

Complex Care Startup Toolkit

[nationalcomplex.care/startup-toolkit](https://www.nationalcomplex.care/startup-toolkit) | August 2022

Communications and growth of success: **Advocacy**

This document is part of the Complex Care Startup Toolkit, a practical collection of guides, templates, and other tools to launch and grow a new complex care program. Find the full toolkit at www.nationalcomplex.care/startup-toolkit.

Providing direct healthcare to consumers often calls attention to broader social and policy issues that can be addressed through advocacy. Additionally, becoming an advocate for social and policy change is an important way to educate the public about the problem and initiate broad social change. These resources will help you develop and implement an advocacy campaign to address your healthcare or social issue.

Key considerations

1. Learn about the policymaking process.
2. How do you turn ground work into an advocacy action plan?
3. Understanding how to frame your issue is key to getting your message across to stakeholders.
4. Engaging with consumers and individuals with lived experience in your advocacy work.
5. Consider the various ways you can use media to educate the public about your issue and build support for the advocacy movement.
6. Learn how to build coalitions to advance your advocacy efforts.

Below, find resources you can use as you work through each of these key considerations.



Resources

Key consideration #1: Learn about the policymaking process.

Public health law

This online training helps you understand how laws and policies can improve population health outcomes.

Developing a policy analysis

This presentation educates you about how to write a policy analysis for your health policy problem, which will help guide your advocacy action.

What is public policy?

This presentation helps you understand health administration and policy legislative processes for the local, state, and federal government.

Key consideration #2: How do you turn ground work into an advocacy action plan?

Health policy and advocacy toolkit

This report is for those who are new to advocacy. It gives you background information about government legislative processes and ways to connect with public officials.

Developing a plan for advocacy

This tool from the Community Tool Box helps you begin to make a plan for your advocacy issue. The resource provides you with guidelines on writing goals, gaining community support, and planning advocacy strategies.

Community health worker advocacy tool

This toolkit helps community health workers build their advocacy skills. The resource includes guides for key messages, advocacy strategies, email and letter templates, and tips for meeting with elected officials.

Learning from parallel populations

This video highlights the personal triumphs and challenges of social movement advocates. The panel connects social justice movements to complex care priorities.

Key consideration #3: Understanding how to frame your issue is key to getting your message across to stakeholders.

Reframing the issue

This resource from the Community Tool Box will help you understand how to think about framing your advocacy issue.



Key consideration # 4: Engaging with consumers and individuals with lived experience in your advocacy work.

In our own words

This toolkit guides peer advocates through developing their elevator pitch when advocating for their social issue.

Key consideration # 5: Consider the various ways you can use the media to educate the public about your issue and build support for the advocacy movement.

Working with the media

This resource from the Community Tool Box helps you learn how to work with the media to promote your advocacy campaign.

How to write an op-ed or column

This guide assists you with writing an op-ed column to help spread the word about your advocacy issue.

Tips on writing a letter to the editor

This resource from the Community Tool Box guides you through what, why, when, and how to write a letter to the editor to promote your advocacy issue.

Key consideration # 6: Learn how to build coalitions to advance your advocacy efforts.

Advocacy resource: Coalition checklist

This guide walks you through the steps of building coalitions for your advocacy efforts.

Coalition building I: Starting a coalition

This resource from the Community Tool Box provides you with background information about coalitions and walks you through who should be part of your coalition.

Coalition building II: Maintaining a coalition

This resource from the Community Toolbox leads you through ways you can maintain your coalition for long term advocacy work.



About the Camden Coalition

We are a multidisciplinary nonprofit working to improve care for people with complex health and social needs in Camden, NJ, and across the country. The Camden Coalition works to advance the field of **complex care** by implementing person-centered programs and piloting new models that address chronic illness and social barriers to health and well-being. Supported by a robust data infrastructure, cross-sector convening, and shared learning, our community-based programs deliver better care to the most vulnerable individuals **in Camden** and **regionally**.

The **National Center for Complex Health and Social Needs** (National Center), an initiative of the Camden Coalition, connects complex care practitioners with each other and supports the field with tools and resources that move complex care forward. The National Center's founding sponsors are the Atlantic Philanthropies, the Robert Wood Johnson Foundation, and AARP.