
2018 NCHA WEEKLY LEGISLATIVE SESSION ACTION PLAN

focusing on “Care Teams” as Advocates

#HealthCareMatters

Key messages: reflect impact on the patient, not just the provider

Tools: “Ask Me Why Healthcare Matters” buttons, talking points, issue briefs, leave-behinds for legislators

May 7-11 Hospital Week (NCGA not in session) #hospitalweek

Priority Issues: all

Key messages: looking forward to visiting you in Raleigh during this session, introduce your health system to new candidates, care team members prepared to care every day

Actions: Schedule opportunities for your health system advocates to meet with their elected officials in the district this week (before legislators come to Raleigh next week), consider opportunities to deliver HOSPAC checks, introduce yourself/health system to new candidates (following primary) as a resource

Tools: HOSPAC checks, if applicable

- **May** – Mental Health Awareness Month - #IntoMentalHealth (NAMI)
- **May 7-11** - National Nurses Week (consider bringing nurses for the advocacy efforts above)
- **May 8** – Primary Election Day

May 14-18 Health of the Body #qualitycare

Priority Issues: all

Key messages: focusing on physical health of the body, screenings offered, virtual care/telehealth, mind & body (parity), health eating/habits, unique support from health system to support healthy habits, social determinants

Actions: offer health screens

Tools: issue briefs & talking points from NCHA

May 21-25 Health of our Communities & Most Vulnerable #careforall #acesstocare #communitycaring

Priority issues: telehealth expansion, safety net preservation, CON preservation, tax treatment, increasing access to health insurance coverage, behavioral health reform

Key messages: care for all regardless of ability to pay, charity care (related to mission), bad debt, ensuring/preserving access to care through: Carolina Cares (coverage), infrastructure (broadband, telehealth support, GME), CON preservation, how health systems give back to their communities, population health, social determinants, services provided by the health system (because of mission) but that are not reimbursed (not financially sound for health system), access to entitlements like SNAP to reduce emergency room visits and contribute to Medicaid savings (allow more aging in place)

Actions: work with health system PR team to share stories via social media

Tools: health system community benefit Report (vs. tax refund amount), statewide community benefit report from NCHA, hospital to create/bring 1-pager describing specific program/investment in their legislator’s district (include details, picture, # ppl impacted, etc.)

- **May 23** – Care4Carolina coalition hosting a Prayer Breakfast @ NC History Museum

May 28-June 1 Health of Rural Communities #acesstocare #economicanchor #ruralcounts

Priority issues: telehealth expansion, safety net preservation, CON preservation, increasing access to health insurance coverage, GME

Key messages: ensuring access to care for NC’s rural counties, ensuring/preserving access to care through: Carolina Cares (affordable coverage), infrastructure (broadband, telehealth support, GME), CON preservation, telehealth, virtual care, similarities to urban challenges

Actions: engage local elected officials (county commissioners, town managers, others), NCHA to coordinate telehealth demonstration @ NCGA

Tools: NCHA to provide clarity regarding urban/rural, issue briefs & talking points from NCHA, community benefit reports (health system & statewide)

- **May 29** – NC Rural Center Advocacy Day, joined by NC Rural Health Leadership Alliance, NC League of Municipalities Town & State Dinner
 - **May 29** – Safety Net Providers Day - NC Community Health Center Assoc & NC Assoc of Local Health Directors
 - **May 30** – NC Assoc. of County Commissioners County Assembly Day, March of Dimes Advocacy Day
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June 4-8 Health of the Mind [#mentalhealthawareness](#) [#rightcarerightplace](#)

Priority issues: behavioral health reform, telehealth expansion

Key messages: behavioral health, parity, IVC, virtual care, telehealth (used for ITP), impact of prisoners w/behavioral health issues on health system/staff/EMS/sheriff transports, etc, mobile crisis, community paramedicine

Actions: NCHA to coordinate joint meeting w/ public safety, Sheriff's Assoc and others (health systems bring local law enforcement, county leaders), see daily activities below in red

Tools: issue briefs & talking points from NCHA

- **May** was Mental Health Awareness Month - #IntoMentalHealth (NAMI)
- **June 5-7 – NCHA Behavioral Health Advocacy Week**
 - Orientation & Issue Briefing daily @ 8:30-10 a.m. - Kairos Govt Affairs (209 Fayetteville St.)
 - Lunch vouchers offered daily, to be used at Legislative Building Cafeteria
 - Geo-fencing around NCGA for social media promotion
- **June 5** – NC Nurses Association, American Heart Association, Oral Health Collaborative Advocacy Days

June 11-15 Health of Tomorrow [#healthiertomorrowNC](#) [#HighTechHealthcare](#)

Priority issues: GME education support, safety net payment preservation, telehealth expansion

Key messages: GME, residency slots, simulation labs, workforce pipelines, work w/ community colleges, economic development, growing workforce shortage

Actions: coordinate and bring residents/students, connect with care team members educated and serving in NC

Tools: health system investment in GME, NCHA economic impact report, issue briefs & talking points from NCHA

- **June 12** – American Cancer Society Advocacy Day

June 18-22 Health in an Emergency [#preparedtocare](#)

Priority issues: telehealth expansion, behavioral health reform, safety net payment preservation, increasing access to health insurance coverage

Key messages: prepared to care, disaster relief, emergency preparedness, Hurricane Matthew, safety net, partnerships with local EMS, local health directors and others

Actions:

Tools: issue briefs & talking points from NCHA

June 25-29 Health of the Economy [#economicanchors](#) [#careforall](#) [#accesstocare](#)

Priority Issues: non-profit tax treatment preservation, safety net payment preservation, increasing access to health insurance coverage, CON preservation, GME

Key messages: hospitals as economic engines in their communities, economic impact report, workforce, quality of life, health of the healthcare environment (services provided by the health system because it's the best thing for the community/patient, even though it's not reimbursed/financially sound for the health system – ex. EHR, telehealth, translation services, community paramedicine, other investments), low operating margins

Actions: engage local Chamber, business leaders, health system board members – share resolutions

Tools: NCHA economic impact study (local economic impact study, if available)

- **June 26** – NC Justice Center (Health Action NC)

July 2-6 Health of the Child [#careforall](#)

Priority issues: increasing access to health insurance coverage, non-profit tax treatment preservation, GME, behavioral health reform

Key messages: good health starts young, NC hospitals caring for littlest patients, PFAC, school nurses, social determinants vs. clinical care

Tools: issue briefs & talking points from NCHA

July 9-13 Health of our Seniors [#careforall](#)

Priority issues: CON preservation, safety net payment preservation, non-profit tax treatment preservation, GME

Key messages: PFAC, support for seniors & Medicaid situation, preserving access, telehealth/virtual care

Tools: issue briefs & talking points from NCHA

- AARP will have advocacy days @ NCGA every Tuesday.

July 16-20 Health of the Body

REPEAT – see above

*AARP will have advocacy days @ NCGA every Tuesday.

**NC Medical Society, in partnership with the NC Pediatric Society, will have advocacy days (“White Coat Wednesdays”) @ NCGA every Wednesday.


To coordinate your health system's participation in NCHA's 2018 advocacy calendar, please contact NCHA Member Advocacy Director, Emily Roland, at 919-677-4232 or eroland@ncha.org.

Who is a Care Team Member?


A physician, nurse, nurse practitioner, physical therapist, hospitalist, care manager, or other clinical leader involved in providing care for patients at North Carolina's hospitals and health systems.



Daily Social Media Schedule:

- Morning Tweet (prior to lunch) example:  "Meet Dr. Tayloe, a pediatrician from Goldsboro, NC, who is visiting #ncga today to talk about the importance of children's health in NC." #HealthCareMatters @nchospitals
- Afternoon Tweet (after lunch) example: "Meet Dr. Wells who is passionate about rural medicine in Hoke County, NC, here at #ncga to meet with @RepFox about preserving #CON" #HealthCareMatters @nchospitals
- Thanks & recognition example: "Thank you @RepDobson, for working alongside Dr. Smith and @AppalachianHealth to improve the health of seniors in Avery County" #HealthCareMatters @nchospitals

Amplifying the Message

- Share with legislators: Social Media: Twitter, Facebook, LinkedIn (tag legislator) 
- Share with community/member hospital: Social Media: Twitter, Facebook, LinkedIn (tag hospital) and link to stories on HealthierTomorrowNC.com
- Share with NCHA members: Weekly Newslines, NCHA website banner to feature each week's theme

Timeline for Success:

Today – Visit the Legislative Action Calendar and sign-up for your health system's week HERE:



<https://app.smartsheet.com/b/form/dea730ddcf2940949625a3129cc9bebc> Indicate which week/day(s) that your health system intends to bring advocates, including care team members, to the NC General Assembly in Raleigh. *Note: Each week will have a particular focused message, with the strongest focus being the week of June 4-8 Health of the Mind: Behavioral Health Advocacy Week.*

March 26-30 – Create a target list of who should attend on behalf of your health system.





Individuals attending Advocacy Day in previous years have indicated on post-event evaluations that they wish they had invited physicians (77%), trustees (66%), patients & families (55%), nurses (44%), Chamber leaders (44%), business partners (16%), and others.

April 2-13 – Call the office of your state lawmakers to speak with their legislative assistant and schedule your team's visits on the days you've designated. Remember, legislators will




not officially be returning to Raleigh until mid-May when session begins.


April 13 – May 16 – Prepare your advocates. NCHA will be releasing the following series of on-demand podcasts and webinars created specifically for care team advocates:


- **Interview with Rep. Gale Adcock, Family Nurse Practitioner**
 - Importance of Clinical Leaders Getting Involved in Advocacy
 - Effective Advocacy 
 - Advocacy in Raleigh and Back Home at Your Facility
- **Webinar Series for Care Team Advocates (15 minutes each, on demand):**
 - **Advocacy 101** 
 - **Storytelling for Advocacy**
 - **Global Perspective/Healthcare 101**

May 7-11 – Hospital Week – Follow-up with legislators and remind them of your upcoming visit.

Consider assigning other advocates from your team who will be joining you to contact legislators for this personal outreach. The message can be as simple as confirming the meeting date/time and letting them know that you're looking forward to speaking with them more. If you would like them to consider a specific issue/bill or have materials to share during your visit, you can also use this opportunity to send those in advance to help the legislator prepare for your visit. 

May 11 @ 12 – 1 p.m. – Participate in "Legislative Issue Briefing" webinar hosted

by NCHA where Cody Hand, Senior VP of Government Relations, will be explaining and answering your questions about each priority issue for the session. Issue papers, including position statements, talking points, and collateral resources, will be available from NCHA per issue. More details about how to register will be available shortly. 

May 14 – Spread the word – Ask hospital leadership to announce the start of the new legislative short session, beginning this week, and share the date that your health system advocates will be visiting Raleigh. This can be shared in an all staff memo, newsletter, and/or community posting. 

Following Your Visit – Follow-up with legislators, send thank-yous, remind them of key "asks" and stories that were shared. Consider assigning each advocate from your group to write one legislator. **Remember, this is just the beginning of an ongoing, authentic relationship!** Your lawmakers need you and your health system's advocates to stay involved and connected as their healthcare resource within their district. 