



ADVOCACY

Committee Focus

The Tampa Bay Healthcare Collaborative Advocacy Committee supports the advocacy work of Collaborative members. We educate, build capacity, and foster alliances to support members' advocacy goals.

Committee Goals

- I. Build capacity to support advocacy efforts
- II. Encourage advocacy and involvement of stakeholders to work toward improved health and wellness in Tampa Bay
- III. Facilitate relationships and enhance communication between and among organizations, government, and the community

Contact Information

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ADVOCACY WORKPLAN 2015

| Activity 1: Host 3 events that impact health access and quality to educate Collaborative members and raise public awareness | | | | |
|--|--------------------------------------|-----------------|------------------------------|---|
| ACTION STEPS | OUTCOME | TIMELINE | PERSON(S) RESPONSIBLE | STATUS |
| A. Determine type of, purpose of event and date of each event | Three events scheduled | February 2015 | Committee | In Progress – 2 events planned: <ul style="list-style-type: none"> • Quarterly Meeting • Legislative Workshop |
| B. Secure event location | Event venues | TBD | Committee | In Progress – see detail below |
| C. Develop event timeline and promote | Event timeline Promotion material | TBD | Committee | In Progress |
| D. Host event and evaluate | Event evaluation | TBD | Committee | In Progress |

| Event Name/Type | Event Purpose | Event Date | Event Location | Action Steps |
|---|---|----------------------------|--|---|
| Legislative Session Wrap-Up | Opportunity to learn what legislation passed and discuss implications | June 2015 | <i>Undecided</i> – Proposed: Children’s Board of Hillsborough County, Stetson Law School | <ul style="list-style-type: none"> • Finalize date • Identify presenters |
| <i>NOTE: Unable to host Legislative Session Wrap-up due to special session held in June</i> | | | | |
| TBHC Quarterly Meeting | Provide advocacy related information to TBHC Members, Partners and Stakeholders <i>Meeting provided basic legislative overview information, provided brief legislative session wrap-up and encouraged local advocacy efforts (with examples). Also obtained input from meeting attendees regarding advocacy response process</i> | Thursday, August 6, 2015 | Collaborative Labs, St. Petersburg College | <ul style="list-style-type: none"> • Topic: Building Legislative IQ • Presenter - Keri Eisenbeis, Director of Government Relations, BayCare Health System |
| Legislative Workshop | Moderated discussion with legislators exploring ‘Ways to Improve Access to Care’ | December 7, 2015 (week of) | Hillsborough County Pinellas County | <ul style="list-style-type: none"> • Finalize date & venue by 9/4 • Confirm speakers by 9/28 • Promote event and invite general public by 10/1 |

Activity 2: Establish a public presence and develop reputation as health industry expert

| ACTION STEPS | OUTCOME | TIMELINE | PERSON(S) RESPONSIBLE | STATUS |
|---|---|-----------------|-------------------------------------|-----------------------------|
| A. Maintain and frequently update Facebook Page | Consistent Facebook presence Increased FB fans/likes by 25% (baseline is 167) Goal: 209 | Ongoing | Olivia, Bethany, Clint, Leah, Gary | Ongoing – 239 likes |
| B. Create Twitter account Maintain Twitter account | Twitter account; 150 followers Consistent Twitter presence (establish goal) | Ongoing | Carrie Committee, TBHC Staff | In Progress – 175 Followers |

Activity 3: Develop educational materials and resources

| ACTION STEPS | OUTCOME | TIMELINE | PERSON(S) RESPONSIBLE | STATUS |
|--|--|---------------------|------------------------------|--|
| A. Finalize and share TBHC position statement | Formal documentation describing the organization's stance | February/March 2015 | Committee | Not Started |
| B. Identify issues for education/position | Topic identified Assessment summary | Ad-hoc basis | Assigned committee member | In Progress – Issues identified for research - Telehealth (Teresa - primary) Vocational Rehabilitation (Gary) |
| C. Develop position, approach and materials | Advocacy Toolkit, White Paper, Talking Points, Issue Position Statements, etc. | TBD | Committee | Not Started |
| D. Prepare and distribute quarterly "state of the issue" | "State of the issue" updates | Quarterly | Committee | Not Started |