



Presented by:

Advocating for Social Determinant Interventions in Uncertain Times

Collective social determinant advocacy for today, tomorrow, and every day

Rachelle Reyes Wenger, MPA

Chair, TRCC Advocacy Committee
Director of Public Policy & Community
Advocacy, Dignity Health

Jason A. Gromley, Esq.

Vice President of Operations, TRCC

Founding Partners



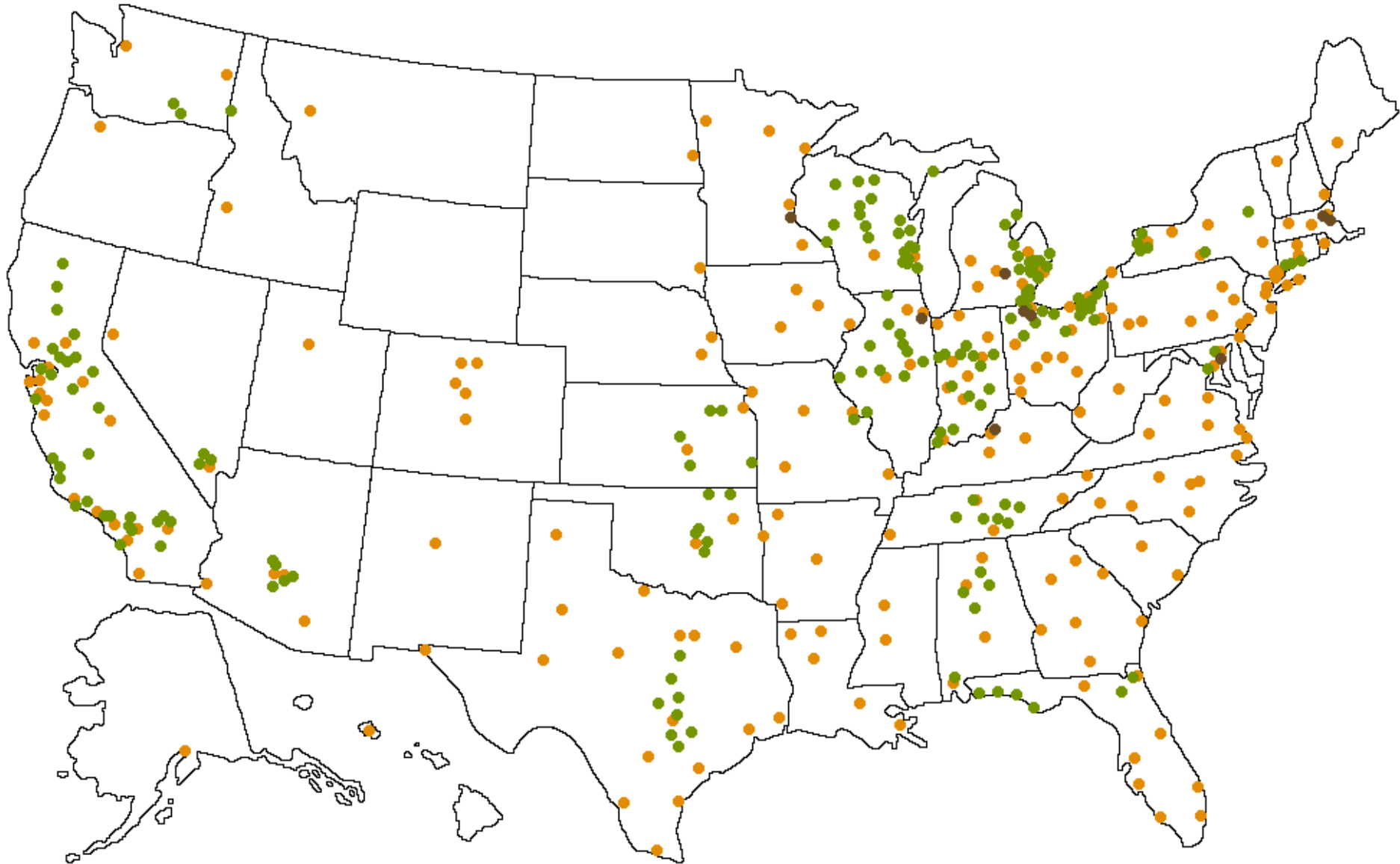
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Bringing Our Communities Together



Advocacy Webinar Agenda:

- **How** does the current environment alter priorities and possibilities?
- **How** do we make a difference together?
 - Motivations, coalitions, and pressure points
 - What issues do we target?
- **How** do you get started?



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How does the election change things?

- The 2016 election calls into question where healthcare transformation goes from here
- While some of the players and priorities have shifted, the fundamental need to address the social determinants of health remains
- Working together is more critical than ever before to build on promise, planning, and progress



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How does this impact our priorities?

- The priority of those in the social determinant space has always been, and will always be, service to our community
- While the changes in federal, state, and local policies may impact the way we achieve our mission, they don't change our mission



How does CRA work?

- The Congressional Review Act (CRA) is a 1996 law that allows Congress to, by a simple majority in both chambers and signature of President Trump, rescind many of President Obama's Regulations.
- CRA not only repeals the rule, but it bans an Agency from issuing a “substantially similar” rule in the future.



How will ACA repeal work?

- For all of us in the social determinant space – especially on the healthcare side – ACA repeal is the highest priority
- **What we know:**
 - The House and Senate have passed language to repeal many parts of the ACA
 - President Trump has instructed his Administration to begin dismantling all parts of the ACA that they can while Congress debates
 - Congressional leadership promises a smooth transition from repeal to their replacement of the ACA



How will ACA repeal affect our work?

- **Short-term:** danger of repeal taking-up all of the attention
 - Bringing our collective voices together to ensure that those we serve remain at the center
- **Mid-term:** champion effective implementation
- **Long-term:** we continue to move to a risk-based healthcare system. ACA-repeal and replace won't change that direction



How can it result in positive change?

- The politics around the ACA was one of the largest challenges in changing healthcare policy to better address the social determinants
- Advocacy silos – healthcare talking about their priorities, hunger-relief organizations talking about their priorities, housing advocates talking about theirs, etc.
- By working across sectors, sharing common priorities, and being smart advocates – we can influence what comes next



How do we do GOOD advocacy?

- We all have vital interests at stake, but how do we make the most of our resources, time, and maximize our efforts?
- Advocacy takes many forms:
 - Direct lobbying, letters, phone calls, submitting testimony, legal proceedings, commenting on regulations, educating elected officials, media (traditional and social)



How does cooperation advance us all?

- At our core, we are all here to improve the health and wellbeing of our communities
- All of our issues are intertwined with each other – health, education, housing, transportation, economic opportunity, nutrition, and the environment/climate
- But, we have to speak the same language and understand our collective motivations



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How do we know what motivates?

- We all know that our organizational missions are to help our communities, but what motivates us to pursue that mission is different for every organization and often for individuals in the same organization
 - Motivations are often tied to the business or financial side of the organization's work
- Understanding those motivating factors is key to understanding how we can form lasting partnerships for meaningful change



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How do we identify our own/others?

- “Get rid of the fuzzy, feel good stuff...”
- A few examples:
 - A hospital’s driving force may be pressure from the IRS or state tax authorities.
 - A foodbank may be concerned about obtaining enough resources to meet demand
 - A community nonprofit may be interested in pursuing future grant opportunities
 - A trade group may be interested in opening up new markets for their members



How do we speak as one?

- This is the key to effective advocacy – at the local, state, and federal level.
- We need to redefine how we talk about our issues:

Okay – 1 org speaks to a elected official (EO) about the need to fund Program X because it “helps people back home.”

Good – 2 orgs in same sector speak to EO about Program X because it “improves the health of people” back home.

Great – 3 orgs from different sectors speak to EO about Program X because it “improves the health of people back home, lowers healthcare costs, and improves community health.”



How do we use common language?

1. Make the local case
2. Define what you mean by social determinant of health
3. Discuss issue's interconnectedness with individual AND community health
4. Don't be afraid to raise "unusual" issues

*Remember that these issues impact real people, but we also need data to sell it



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What issues do we target?

- With all of the noise, a shifting political environment, and so much work to be done, where should we start? Where can we collectively have the biggest impact?
- **TRCC Suggestions:**
 1. ACA Repeal and Replacement
 2. Farm Bill



How do we maximize impact?

- Legislators understand how the repeal and replacement of the ACA will impact the healthcare sector and how the Farm Bill will impact community groups
- The DON'T understand how all of these social determinant issues are connected
- We have the opportunity to “surprise” them



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How do we advocate on ACA?

- ACA
 - While repeal is likely inevitable, we should be advocating for no repeal without immediate replacement
- ACA Replacement Priorities
 - Ensuring continued patient access to quality care
 - Reimbursement for healthcare providers for social determinant screening and referral services



How do we advocate on Farm Bill?

- Farm Bill
 - The Farm Bill is complicated, dense, and sometimes controversial
 - The Timeline:
 - The current Farm Bill expires in mid-2018
 - Congress is currently determining if they will:
 - Patch the current Farm Bill until next year
 - Attempt to draft and move a full Farm Bill this year
 - The Farm Bill is full of targeted projects



What are some opportunities?

- Protect existing programs that improve access to fresh, nutritious, and healthy food (SNAP, TEFAP, HFFI funding, job training, CSFP, etc.)
- Better align nutrition programs with other federal programs targeting low-income communities
- Study how access to healthy, nutritious food impacts long-term health outcomes and spending



What are your next steps?

- Share these priorities with your team and organizational leadership
- Discuss priorities with community partners
- Establish a concrete advocacy plan that includes coordinated outreach (face to face meetings, letters, phone calls, etc.) to your elected officials
- Get started!



How can we help?

- At TRCC, we believe that we are all in this together – that by working collectively we can do so much more than we can alone
- Learn more about TRCC at our website – www.rootcausecoalition.org
- You can also reach me by email at jgromley@rootcausecoalition.org



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