Media & Advocacy Communications
POLL

Are you responsible for media relations at your Health Center?
Earned Media

Owned Media

Paid Media
Strategic use of mass media to advance a policy or legislation.
“If you don’t exist in the media, for all practical purposes, you don’t exist.”

Daniel Schorr
National Public Radio

Influence decision makers
Low cost

Credibility

Reach your target audience

Recruit new advocates and get them to take action
Know who is "officially" responsible for media relations.
#2

Follow the organization’s media policy

RULES
1. you can....
2. you can’t....
3. you can....
4. you can’t....
Do you or someone you know have a relationship with a reporter/journalist?
Share news that the media relations point person can turn into a story to pitch
Community Health Centers Seek Public Support to Block Federal Cuts

COLUMBUS, Ohio - Shelley Greene is one of several thousand patients who are seeking basic medical care at Lower Lights Christian Health Center. She receives treatment for a thyroid condition and back pain.

“I never went to the doctor before because they’re just really expensive. I didn’t have insurance or anything, but I was able to come here,” said Greene.

Fifty-one percent of the patients seen at the health center share similar stories. But their care is in jeopardy should Congress let across-the-board funding cuts go into effect on March 1.

Ohio receives $57 million in community health care spending from the federal government. Health center advocates around the state say they are facing a 9-percent reduction in funding if the so-called sequester is not stopped or delayed.

“The four health centers in Franklin County get $5 million of that $57 million. They would take a $500,000 cut as a result of that. I don’t think we would see any wholesale closing of clinics, but people are going to have to shorten their hours,” said Randy Runyon, CEO of Ohio Assoc. of Community Health Centers.

Lower Lights is in the process of expanding, opening a newer, bigger clinic just a block from their current location. A 10 percent cut in the budget would make it difficult to fill the halls.

“I’ve seen new patients since I’ve been here who will say, ‘I haven’t had enough money to go to the doctor. I haven’t had my diabetes checked in five years. I haven’t had my insulin in five years. I haven’t had my blood pressure mess in five years,’” explains Dr. Constance Moshier, a physician at Lower Lights.

Some patients said they will be forced to seek treatment in emergency rooms if Congress doesn’t act.

“I would be really scared if I didn’t have a regular doctor, because it may cause me to have other health problems,” said Greene.

Health center advocates are asking doctors, nurses, case workers and patients to call their U.S. representatives and senators and request they stop or delay the sequester.
#5

Track media coverage

Michigan Health Centers in the News

Old Favorite Makes Grand Return: H2O
Detroit Community Health Connection Column, April 11, 2013

Hamilton Community Health Network Presents at Flint: Better Health Together Meeting
MLive.com, April 4, 2013

Oakland Integrated Healthcare Network Celebrates One-Year Anniversary
MPCA Blog, April 3, 2013

Social Charity Club Of Grand Rapids Raising Money For Cherry Street Health Services At The B.O.B. On April 11
The River, April 2, 2013

Oakland Health Network Expands to Five Primary Care Sites
Crain's Detroit Business, April 2, 2013

More Jackson County Students Will Have Access to Dental Care Next Year From Center For Family Health Mobile Dental Unit

Federally-funded Health Centers care for you, even if you have no health insurance. You pay what you can afford, based on your income. Health Centers provide:

- Checkups when you’re well
- Treatment when you’re sick
- Complete care when you’re pregnant
- Immunizations and checkups for your children
Take your camera with you everywhere
Recruit patients, board members, staff to write and submit opinion pieces.

# 7

Medicaid expansion 'smart'
By Leader Staff

Published 2:30pm Friday, March 22, 2013

The Michigan Legislature has a rare opportunity to pass legislation that will save the state budget more than $1 billion over a decade while expanding health insurance to nearly 450,000 low-income adults who are uninsured today. Most of the Michigan adults who will be covered under the "Medicaid expansion" are employed, but their low-paying jobs don't come with insurance. They earn too much to qualify for Medicaid under current rules, but they can't afford private insurance. Expanding Medicaid coverage to 450,000 Michigan adults who are uninsured today is smart because it will save money and save lives.

- It will reduce cost shifting that happens when uninsured citizens use emergency rooms instead of doctors' offices for basic care.
- It will allow the state to reduce state tax dollars that fund low-income health care, saving the state budget about $1 billion over a decade.
- It will improve the health of hundreds of thousands of residents, making it easier for them to find jobs, or get better jobs.
- It is supported by Gov. Rick Snyder, hospitals, doctors and key business organizations.

Or you may call our Michigan Senator and House Representatives to voice your support.


Ask them to support Gov. Snyder’s plan to expand Medicaid coverage.

Most of us have a family member, a friend, a neighbor or an acquaintance who needs a hand up, not a hand out. Give them your hand. Let’s give them our hands collectively.

Make your opinions heard.
Write a letter.
Make the phone calls.
Be the voice for someone you care about.

Mary Geegan Middleton
Executive Director
Cassopolis Family Clinic
Help identify effective spokespeople

http://www.saveourchcs.org/stories.cfm

Some metro Detroiters look to health reform to get care they need

Health care will continue to expand to thousands more Michiganders through 2014, when some of the most sweeping provisions of the Affordable Care Act take place. But those with pre-existing conditions, and covered his surgery in January.

The importance of health care reform in his life can't be overstated. Gray said: “This is the difference between life and death.”

Gu-Wonder Whitfield, 56, Detroit, unemployed nurse’s aid

The Supreme Court’s decision to uphold the Affordable Care Act is “good news” and “just wonderful” to Gu-Wonder Whitfield, who saw a doctor earlier this week for the
#9

Share your story

http://www.saveourchcs.org/tell-us-your-story.cfm
Help media point person practice for a media interview
Engage online
#12 Remember the media when you host events
Publicly say thank you
### Do’s

- Have a plan
- Craft messages and talking points and use them consistently
- Give true and verifiable facts
- Make it relevant, timely, and local
- If you can’t answer, say so and get back to them
- Offer yourself as a resource – reporters can’t know everything about everything

### Don’t’s

- Wing it
- Answer a question you don’t want to answer – it’s not a court of law
- Speculate
- Miss out on opportunity to communicate – story will go on without you
- Answer “no comment”
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