

CHW Advocacy

Legislative. Organizational. Professional. Personal.



By: Chris Paredes

About me

- Personal
 - Latino Male, Child of Immigrants
 - Bilingual
 - Born in Seattle
- Professional
 - Worked at Sea Mar Community Health Centers, Multi Care
 - Worked in Healthcare in King, Snohomish, Pierce, Thurston and Grays Harbor Counties
 - Member of the WA CHW Association
 - Member of the WA State Health Advocates Association



Advocate

- Word is derived from:
 - Advocatus: One called to aid (Latin)
 - Advocare: One summoned to support (Medieval Latin)
- Current definition:
 - One who supports or champions a cause.



What kinds of advocacy are there?

- Self advocacy: When you advocate for yourself.
- Advocacy for others: When you are advocating for others.



Self Advocacy: Disability Community

SELF-ADVOCACY
IS THE ABILITY TO ARTICULATE
ONE'S **NEEDS** & **MAKE**
INFORMED DECISIONS
ABOUT THE **SUPPORT**
NECESSARY TO MEET
THOSE NEEDS.

KNOWLEDGE OF RIGHTS LEADERSHIP SKILLS KNOWLEDGE OF SELF COMMUNICATION SKILLS

The infographic features a teal silhouette of a person standing with one arm raised, pointing towards the word 'SUPPORT'. The background is a dark teal color with white text and icons.

- <https://www.nationaldeafcenter.org/resource/self-advocacy-basics>



Types of Advocates

(in Healthcare settings)

- Trained / Credentialed / Credentialed Advocate
- Healthcare worker advocating in professional role
- Healthcare worker advocating in personal role
- Everyone else



Why Advocacy?

- Every advocate has a cause they champion
- These causes are related to a barrier or unequal outcomes
- The advocate takes action to fix the problem or make amends if something bad already happened
 - Action can take many forms: Emails, Calls, Meetings, creating a petition etc.



Types of causes?

- Access
- Equity: Outcome
- Equity: Resources
- Public Health
- Perception



Solutions

- Political
 - Laws – Americans with Disabilities Act
 - Enforcement Agencies - EPA
- Medical
 - Treatments – Informed Consent
 - Procedures - Alternatives
- Financial
 - Cost Limitations – Estimate of Charges
 - Compensatory Damages - Lawsuits



The overlap between health care workers

- Social Work
- Community Health Workers
- Health Advocates
- Interpreters



Health / Patient Advocates



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WHO IS A HEALTH ADVOCATE

A Health Advocate is an individual who provides direct and personalized services to a patient and/or their family as they navigate the healthcare system. Health advocates also engage in activities that promote health and access to health care in communities and the larger public.

WHAT DOES A HEALTH ADVOCATE DO?

A Health Advocate's role is to assist, educate and support patients and their families so they are able to make appropriate healthcare decisions for their specific situation. Health Advocates assist patients in medical, eldercare, insurance, legal and administrative areas regarding their long-term or acute care needs. Click here to see [Health Advocate services in detail](#).

<http://www.washaa.org>



Who do Healthcare Advocates Represent?

- Facility based
 - Clinic employee
 - Hospital employee
- Self employed
 - Paid directly by patient / family
 - Paid by Insurance



Health Advocate Areas of Advocacy

- Navigation / Treatment Options
- Billing
- Denial of Coverage / Disability Claim
- Malpractice
- Patient Privacy Rights
- Patient Support and Education
- Specific Health Conditions (Asthma, Behavioral Health, Cancer, etc.)



Service and Advocacy

Direct, Indirect, Advocacy and Research

- Direct Service is service that directly affects the persons, animals or parks we want to impact. This may include volunteering or cleaning up a park.
- Indirect Service might take the form of fundraising or collections. It is the type of service in which you are not in the presence of the person or thing you are impacting.
- **Advocacy** is when you speak up for or against an issue or solution. When we use our voices, we are being advocates. To learn more about Advocacy and Action, [watch and play this 3-minute video](#) with your students.
- Research involves finding out new information that informs or demands action. For example, it could be scientific data collection or a survey.

- <https://www.learningtogive.org/resources/four-types-service>



Types of Engagement

DIRECT ENGAGEMENT engages students in person-to-person contact with those in need.

Examples:

- Cook/serve/deliver food for the homebound or homeless
- Staff a health clinic
- Teach English as a second language
- Tutor, mentor, or coach youth
- Visit elders in a long term care facility
- Volunteer in a shelter for the homeless

INDIRECT ENGAGEMENT meets a clear need but has benefits to the larger community.

Examples:

- Plan drug, violence, or disease prevention programs
- Volunteer for disaster services
- Assist with an environmental project
- Participate in urban renewal projects such as mural or house painting
- Build low-income housing
- Fundraise with direct interaction with a nonprofit beneficiary
- Create brochures, flyers, posters, or annual reports for a nonprofit organization

RESEARCH ENGAGEMENT involves students collecting information for public welfare or interest. The research must be done with a direct connection to a community-based organization.

Examples:

- Work in a laboratory that meets a community need
- Conduct energy audits in public buildings
- Test water to assist with restoration efforts
- Conduct research to protect endangered species
- Conduct research for a community organization

ADVOCACY ENGAGEMENT allows students to lend their voices, writing ability, and other talents toward an issue in the public interest.

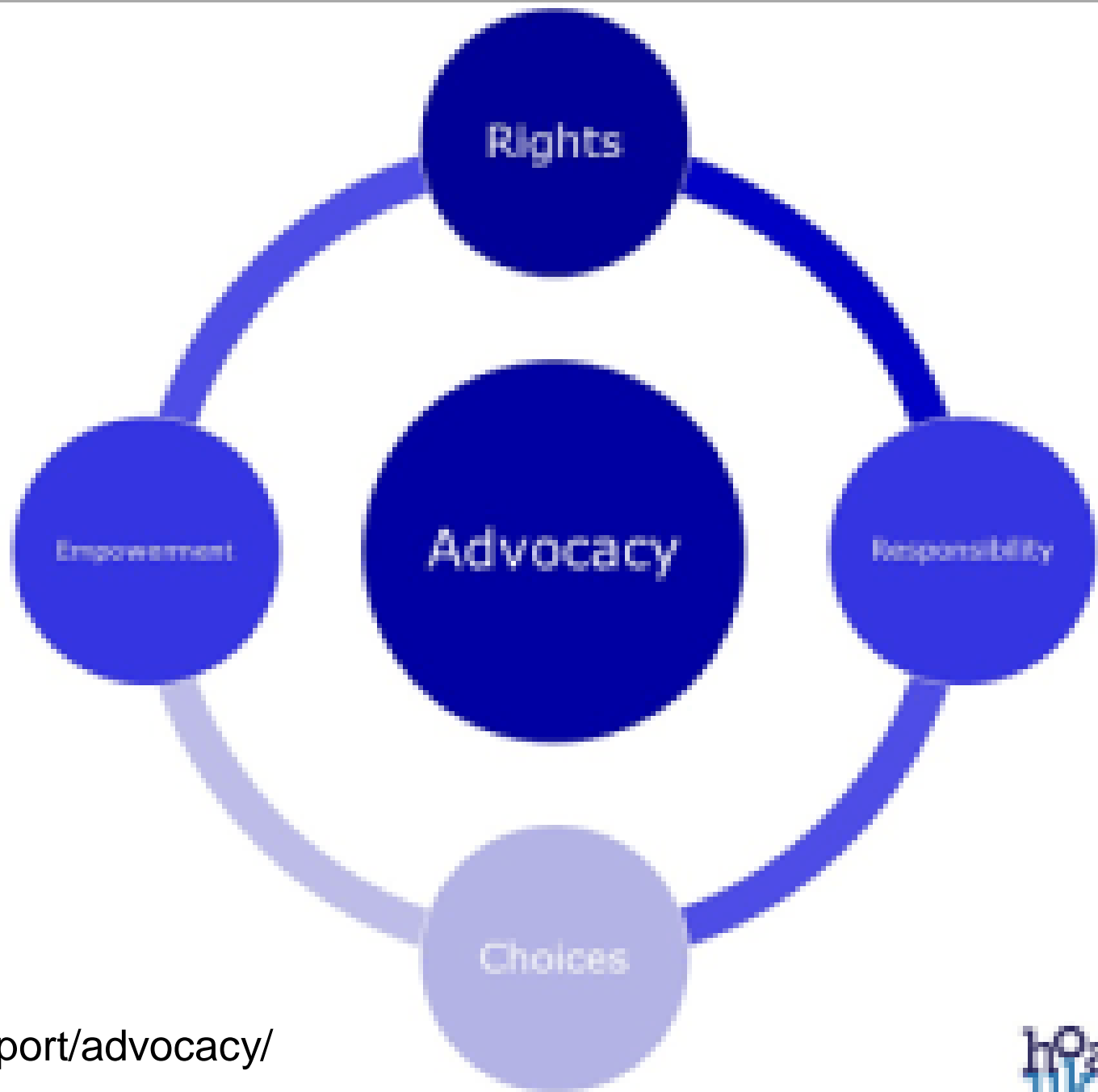
Examples:

- Conduct information campaigns
- Draft legislation that helps or protects the community
- Lobby on behalf of a community issue
- Conduct nonpartisan voter registration drives
- Organize a nonpartisan letter writing campaign for a social issue

- http://www.servicelearning.umn.edu/cesp/programdetails/engagement_types.html

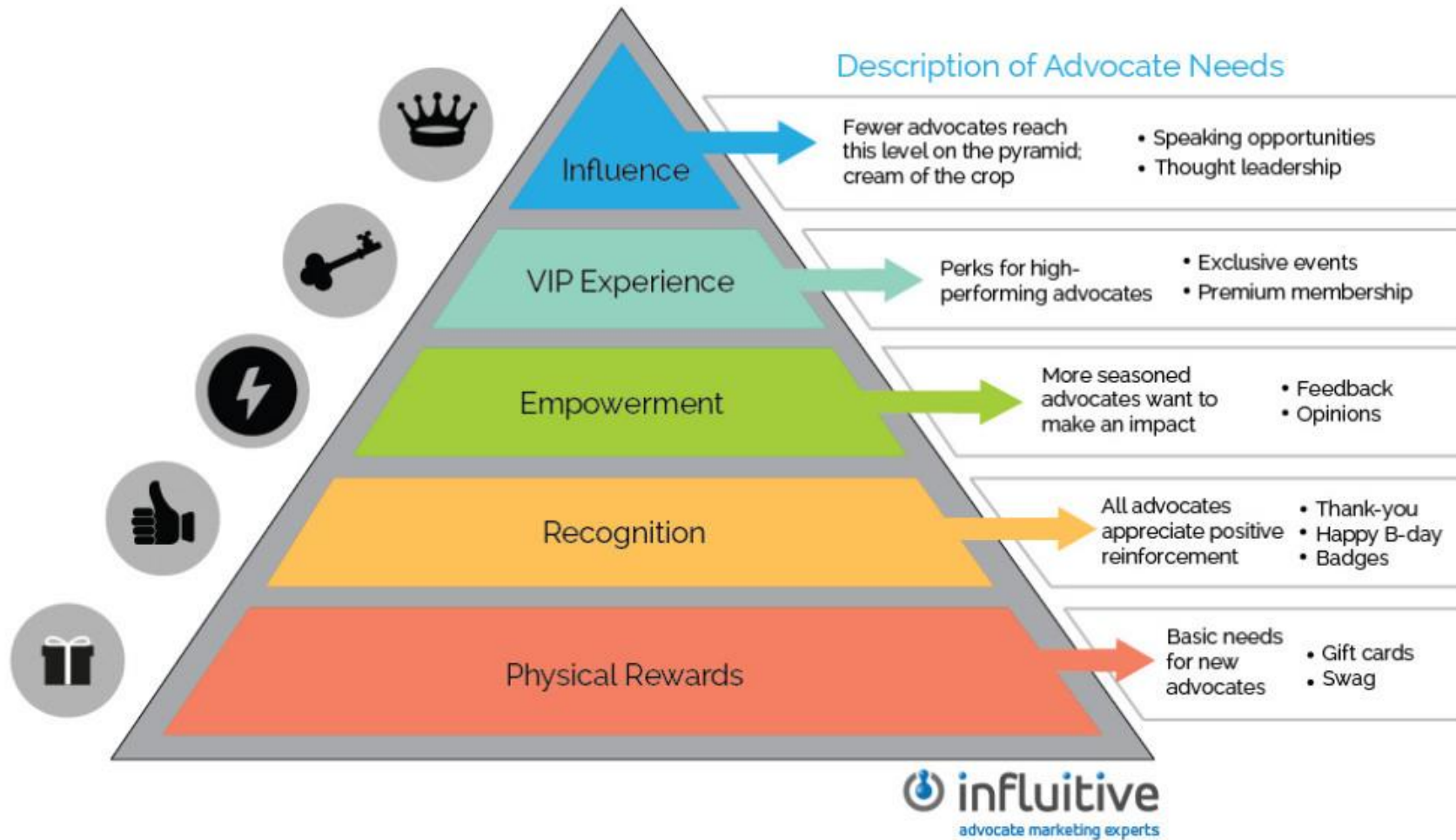


Goals



- <https://hoardinguk.org/support/advocacy/>

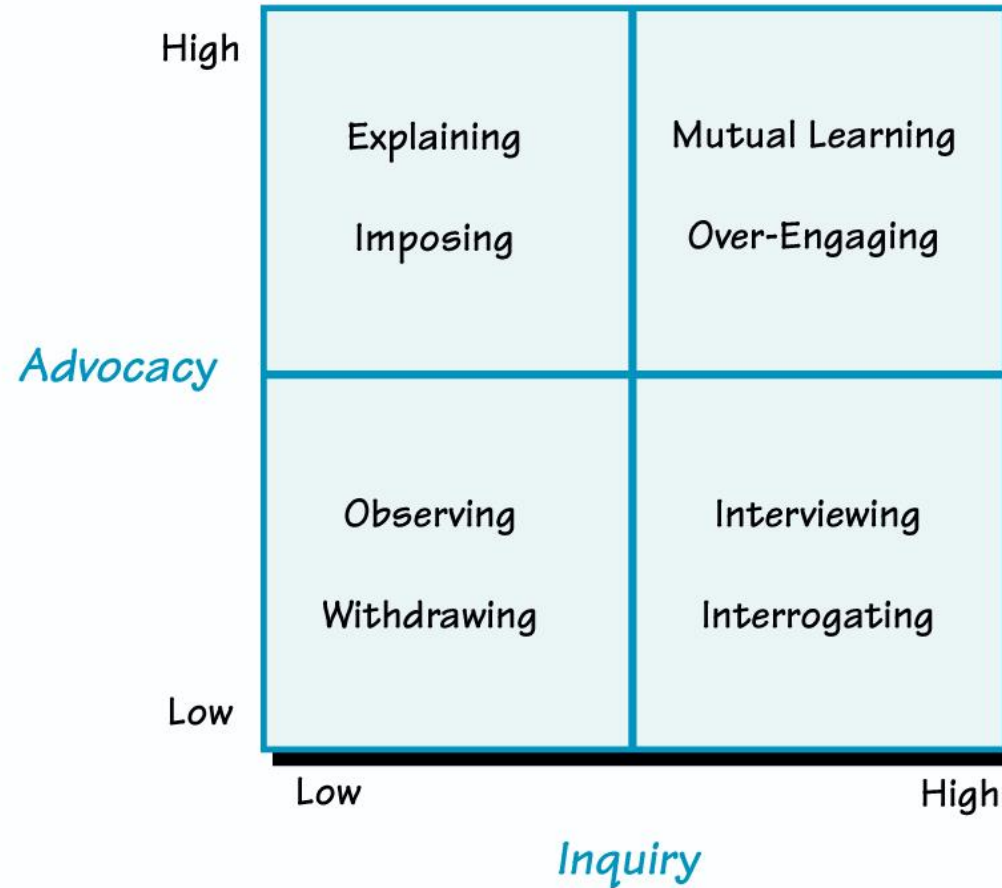
The Hierarchy of Advocate Needs



- <https://influitive.com/blog/infographic-hierarchy-needs-advocate-development/>



Ways of Advocating: Good and Bad



- <https://thesystemsthinker.com/productive-conversations-using-advocacy-and-inquiry-effectively/>



Levels of Advocacy

- Interpersonal
- Department
- Organization / Agency
- City / County
- State
- Federal



Interpersonal

- Advocating for your patient to get into a program that is full
 - Access

- Advocating for a second opinion
 - Alternative Options



Department

- Advocating for different service hours
 - Access



Organization / Agency

- Advocating for multilingual staff
 - Access



City / County

- Advocating for funding to support local Health promoter, Health Navigator, etc. Networks



State

- Advocating to keep funding or expand programs
 - “Friends Family and Neighbor Care”
- Advocating for support for programs like the Community Health Worker Conference
- Advocate to keep the pathway to CHW jobs accessible



Federal

- Advocating for systemic change
 - Community Health Care funding bill
- Advocating for programs that don't exist yet
 - “Medicare for All”



Advocacy vs Lobbying

- Advocacy is about education and general issues
- Lobbying is about specific legislation or candidates
- Non profits can lobby, but have limits on how much they can lobby
 - Less than 20% of budget on legislation
 - Never for candidates



Advocacy Planning

- Sometimes in spur of moment
- Other times strategic



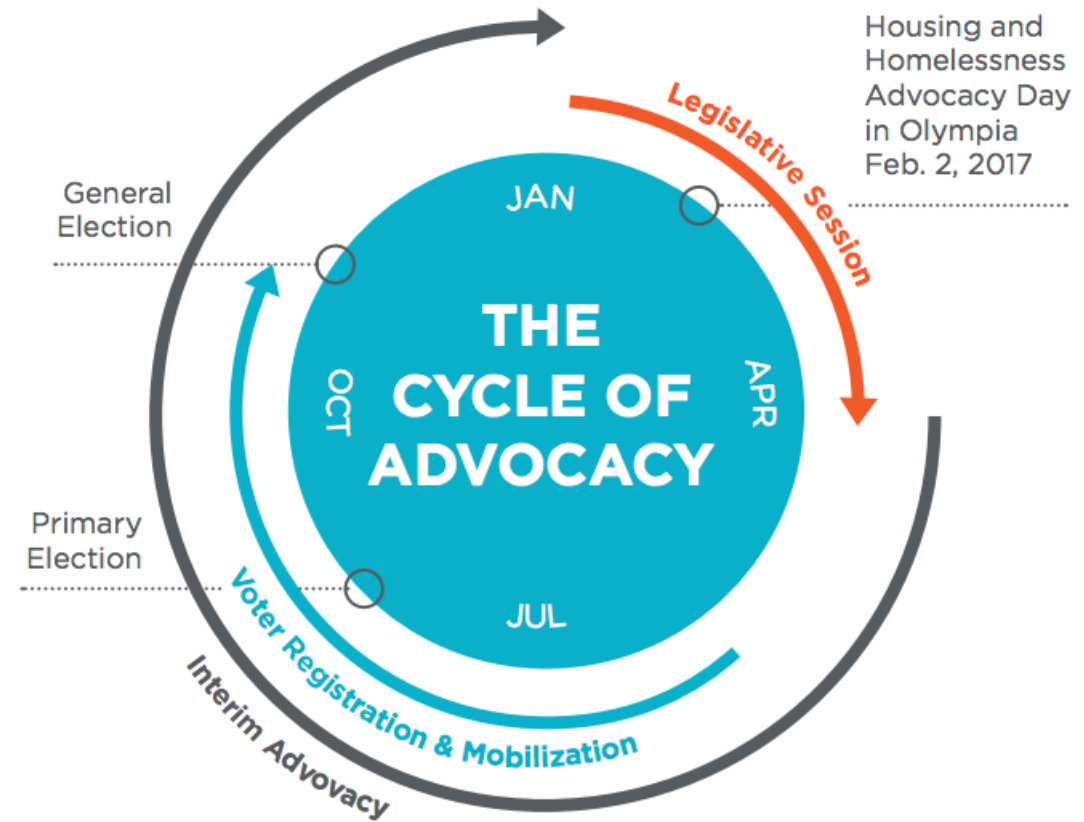
Sample strategy plan

1. Assemble the planning Team
2. Define the vision / goals
3. Develop an agenda, including criteria and issues
4. Target areas of influence
5. Choose strategies and tactics
6. Design the structure you'll need
7. Create and present your plan

- Professor Benenson



Cycle of Political Advocacy



- <https://residentactionproject.org/the-cycle-of-advocacy/>



Help others advocate

- But don't violate HIPPA!



Parts of Legislative Advocacy

- Stories
- Data
- Personal Connection
- Take away / Action Item
- Other things to consider
 - Privacy
 - Permission to share



Advocacy Days

Public Health

Washington State
Public Health Association

Legislative Education Day

March 6th, 2019



Types of Advocacy Areas



SAFETY

We advocate for people to live a life that is free of stigma and discrimination, and for better relations between police officers and the mental health community.



EQUITY

We advocate for mental health service users to have access to good-paying jobs; education; quality, affordable housing; health care; and all the human rights we deserve as citizens.



POLICY

We advocate for legislation and policies that will have an increasingly positive impact on the lives of people with mental health concerns.



FUNDING

We advocate for public and private support that can help build quality, affordable housing; provide access to crisis supports; and promote the health and well-being of people with mental health concerns.

- <https://www.communityaccess.org/our-work/advocacy>



Advocacy Campaigns

- Advocacy can also entail fundraising and education



The **Raíz** program is Planned Parenthood's national effort to work with the Latino community on fights for reproductive health, sex education, and access to care. The Raíz program began in 2014. Organizers have worked on voter registration, Medicaid expansion, immigration reform, and passed a comprehensive sex education reform.




"One lady who I helped enroll had run into health problems but never had access to health care in her life.

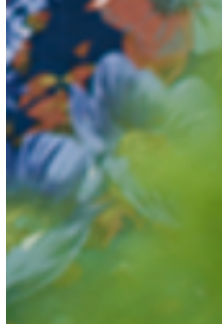
At first she was skeptical about the law, but now she gets all the care that she needs at little out-of-pocket cost."

Raíz organizers build deep relationships between Planned Parenthood and the local Latino community by engaging Latino supporters and activists in campaigns that are of strategic importance to the local community, and that have an impact on the intersections of health and access to care.

We currently have **Raíz** organizers in Las Vegas, Phoenix, Tucson, San Antonio, Dallas, and Houston.

[Sign up for Planned Parenthood email alerts.](#)  If you are in a Raíz city, an organizer will also follow up with you about how you can be part of Raíz.





Vision

Sea Mar Community Health Centers is an innovative, national leader in health and social services by delivering high quality, integrated care for underserved communities. Sea Mar endorses and promotes The Triple Aim of taking care of the health needs of the patient, improving the health of the population and at the lowest possible cost. Sea Mar will accomplish The Triple Aim by becoming an Accountable Care Organization (ACO) or partnering with other ACOs throughout its service area. Sea Mar will continue to look beyond healthcare to the social determinants of health and will focus on the contributing factors that allow members of the community to lead healthy, fulfilling lives. Sea Mar will accomplish this by expanding services to respond to community need, including specialty services, housing, education and other services. Sea Mar places top priority on advocacy, and will continue to be a strong voice for the communities it serves, working at the local and national levels to demand social justice for all.



Sea Mar Community Health Centers
Administrative Offices
1040 S. Henderson St.
Seattle, WA 98108

FOLLOW US:



Latina Initiative



Poder y Vida

Breast cancer is the leading cause of cancer death among Latinas. In Oregon, Latinas have a higher percentage of late stage breast cancer diagnosis than average, while breast cancer screening rates for Latinas nationally have been lower than average. These disparities, coupled with the rapid growth of the Latino population in our region, have made Latinas a high priority for Komen.

[View our Spanish Breast Health Messages](#)

Multimedia courtesy of KUNP Univision-MUNDOFox

Komen's Fotnovela:

[Nos Queda Mucha Vida Que Disfrutar La Prevencion Es Clave](#)

Thank you to our major partners



Jackson Foundation

Juan Young Trust

Meyer Memorial Trust

Oregon Community Foundation

Project Access NOW

Reser Family Foundation

Spirit Mountain Community Fund

The Collins Foundation

The Standard Charitable Foundation

Walgreens Foundation

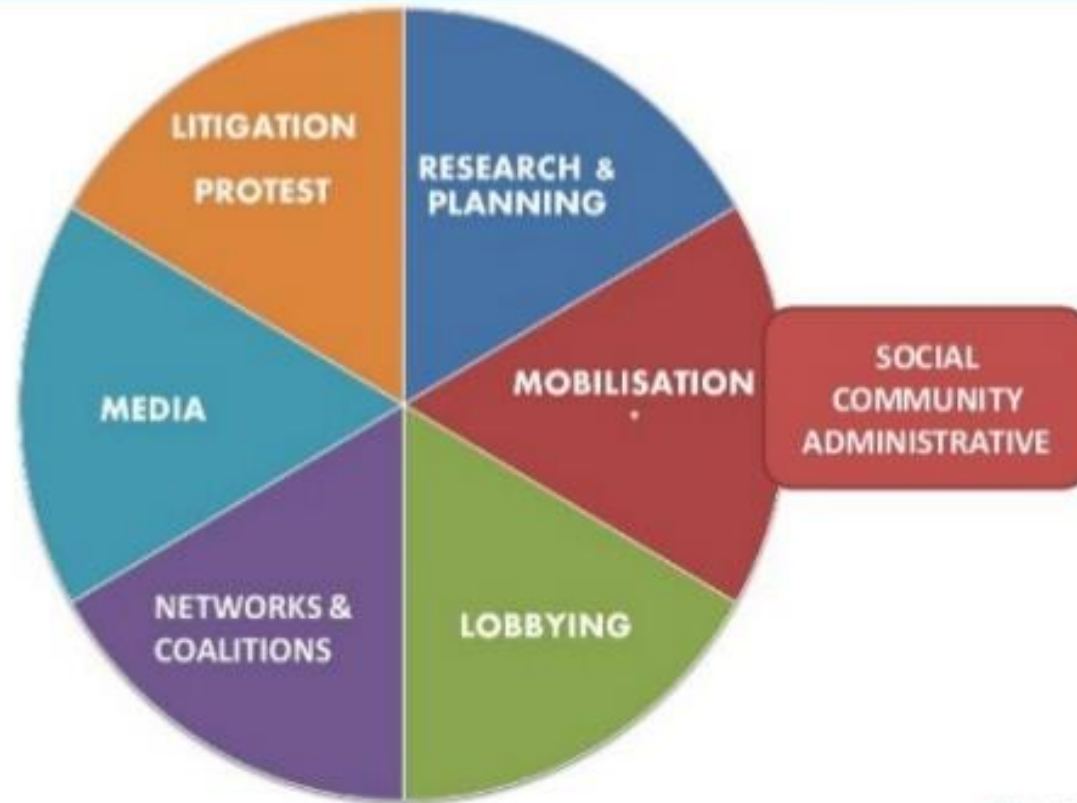
Wells Fargo Foundation

Wessinger Foundation

Wheeler Foundation



ADVOCACY TOOLBOX



nicolc@spc.int



- <https://www.slideshare.net/SaeedEsmailian/lobby-amp-advocacy>



Local Health Advocacy Organization

- Washington State Health Advocates Association
 - Seattle
 - Spokane

<http://www.washaa.org/>



WA State Community Health Workers Association

- Has an advocacy committee
- Has a table at the conference



Thank you! Gracias!



Questions?

