreciation.

I will follow up on this request Wednesday, June 4, 2003. Please let me know a convenient time for our members to meet with you. I can be reached at (517) 381-8000, extension 219.



Dr. John T. Macdonald Foundation
SCHOOL HEALTH INITIATIVE

Mayor Mishcon and North Miami Beach City Council Members: By signing below, I acknowledge that I support the concept of affordable, accessible, quality health care for children and residents in North Miami Beach and I value the services provided by the Dr. John T. Macdonald Foundation School Health Initiative. I understand that funding from the foundation will diminish over the next year. I support a request to the City of North Miami Beach to contribute funding to keep the North Miami Beach school based health centers (SBHCs) open. I also urge you to please include the SBHCs in any plans to provide primary health care services to the medically underserved in our community.

<u>SIGNATURE</u>	<u>ADDRESS</u>	<u>CITY/ZIP</u>	<u>STATUS</u> (parent, teacher, student etc)
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>



HOW TO FIND OUT INFORMATION ON YOUR ELECTED OFFICIALS

There are many ways to find out who represents you and information about them. Here are some tips for finding information on the internet.

1. A comprehensive site to find local, state and federal information is www.congress.org
2. Information on local, state and federal can be found by clicking the prompts located on the left side of home page
3. To find the member of congress enter your zip code on the top of the home page. This will provide basic information and a link to their web pages
4. Additional information on bills in Congress and recent votes can be found by clicking additional links on the left-hand side of the home page
5. To find the list of your states entire Congressional delegate go to www.congressmerge.org and click "Find who represents you in Congress"
6. Interesting tidbits about your member of Congress, like in which organization they are members, can be found by clicking 'Power Search' toward the bottom of the home page

Planning a School Health Center Visit

Three months before:

- Develop an agenda and theme.
- Pick potential site visit dates (make sure the dates work with your key messengers).
- Contact decision makers by letter and follow-up over the phone with potential dates.
- Once date is set place it on school, hospital and legislator calendars.
- If possible, work with the hospital marketing department to create a video or special recognition awards (depending on your theme you may choose to hold an event to pay special recognition to SHC champions).
- You may also want to contact school departments to arrange for school music or special entertainment.

Two months before:

- Forward invitations to agencies/organizations involved in the SHC program, as well as local businesses, industry, education, school board members and personnel, and the media.

One month before:

- Select parents, teachers, students, principal (s) to share their experiences and success stories.
- Recruit students to be involved in assisting that day with greeting visitors at the school's entrance, handing out programs, serving food, etc.
- Plan menu/refreshments.

One week before:

- Send out a press advisory to newspapers, radio and TV stations and begin follow up calls to the media.
- Confirm the invitees (especially legislators).
- Send program to printer.
- Schedule a photographer for the day of the event.
- Run through the agenda with all those who have a specific role on the day of. Make sure everyone is on message.
- Reserve any audio-visual or technical equipment you may need.

Day of:

- Decorate and set-up equipment.
- Confirm the media that morning before the event.

1-3 days after:

- Send Thank you to elected officials and staff
- Debrief with participants (parents, students, staff, etc)
- Send thank you to other participants
- Follow up with media who did not attend (if media was invited)
- Record any media
- Enter interaction in database



Illinois Coalition for School Health Centers

A project of the Illinois Maternal and Child Health Coalition
www.ilmaternal.org

1256 W. Chicago Ave., Chicago, IL 60622 o ph: (312) 491-8161 o fax: (312) 491-8171 o e-mail: icshc@ilmaternal.org

Senator Richard Durbin's Visit to Roberto Clemente Wildcat School-Based Health Center

Monday, March 28, 2005

- Welcome—Dr. Irene Damota, Principal, Roberto Clemente High School
- Illinois School Health Centers Awareness Month—Karen Berg, Illinois Coalition for School Health Centers
- Wildcat School Based Health Center (SBHC)—Youth Guidance and Providers
- What the SBHC means to students—Clemente High School Students
- Remarks
 - Dr. Stephen Saunders, Illinois Department of Human Services, Office of Family Health
 - Chicago Public Schools
 - Local Officials
- Tour of the Wildcat School-Based Health Center



Illinois Coalition for School Health Centers

A project of the Illinois Maternal and Child Health Coalition

1256 W. Chicago Ave., Chicago, IL 60622 o ph: (312) 491-8161 o fax: (312) 491-8171 o e-mail: icshc@ilmaternal.org

February 7, 2005

The Honorable Richard Durbin
U.S. Senator
Attn: Naser Javaid
230 S. Dearborn, Ste 3892
Chicago, IL 60604

Dear Senator Durbin,

This March marks the 3rd annual Illinois School Health Center Awareness Month, celebrating the role that school health centers play in delivering comprehensive primary and mental health care to children and adolescents across Illinois. The 46 Illinois School Health Centers help to keep children healthy, in the classroom and ready to learn. The Illinois Coalition for School Health Centers invites you to visit one of Illinois' School Health Centers during the March Awareness Month.

Millions of America's children go to school needing health care services. School health centers across Illinois and the nation have been instrumental in meeting students' critical health care needs thereby helping them to succeed in school. In these centers, students can get regular check ups, immunizations, asthma care, counseling, health education, prevention programs and other essential services.

School Health Center staff, students and supporters would welcome the opportunity to have you visit a school health center in person and explain the impact this model has on the lives of the families that utilize them. The Illinois Coalition for School Health Centers can assist in arranging a visit at any school health center that will best fit into your demanding schedule. Enclosed is a list of the school health centers across the state.

We look forward to working with your staff to schedule a visit to an Illinois School Health Center. Thank you for your time and consideration.

Sincerely,

Karen Berg
Project Director



CALLING TO SCHEDULE THE VISIT:

One of the first steps in setting up the site visit is calling the elected official's office. Here are few tips when making that call.

1. Understand that you may be speaking to an aide, not the legislator. Write down the name—you'll need it for follow-up conversations—the legislator's aides are the key people with whom you'll be dealing with most of the time
2. Introduce yourself and give your address, making clear that the School Health Center represent is in their district. If you have any special credentials, state them.
3. Be clear on what you want from this phone call. Be prepared that they may not be familiar with SBHCs and you may need to explain their benefits.
4. Pause briefly for a reply but be prepared to continue without feedback (the legislator or aide is likely taking notes and may want to hear you out before commenting).
5. Set a time that you will call them back and follow up. Let them know that you can give them a call back in a few days. It will most likely take a few calls to set a date and plans.
6. If you are planning to invite the media, let them know that. This gives them more incentive to schedule the visit.
7. Be friendly! You are building a relationship with this office.

Sample script: scheduling a site visit

Hi, May I please speak with the staff person who oversees health and/or children's issues or the scheduler?

Once connected to staff person:

Hi I am from ____ School-Based Health Center at ____ school. I also represent the (name of state assembly and/or local provider). We work with SBHCs that serve approximately ### of students in (the members district or general area). Are you familiar with SBHCs?

If No, SBHCs are full service health centers that provide care to students in their schools. They address a range of healthcare needs which can include immunizations, wellness visits, mental health, and dental.

We would like to invite (Sen/Rep/County Comm/School board member) to visit the school based health center. Seeing the center first hand is the best way to understand the impact the center has on the students health and ability to learn. Plus, I know the students would be excited to meet (Sen/Rep/County Comm/School board member).

If they are unsure/ need more info/or need to check the schedule:

I can provide you with more information on SBHCs. What is the best address to send it?

I will be in touch with you (give a time frame: #weeks/days) to discuss this further.

Thank you for your time. I look forward to working together.



Leadership Roles

The key to long-term success is skilled and motivated local leaders. The site visit is an action used to develop leaders. The skills local leaders learn while scheduling, preparing for, having and evaluating the site visits, can be applied to their state and local advocacy. The role of the site visit coordinator is instrumental in this success.

Role of the site visit coordinator

- Identifying attendees/ potential leaders to form planning team for the visit
- Create a plan with the team
- Provide the team with the resources and skills to make calls, talk with press, coordinate materials, etc
- Coordinate materials for the visit
- Coordinate the prep meeting
- Facilitate the site visit
- Facilitate the debrief and follow up
- Coordinate activities with state SBHC association

How to approach someone to take on leadership

- Explain the goals of the event
- Solicit feedback on the goals
- Context why the leadership role is important
- Tell them why you are asking them
- Create a timeline of responsibilities with them
- Follow up with them regularly

-----Original Message-----

From: Karen Berg- Ameritech [mailto:kberg@ilmaternal.org]

Sent: Sunday, April 03, 2005 1:13 PM

To: Phil.Bloomer@mail.house.gov

Subject: Follow-up from visit to Urbana School-Based Health Center

IllinoisCoalition for School Health Centers

Aproject of the Illinois Maternal and Child Health Coalition

1256W. Chicago Ave., Chicago, IL 60622 oph:(312) 491-8161 ofax:(312) 491-8171 oe-mail:icshc@ilmaternal.org



April 4, 2005

Mr. Phil Bloomer
Communications Director
C/o The Honorable Tim Johnson
2004 Fox Dr.
Champaign, IL 61820

Dear Mr. Bloomer,

I was informed by Dr. Kimberly Glow of Congressman Johnson's visit to the school-based health center at Urbana High School on April 1st. I am happy that the Congressman was able to visit the center and see the great work that they are doing to improve the health and well-being of children and adolescents in his district. The Urbana center is one of two school-based health centers in Congressman Johnson's district, the second located at Pontiac High School and sponsored by the Livingston County Health Department.

Forty-seven school-based and linked health centers are located across Illinois in urban, suburban and rural communities where they work to keep children and adolescents healthy and ready to learn. As you saw from your visit to Urbana, school health centers offer quality, comprehensive medical services (such as physicals, immunizations, health assessments and care for chronic illnesses), as well as, mental health services, dental care and health education. While the state has assisted in funding these programs, there must be a larger investment made at both the state and federal levels to ensure the sustainability of this effective health care delivery model. .

As Dr. Glow discussed, the Illinois Coalition for School Health Centers seeks the support of Congressman Johnson to secure a federal appropriation request to fund a school health center demonstration project in twelve states including Illinois. Congressmen Schwartz and Dingell and Senators Levin and Smith are championing this initiative and are finalizing the request in the coming week. Soon after, the sponsors will develop a dear colleague letter that I will send to the Congressman. We ask the Congressman to consider signing on to the letter. The initiative will impact the two school-based health centers in his district and the families that rely on the services they offer.

In addition we ask that the Congressman sign on as a co-sponsor of a resolution introduced by Congressman Danny K. Davis (H.R. 164). The resolution recognizes the work of school-based health centers across the country.

I will contact you with the letter once it is finalized to discuss the Congressman's support. Please feel free to contact me if you have any questions at 312-491-8161. I look forward to working with you on this initiative to improve the health and well-being of children and adolescents.

Sincerely,

A handwritten signature in black ink that reads "Karen Berg". The signature is written in a cursive, flowing style.

Karen Berg
Director

-----Original Message-----

From: Karen Berg- Ameritech [mailto:kberg@ilmaternal.org]

Sent: Friday, April 01, 2005 12:43 PM

To: rmittchell@cps.k12.il.us; idamota@cps.k12.il.us; v-bishoptownsend@northwestern.edu; snbrown@youth-guidance.org; Allecia Alexander; Jaime Rivera; Sandra Cisneros; Janette Muir Smith; Stacy Zachman; mfriedman@ancilla.org; Roxane Medina; jsmith@youth-guidance.org; Jan Fowler; Vyki Jackson; STEPHEN SAUNDERS

Cc: Blair Harvey

Subject: Thank you!

Illinois Coalition for School Health Centers

A project of the Illinois Maternal and Child Health Coalition

www.ilmaternal.org

1256W. Chicago Ave., Chicago, IL 60622oph:(312) 491-8161 ofax:(312) 491-8171 oe-mail: icshc@ilmaternal.org



School Health Center supporters,

Thank you to everyone who supported the Illinois Coalition for School Health Centers and the Clemente Wildcat School-Based Health Center by participating in Senator Durbin's visit to the center on Monday, March 28th. His staff thanked everyone for making the visit possible on short notice and on the first day back from spring break. I think it was a great opportunity for him to learn more about the school-based health center model and the work Illinois centers do to improve the health and well-being of children and adolescents.

The Illinois Coalition for School Health Centers will continue to work with the Senator as we garner support from the Illinois Congressional delegation for a federal earmark request that would assist existing school-based health centers in Illinois and eleven other states.

Thank you again for your support and participation.

Sincerely,

A handwritten signature in black ink that reads "Karen Berg".

Karen Berg
Project



Preparing the Leadership

Preparing participants in all stages of planning the site visit is critical for the event's success. You could do some of the tasks yourself. Taking time out in the beginning to train others, not only are you effectively delegating, but you are also increasing their investment in SBHC advocacy.

Making the Call to the office:

1. Make sure that they understand why and when the site visit is happening.
2. Have a script for them
3. Role play the script—You play the role of the elected official's office
4. Give them positive feedback and critical feedback if necessary. You want to make sure that they convey the correct message, but most importantly you want to build their confidence.
5. Get a commitment from them for when they will make the call. And when they plan to follow up
6. Get a commitment that they will inform you of progress and any challenges.
7. Thank them for their important role

Preparing a student for their role in the site visit:

1. Share the full agenda and goals with them
2. Identify the role they will play and explain to them why it is important to the goals of the visit
3. Rehearse what they will say. If they haven't already scripted something, help them script it. You don't want anyone 'winging it' during the visit.
4. Provide positive feedback and critical feedback if necessary. You want to make sure that they convey the correct message, but most importantly you want to build their confidence.
5. Ask if they have any questions



DEBRIEFING YOUR TEAM

Assessing the visit with the team is critical in gauging its success and preparing for the visit and/or advocacy event. It is best to gather the participants for 10-15 minutes immediately after the visit. When it is not possible to do that, following up individually or scheduling a group debrief for 1-3 days later is fine. It is easy to skip this step. It will take a lot of volunteers and leaders to win the victories to sustain SBHCs. Every step in the process is important.

With whom should you debrief? Anyone who played a role in preparing the visit and anyone who had a speaking role in the visit

In a large group

- One word to describe how you are feeling right now... (immediately after the visit)
- What went well during the visit?
- What could have gone better?
- Any surprises? (positive and not) How did we react?
- What commitments did we get from the elected official?
- What follow up was discussed/promised?
- What did we do well to prepare for the visit?
- What could we have done better?

Individually

- What prepared you for your role?
- How prepared did you feel?
- How would you like to play a role next time?



HOSTING A MEDIA EVENT WITH AN ELECTED OFFICIAL

Planning the Event

- **BE STRATEGIC**

It is important to ask yourself a question or two before you even decide to have an event involving an elected official. Is this visit appropriate for a media event? You don't want to create a media event for an elected official who may not be a supporter yet. Before hosting a media event in their honor, you want to ensure that you have a commitment of support from the official that goes beyond a picture and a handshake. Also ask yourself if the issue or subject is going to attract reporters away from their busy desks? Of all the opportunities in a year, is this the most strategic time to include an elected official? Remember that the media isn't your audience—they are a tool that you use to reach your audience. And, because good media opportunities don't come along every day it is essential to use them strategically. Therefore, if you want to create an event that will garner media attention for your organization or an issue that is important to you, be sure that you have thought it through strategically, and that it is the best time and place to include an elected official.

- **HAVE A HOOK**

In order to interest reporters in a media event, you need a news hook. A visit by a prominent local official is helpful, but works best if the official's visit is tied to some type of news for your organization (e.g. a ribbon cutting ceremony for a new health center; a tour of an important new service at an existing clinic; the beginning of the school year; a crucial time during the budget process, to name a few). When you are structuring your media event around a site visit by an elected official, it is important that you work closely with his or her staff to provide a clear understanding of what the event is background on your issue and suggested talking points for the official if the staff deems this helpful. You want to be sure the official stays on your message, and doesn't use the opportunity to discuss other political issues.

- **CREATE A MEDIA-FRIENDLY EVENT**

Make your event easy for reporters to attend by keeping it brief (no longer than one hour); holding it early in the morning or at lunch time; providing breakfast or lunch; and allowing ample time for journalists to ask questions (about 25-30 minutes). If possible, provide a conference call connection to the event for those reporters who cannot leave their desks, but want to cover the event.

- **INVITE THE RIGHT REPORTERS**

It is crucial that you approach the right reporters for your event. **About six weeks prior to your event begin to formulate a list of reporters to invite.** As a general rule, do your research and pay attention to the reporters who cover your issue (do

Internet searches on who has covered the issue during the past year and keep a running list). However, reporters' assignments can change quickly, so before you select which reporters to invite call the news desks of your local media outlets and ask the assistant who answers the phone for the name of the reporter that covers health and/or education. Once you have the name of the reporter, ask for the reporter's email address and phone number so you can reach them later on. In addition, do an online search for the reporter's most recent stories to make yourself familiar with their work and style.

- **SEND A HEADS-UP FIRST**

About two weeks prior to the event, e-mail all of the reporters on your invite list a media advisory (see attached example). When you email the media advisory, paste it into the body of the email—don't send it as an attachment. A media advisory is a simple, one-page document that promotes the event and gives reporters a heads-up that it is taking place. Because reporters have to respond to breaking news, they tend to plan which events to attend at the very last minute and it isn't efficient to give them too much advance notice.

- **MAKE THE CALL**

Begin to call the reporters on your invite list about a week prior to your event. When you speak with them or leave them a message be sure to highlight the most interesting, new and exciting things about your event. Do it clearly and briefly.

Here is a sample script:

Hello, I'm (insert name) and I'm calling from the Nebraska association of school-based health centers. Senator xxx is going to be visiting our center to help us announce that we're now providing mental health services to all 1,500 students at xxx elementary—we are the first school health center in Nebraska to be able to offer these services. The event is on Tuesday June 20th, from 9-10AM at xxx elementary, I hope that you'll be able to make it.

- **FOLLOW UP**

If you have spoken to a reporter or left a voicemail, and you haven't heard back after a day or two call again or send a follow-up email. After you have left two voicemails and sent an email, continue to call but don't leave any more messages—try to get the reporter in person on the phone, so you can get a "yes" or "no" answer. If you don't get any response and you can't get the reporter on the phone, call the news desk and ask for the name of another reporter or editor that you could invite to the event. **On the morning of the event**, call through your media list one last time to follow-up with people you haven't heard from and check with those who have said they are coming to make sure that they have everything they need. This is also a good time to alert media to any changes on the agenda.

Prepping for the Event

- **ANTICIPATE TOUGH QUESTIONS**

Take some time to think through any tough questions that reporters might ask during the news conference and how you will respond to them.

- **THINK VISUALLY**

If you are inviting reporters who may bring television cameras or photographers, have some good visuals available for them to film or photograph. For example, a blow-up of a larger donation check, children happily lined up to receive services or the elected official cutting the ribbon. If you know ahead of time that good visuals will be available, note that on your media advisory.

- **CREATE A PRESS PACKET**

Gather a few key materials that will provide the reporter with the most important information about your organization and your event. Some standard press kit materials are: a press release (see attached example); an event agenda; a fact sheet about your organization or center; bio sketches of your leadership; any recent press coverage about your organization or issues; and a business card so that the reporter can follow-up with additional questions.

- **BE PREPARED**

Reporters are notoriously last minute, so be prepared for someone to call you at 6:00PM the evening before your event and ask for materials, information, etc. On the day of your event, anticipate that reporters may be late or not show up because breaking news forced them to change their plans.

After the Event

- **REACH OUT TO ADDITIONAL REPORTERS**

Immediately following your event, e-mail your press release to all of the reporters on your invite list who did not attend the event. This way, they will have the information they need to write a story or contact you.

- **TRACK, SAVE, AND SHARE MEDIA COVERAGE**

Using Google News <http://news.google.com/>, the Websites of media outlets that attended, or the newspapers themselves, track all of the media coverage from your event. Cut out clips from newspapers along with the masthead and date, and arrange them neatly on a white sheet of paper that can be stored and easily photocopied. If you know that a television or radio station is going to run a story, ask them when it will run so that you can have someone record the story. If no one can record the stories, you can try to purchase tapes from the stations. Once you've collected the clips, archive them for your own use and then share them with NASBHC, funders and other supporters.

- **RESPOND IMMEDIATELY TO NEXT STEPS**

If you made any promises to the reporters on the phone in advance or in the room at the event, follow through on them right away. Reporters appreciate responsiveness and following up quickly will show them they can rely on you.

- **CONTINUE TO BUILD REPORTER RELATIONSHIPS**

The media event was the first step to what will hopefully become a solid, fruitful relationship with the reporters who attended or wrote stories. Following the event, let the reporter know that you are always happy to be a resource. If the reporter wrote a good story, send them a note telling them you enjoyed their piece and thanking them for attending. In the months following, continue to alert reporters to any important news or events coming out of your center or organization.

- **CONSIDER A LETTER TO THE EDITOR**

If your event got news coverage, consider having a parent, teacher or school health center employee write a letter to the editor. The letter could praise the school health center or the elected official's involvement with it. A good letter to the editor is **BRIEF**, between 200-250 words; is written in direct response to something that has been covered in the newspaper; and is sent immediately following the news coverage it refers to. Generally, instructions for submitting a letter to the editor are printed at the bottom of the editorial page. If you don't see it there, check online or call the paper directly.

For More Information Contact
David Bender, Mary's Center, 202-xxx-xxxx

MEDIA ADVISORY

Ward One Council Member Jim Graham to Speak as Local Residents Graduate From Year-Long Family Literacy Program

On July 30th, 2004, Mary's Center for Maternal and Child Care will host its 13th annual Even Start Family Literacy program graduation. Councilmember Jim Graham will address the more than 200 graduates of the program, which gives low-income, immigrant families access to literacy education, computer skills training, early childhood education, and parenting skills education.

A representative from the National Center for Family Literacy will be on hand to present Lorie Preheim, a teacher in the program, with the Toyota Family Literacy Teacher of the Year Award. Preheim is the first Washington, D.C. area teacher to win the award; she was singled out for her contributions to curriculum development, dedication to her students, and creative teaching methods.

WHO: **Jim Graham**, DC Councilmember, Ward One
 Maria Gomez, President and CEO, Mary's Center for Maternal and Child Care
 Sharon Darling, President and Founder, The National Center for Family Literacy
 Christie McKay, Director, Mary's Center for Maternal and Child Care Even Start Multicultural Family Literacy Program
 Peggy Minnis, State Coordinator, Even Start Multicultural Family Literacy Program
 Lorrie Preheim, Teacher of the Year, Mary's Center for Maternal and Child Care Even Start Multicultural Family Literacy Program

WHEN: July 30, 2004
 10:00a.m.-12:00p.m.

WHERE: Mary's Center for Maternal and Child Care
 2333 Ontario Road NW

*******Note to television producers the following visuals will be available: parents receiving diplomas, children's face painting, storytelling, bubbles, bean bag and ring toss, parents and children together at graduation ceremony, Councilmember Jim Graham giving commencement address.***



**For More Information Contact
David Bender, Mary's Center 202-xxx-xxxx**

Washington, DC Literacy Teacher Receives Prestigious National Award

Washington, DC — Lorie Preheim, an Adult Education teacher at Mary's Center's Even Start Multicultural Family Literacy program in Washington, DC, was named the 2004 Toyota Family Literacy Teacher of the Year. Preheim is the first teacher in the District of Columbia to win the award. Preheim was recognized by the National Center for Family Literacy (NCFL) and Toyota for her contributions to curriculum development, dedication to her students, and creative teaching methods.

“Dedicated teachers like Lorie Preheim continue a tradition of quality family literacy programs throughout the nation's Even Start community,” said Sharon Darling, NCFL president and founder. “The National Center for Family Literacy and Toyota are proud to have the opportunity to honor Lorie and the wonderful program at Mary's Center for Maternal and Child Care.”

Mary's Center's Even Start Family Literacy program has been a successful program for 13 years. Since the inception of the Even Start program at Mary's Center, 3,350 families have successfully completed the program. Currently, the program serves more than 200 families per year and 100 are on a waiting list.

According to Christie McKay, Mary's Center Even Start Program Director, “After completing our Even Start program, students get better jobs, earn their GEDs, and have the ability to help their children with their homework. In 2003 alone, 76% of our students reached their goal of getting a better job.”

Even Start is much more than a program where adults learn to read—Even Start serves the entire family. Families that take part in Even Start participate in five core programs:

- **English as a Second Language:** Parents receive instruction to achieve the fluency necessary for meeting personal/family, education, and career goals. Mary's Center offers five levels of instruction from Basic I to Advanced. In addition, all Mary's Center Even Start adult education instructors have or are working towards master's degrees.
- **Computer Classes:** Bilingual computer classes give parents the skills they need to get better jobs.
- **Early Childhood Education:** All children ages 0-5, whose parents are Even Start participants, are provided with a learning environment and experiences that develop academic skills such as pre-reading and encourage creative thinking—research has

shown that these preparations are key for school success. Children's early childhood education classes take place while parents are attending their own classes.

- **Parenting Education:** Parents learn a range of skills such as: positive discipline techniques, orientation to D.C. public schools, nutrition, and how to obtain health insurance.
- **Parent and Child Together Time (PACT):** PACT gives parents and children an opportunity to learn together and parents are encouraged to become full partners in their child's educational process.

"I've always been impressed at how Even Start strengthens families," says Preheim. "I proudly watch as my students become literate, gain confidence in themselves and become better parents as a result of being in the program."

"Nationally, Even Start serves the poorest of the poor," says McKay. "Forty one percent of Even Start families make only \$6,000 a year. They benefit substantially from this program and need teachers like Lorie to give them a chance to succeed as parents and citizens."

The Toyota Family Literacy Teacher of the Year award is given annually by Toyota and NCFL. The National Center for Family Literacy has pioneered a program that combines children's education, adult literacy education, parent education and structured interaction between parents and their children. NCFL works to ensure that all families at the lowest ends of both the literacy and economic scales will have opportunities to improve their education and social well-being through quality, family literacy services. For more information, please visit www.famlit.org or call the Family Literacy InfoLine: 1-877-FAMLIT-1.

Nationally, Even Start is a bipartisan program, started in 1988 to help break the cycle of poverty and illiteracy by improving the educational opportunities of the nation's low-income families by integrating early childhood education, adult literacy or adult basic education, and parenting education into a unified family literacy program. Today there are approximately 800 Even Start programs across the country serving approximately 50,000 families. There are five Even Start programs in Washington, DC. More information can be found at www.evenstart.org.

Mary's Center for Maternal and Child Care was founded in 1987 with a mission to build better futures through health care, education and social services that embrace a culturally diverse community. Based in the Adams Morgan neighborhood of DC, Mary's Center serves more than 6,000 clients each year through its citywide direct and outreach services. More information can be found at www.maryscenter.org.

###