

Making a Difference Through Advocacy

Tips and Lessons Learned from the Grady Is
Vital Campaign from
Health Students Taking Action Together

Advocacy 101

- Learn how to use your voice to effect change in health care on behalf of your patients.
- Hear about advocacy in action in the Grady Is Vital Campaign.
- Take advocacy skills back to your program and forward into your careers.

HealthSTAT: What Is It?

- Student-run nonprofit engaging students and recent graduates in *education, service, and advocacy* for issues affecting Georgians.
 - Access to Care, HIV/AIDS, Childhood Obesity
- Unites students across the state *across geographic and professional boundaries*
 - Medical, Nursing, Public Health, Pharmacy, etc.





Grady Memorial Hospital

The Grady Crisis: Background

- Atlanta's 950 bed safety net hospital threatened to close, which would lead to:
 - No source of primary care for Atlanta's indigent population.
 - Higher morbidity and mortality due to inability to access care.
 - Patient tsunami flooding emergency rooms around the metro area.
 - Closing of North Georgia's only level-1 trauma center.

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ATLANTA JOURNAL-CONSTITUTION

GRADY

RELAX. I'M NOT
HERE FOR YOU,
I'M HERE FOR
THE HOSPITAL



Options

- Get depressed...
- Get angry...
- Get *involved!*

The Grady Is Vital Campaign

- Organized over 200 students and residents around the state
 - Research
 - Student mobilization
 - Lobbying and meetings at all levels of government (hospital, county, state)
 - Making the issue real:
 - Patient Story Collection
 - Tours of Grady for legislators
 - Media campaign



**HEALTH
STUDENTS
TAKING
ACTION
TOGETHER**

Do Your Research



**BUILDING TOMORROW'S LEADERS.
MAKING A DIFFERENCE TODAY.**

www.healthstategorgia.org
www.gradyisvital.org

Medicaid's Value to Grady and Georgia's Healthcare System

Medicaid Serves Georgia's Most Vulnerable

- Medicaid is the primary source of care for elderly and disabled people. Medi
- \$65,000 (44%) of Georgia's children whose at least one parent is employ
- Medicaid provides long term care for premiums for 85,000 people.¹

Medicaid Funding is Vital to Support

- Medicaid is a major funding source
- Medicaid is the largest source of funds
- For every \$1 of state funds spent on
- Medicaid contributes \$7 billion to
- the state as federal dollars, and
- in 2007, the Indigent Care Trust fund
- 110 hospitals throughout Georgia.²
- Medicaid reimbursement rates for
- in 2004 & 2006. Outpatient services v

Medicaid Funding is Essential to

- Medicaid is a major source of revenue
- Medicaid reimbursement.³ This i
- The Governor's proposed Medicaid
- increases from 95.14% to 96.4% of FY
- hospitals will be reimbursed at 100%
- This will not only help Grady, but
- Center for Central Georgia that anch
- HealthSTAT supports the Governor's
- legislature to ensure that those with
- patients, to support Medicaid's im

Support the proposed Medicaid re

in order to protect Gra



**BUILDING TOMORROW'S LEADERS.
MAKING A DIFFERENCE TODAY.**

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Save Lives in Georgia by Supporting Georgia's Trauma Network

Georgia Falls Behind in Trauma C

- Each year more than 700 needless
- Only 15 designated trauma centers s
- without rapid access to life-saving i
- the 40,000 cases of major trauma an
- 10,000 are treated at one of these des
- This shortage is especially severe i
- death rates from motor vehicle crash
- rural Georgia that in urban areas.⁷

Funding Trauma Benefits ALL Ge

- An effective, well funded trauma sy
- safety and health of Georgians thro
- needs 25-30 trauma centers strategic
- to address Georgia's trauma ne
- all Georgians.⁴
- Georgia's 15 trauma centers are losi
- The Governor's Fiscal Year 2008 An
- An estimated \$55 million is needed.

Grady is Vital to Georgia's Trauma

- Grady is one of only four Level 1 Tra
- Georgia's fragile trauma network.
- Grady is the only Level 1 Trauma C
- close, Atlanta would be the only Tr
- Grady is the busiest Level 1 Trauma
- The trauma center at Grady is supp
- metro-Atlanta and north Georgia.⁵

Support the proposed \$55 million

Create long-term funding mecha

1. Georgia Medicaid Trauma Action Team, Chair Sheri Gargan Ph
2. Georgia Medicaid Trauma Action Team
3. Georgia Medicaid Trauma Action Team
4. Georgia Medicaid Trauma Action Team
5. Ketchum, GS (2008). Patient's budget includes relief for Grady. A&E
6. Governor Henry Paulson (2008). Governor's Budget Report, Annex
7. Ketchum, GS (2008). Patient's budget includes relief for Grady. A&E
8. Center Chief Task Force (2007). Best Report, Motor Vehicle Cris

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December 2007

GEORGIA CHAPTER AMERICAN COLLEGE OF PHYSICIANS PUBLIC STATEMENT REGARDING

The Georgia Chapter of the American concerned about the status and finan

At a Level 1 Trauma Center, Grady Has the best training facilities for physician across the United States. If Grady in

Access to Physician Care

- The number of residency training s
- IMMEDIATELY and PERMANENTLY
- training scores all specialties if
- cardiology, and even specialties in
- these residency training slots is pr
- the State, and it need explicitly to
- Schools of Medicine. The fundi
- portions will be LOST FOREVER if
- These resident physicians represent
- country who choose to train in
- unsurpassed educational experience

Statistics show the majority of phy

- Expanding medical school class s
- a 400 residency training positions. I
- will be FORCED out of state for the
- of a facility for training. They will

Impact on Local Business

- With fewer trained physicians, th
- opened while established practices
- new physicians.
- Diminishing healthcare service has
- the number of businesses attracts
- service leads the relocation of est
- reduced establishment of new busi
- reduced establishment of new busi
- fewer residents, tax revenues, and
- serious detrimental effects on the
- financial health of Georgia.



THE STATE AND COUNTIES MUST ENSURE GEORGIA'S HEALTH BY SUPPORTING GRADY HOSPITAL

Grady is Vital to the Health of All Georgians

- Not only is Grady the only Level 1 Trauma Center for the Atlanta metropolitan area and north Georgia, but it is also the busiest Level 1 Trauma Center east of the Mississippi treating all victims of serious trauma—not just the uninsured and indigent.
- Without Grady, Atlanta would be the only Top 10 City in America without Level 1 Trauma Coverage.
- Grady offers unique services available to all Georgians such as:
 - the only poison control center in GA, the Georgia Poison Control Center¹
 - the only burn unit in metro-Atlanta (north Georgia-also the largest burn unit in GA)²
 - the Regional Perinatal Center for high-risk mothers and babies
 - one of the country's largest and most comprehensive HIV/AIDS programs

Grady Serves as Georgia's "Life Insurance Policy" by Preventing and Resolving Disasters

- An essential safety-net for the community, Grady responds to plane crashes, bus crashes, serious auto accidents, fire and mass shootings and is prepared for future pandemics, epidemics and acts of bioterrorism.
- Grady prevents public health disasters by offering the largest number of isolation rooms for tuberculosis (TB) and other highly contagious diseases in the Southeast.

Grady Protects Other Hospitals from Overcrowding

- Grady's mission is to care for Georgia's uninsured population, which has risen to 1.7 million, 70% of the uninsured live with families headed by a full-time worker.³
- Grady is a crucial center caring for vulnerable populations, serving 40% uninsured, 45% Medicaid, 13% Medicare, and 2% insured patients. The uninsured often depend on Grady for their very survival.⁴
- If Grady were to close, a "patient tsunami" of nearly a million patient visits per year would flood other hospitals already operating at full capacity with already overflew ERs.⁵
- Grady's neighborhood health centers served 55% of Fulton County's and 54% of DeKalb County's uninsured primary care safety net visits in 2005. If these clinics close, patients would seek care in already overcrowded ERs.⁶

Grady is a Critical Pipeline for Addressing the Shortage of Doctors and Nurses in Georgia

- 1 out of 4 doctors in Georgia trained at Grady through Emory and Morehouse.
- Grady attracts medical students and residents from across the United States with 38.1% of Emory graduates and 48% of Morehouse graduates remaining in Georgia to practice.⁷
- If Grady closes, Georgia will lose 480 residency spots that cannot be redistributed to other hospitals, resulting in hundreds of fewer doctors practicing in Georgia.⁸
- There are only 5 programs in the United States that train Emergency Nurse Practitioners; Emory has one of them, and their students train at Grady.

If we lose Grady, it would be catastrophic not only for the poor and uninsured, but for everyone in Georgia who depends on a robust healthcare system.

Caught in a "perfect storm," Grady cares for the rising number in uninsured in Georgia while not receiving adequate funding from the counties or state.

Urge your state leaders to seek sustainable solutions that allow Grady to not just survive but THRIVE.

Visit www.vote-smart.org to find your representatives.

1. Grady Group, Fall Focus: The Grady Group, Metro Atlanta Chapter of Center for Health, 2007, 22 October 2007
2. City of Atlanta, Atlanta's Fire Department, 2007, 22 October 2007
3. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007
4. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007
5. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007
6. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007
7. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007
8. Grady Group, "Uninsured Health Insurance: Grady's Impact," Atlanta Business Chronicle, June 14, 2006, 22 October 2007



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Get Numbers: Student mobilization

- Keys to creating a large network:
 - Find key contacts at each school and in each program (reach out to other disciplines)
 - Create a *statewide* network of students for statewide issues (uninsured, immigrant health, etc)
 - Make the issue *real*
 - Create an email list & phone tree to get the word out
 - Create faculty & dean buy-in to support student and resident attendance at events

Student Mobilization



“Doctors and medical students gathered outside Grady Memorial Hospital Monday and held a rally in support of the hospital. They voice the same concerns and feelings as citizens, who depend on every day medical care from the hospital.”

–Fox 5 News

Lobbying 101: The Unlikely Lobbyist



You Want Me to Do What? Making Lobbying Manageable

- Pick your topic
- Research
 - Your topic
 - Where your topic fits on a state level
 - Your target legislators
- Find ties to the legislator's district: constituent
- Educate yourself on the details
- Engage
 - Personality!
- Bring Evidence
- Follow-up

Pick Your Focus..



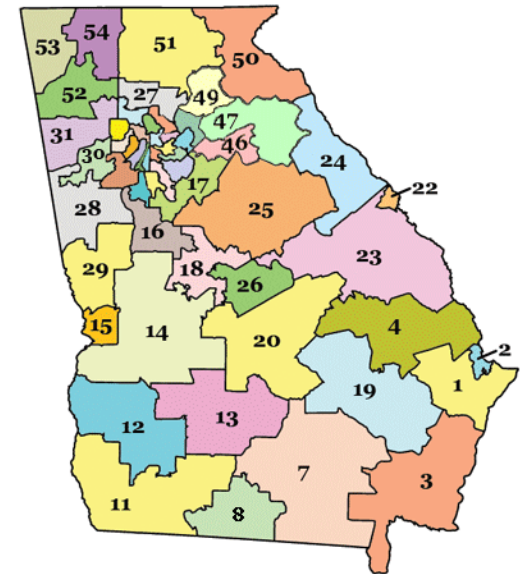
- Two to three topics/areas of discussion
- Don't spread yourself thin!
- Be prepared to answer details
 - i.e.: quote statistics, money that is currently spent, etc
 - If you don't know, promise to get back

The State Legislator

- They are “citizen” legislators
 - Many are lawyers and small business owners
 - Very few medical professionals
- Short legislative calendars force them to work at a frenetic pace
- State & local officials have few or no staff to help them research issues
 - Realize YOU are their researcher: Give them good facts
- Most states are constitutionally required to balance their budgets and nothing else
 - The Pie is only so big

Researching Their Background

- Search for the appropriate committee
 - Ideally, you would like to meet with the head of this committee
- Contact the senator/representative's secretary
 - Don't underestimate the power of staff/aides
- Find a constituent of the district



The Power of a Constituent

- With the exception of a few high-profile issues, most legislators get little or no guidance from their constituents.
- If you aren't a constituent, you don't matter
- A constituent can trump a paid lobbyist if...
 - You take time to contact your legislator
 - You know how to make your case
 - You have credibility with the legislator

Know Your Facts...

- The less hazy your presentation = stronger your argument
- Many of these legislators have preconceived notions
- Your job to leave them with the information seen in a different light...preferably yours!
- Avoid arguments



Your Big Day

Engage

- Find common ground
 - Avoid medical talk
- Show your senator that you have done your research
 - Know *his* positions on big issues
 - Explain why your issue matters to *them*, not why it matters to *you*..
 - But don't bring up old dirt..

Bring your facts

- Get to the Point EARLY
- Hard Evidence
 - They can peruse later
- Bring more than one copy
- Have your key points highlighted for them
- Color on the page keeps them engaged

Let's Not Forget

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"I'm right there in the room, and no one even acknowledges me."

- At the end of the day you do have a mission
- The elephant in the room is the “M” word
- Realize that you are one of many asking for money/a slice of the pie
- This is why you need to stand out!

You've Finished...Now What?

- Ask for immediate feedback
 - You want to know what he or she thinks
 - Put him on the spot!
 - Ask if this is a topic that he would support
- Send a thank-you note
 - Hand written
- Follow up with new information

Possible Lobbying Strategies

- One-on-one meetings with student constituents and key legislators
- Lobby Day or Rallies at the Capitol
- Breakfast sponsored by key state leader at Capitol
- “Packing the room with white coats” for important hearings and votes
- Action alerts (calls and e-mails)
- Testifying at key hearings

Making the Issue Real: Patient Stories



“Grady Baby” Andre 3000

“Last year, while my health was failing, I lost my job and was left without insurance. I turned to Grady when my heart failure worsened to the point where I had to be hospitalized.”

—Patient at Grady (not Andre 3000)

“Grady means a lot—God gives us our life; Grady and its staff are second-in command to help us stay in good health.”

—Elderly couple at Grady (not Andre 3000)

Making the Issue Real: Tours of Grady for Legislators

- Build a wide coalition of medical students and residents from different specialties, i.e. peds residents talking about the NICU, ER residents talking about trauma bay, etc...
- Continue to invite legislators despite setbacks
- Look to get your foot in the door
- Tailor your tours to the legislator
- Provide facts sheets with hard data

Media Campaign

- Have talking points and stay on message
 - Identify media spokespeople and brief them on talking points
- Read to learn which reporters cover what
 - Establish contact with a reporter at each outlet (may lead to more coverage).
- ***Press Releases*** for events organized by your group
 - Stand-alone document describing your event that could be pasted into a news article
 - Only for events that YOU organize (eg, not for attendance at a vote)
- ***Media Advisories*** for day-of coverage for any event you are organizing or attending (who, what, when, where, why)
 - Send 2 days prior to the event and provide contact information.
 - Call the news desks the morning of the event (or the afternoon before, if the event is in the morning).

Media Campaign



Lattina Thomas (front left), Eva Lubinski (left) and Benjamin Lastrap — members of Health Students Taking Action Together — were five of the medical students recently lobbying the Fulton County Commission in behalf of Grady Memorial Hospital.



“Students delivered over 500 hand-written letters to the governor, lieutenant governor, and speaker of the house.” –11Alive News

“Nearly 100 medical students from Emory and Morehouse stood in solidarity for Grady at the Fulton County Commissioners meeting.”

Conclusions

- Students and residents with little or no experience can make a difference:
 - Research your issue (but every person does not have to know everything!)
 - Build a broad coalition and identify leaders at each school or program
 - Align yourself with strategic advisors (policy experts)
 - Stay in for the marathon, not the sprint
 - Avoid burnout by sharing the workload among leaders and involved students

The Next Steps...

- Trauma Action Alert
- Tuesday is Crossover Day – A Bill must pass House or Senate or it DIES
- Trauma Bill must be voted on:
 - HB 1156 (\$10 car tag fee)
 - Super speeder fine
- Visit www.vote-smart.org to enter your zipcode and find your state representative
- Call or e-mail by Monday at NOON

Thank you!

***“Medicine is a social science,
and politics nothing but
medicine on a grand scale.”***

– Rudolf Ludwig Karl Virchow (1821-1902)