

# CAMPAIGN PLAN SAMPLE

## Together for Medicaid Idaho March

### 13-June 9, 2016



| Tactic (*Peak event)  | Lead group   | Measurable Impacts  | What is our theory on how this will impact the target?   |
|---|--|---|--|
| March 2017  |  |   |  |
| Physician meet and greet at Legislature and procession with message to state and federal representatives (3/9)<br>*PEAK   | Idaho MD residents and Idaho Voices for Children (IVC)   | 150 in attendance; 25 new healthcare professionals engaged; 5 of media hits; 3 meetings with secondary targets            | Media coverage with messages targeted to Congress; educate and engage secondary targets (Gov. Otter and Idaho Legislature); grassroots capacity building |
| Email call to action opposing the AHCA and highlighting threats of new Medicaid financing   | IVC  | 1,000 messages generated by the end of the month (567 already generated)  | Constituent input to the Congressional delegation as the AHCA moves to the House floor and then to the Senate  |
| March 16th National Call-In Day opposing the AHCA and changes to Medicaid financing *PEAK   | IVC  | Between 50-100 calls over the week.   | Constituent input to the Congressional delegation as the AHCA moves to the House floor   |
| IVC Press release sharing concerns about cuts for children and families in the AHCA (was released on March 16)<br>*March 16 and 17 PEAK                           | IVC  | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor | Generate media scrutiny and pressure for Idaho's congressional delegation to oppose the AHCA and changes to Medicaid financing                           |
| Sign-on letter in opposition to the AHCA and its impact on Medicaid financing from all steering committee members of Close the Gap Idaho<br>*March 16 and 17 PEAK | AARP, ACS CAN, American Heart Association, Central District Health, DisAbility Rights Idaho; Idaho Academy of Family Physicians; Idaho Asset Building Network; the Idaho Association of Counties; IMA; Idaho Public Employees Association; Idaho Primary Care Association; IVC; Saint Alphonsus Health System, St. Luke's Hospital | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor | Demonstrate broad-based opposition from prominent health care stakeholders and advocates to the AHCA and the provisions that change Medicaid financing   |
| Factsheet release: School age children covered by CHIP and Medicaid in Idaho<br>*March 16 and 17 PEAK   | IVC  | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor | Educate primary and secondary targets; media coverage; public awareness building   |
| Factsheet distribution with charts illustrating CBO data<br>*March 16 and 17 PEAK   | IVC  | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor | Educate primary and secondary targets; media coverage; public awareness building   |
| Factsheet distribution: The AHCA harms children and families<br>*March 16 and 17 PEAK   | IVC  | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor | Educate primary and secondary targets; media coverage; public awareness building   |

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| March 2017  |   |   |   |
| Factsheet distribution: The AHCA harms children and families in Idaho<br>*March 16 and 17 PEAK  | IVC   | 5 media hits; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor   | Educate primary and secondary targets; media coverage; public awareness building  |
| Meetings with Senator Crapo and Congressman Simpson<br>*March 16 and 17 PEAK  | IVC, Close the Gap, area physicians, Idaho health districts, disability community   | At least 4 meetings in the last weeks of March and additional meetings in April   | Provide direct input from stakeholder groups to Senator Crapo and Congressman Simpson with an emphasis on concerns related to Medicaid financing                                      |
| Place two op-eds highlighting the threats to Medicaid from the AHCA *March 16 and 17 PEAK   | IVC, United Way, area of physicians   | Placement in 4 major papers; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor  | Generate media scrutiny and pressure for Idaho's congressional delegation to oppose the AHCA and changes to Medicaid financing  |
| Presence or protest (depending on Simpson vote) when Congressman Simpson attends a "Politics for Lunch" event in downtown Boise on March 27 | Close the Gap, Idaho Interfaith Alliance, United Vision for Idaho, Better Idaho   | At least 30 people in attendance to thank or criticize Congressman Simpson. Intensity of presence will be determined by vote. If a vote has not occurred, presence will be friendly and questions will be submitted about the impacts of the AHCA | Demonstrate public opposition to the AHCA and its impacts at a highly visible event that Congressman Simpson will attend.   |
| Outreach to minority populations and the disability community benefiting from Medicaid for story collection and calls to action             | Centro de Comunidad y Justicia and The Idaho Council on Developmental Disabilities  | 30 people attending forums; 10 new stories collected; 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor   | Engage Idahoans, specifically minority populations and the disability community, impacted by Medicaid; grassroots capacity building; generate diverse stories and contacts to targets |
| April 2017 (Congressional Recess April 10-21)   |   |   |   |
| Healthcare forum or tele-town-hall with Senator Crapo and Rep. Simpson during recess *PEAK  | IVC<br>AARP   | Crapo and Simpson agree to forum; stakeholders participate; supportive statements from Crapo & Simpson; 30 in attendance; 4 of media hits   | Educate and engage targets; generate statements of support from Crapo and Simpson; media coverage; test forum event and incorporate lessons learned in future in-person forums        |
| Continue meeting requests at Crapo and Simpson offices statewide during April 10-21 recess<br>April 10-21 *PEAK                             | IVC, Close the Gap, area physicians, Idaho Academy of Pediatrics, Idaho health districts, disability community; education stakeholders; AARP                      | At least 4 additional meetings in at least 3 different parts of the state   | Provide direct input from stakeholder groups to Senator Crapo and Congressman Simpson with an emphasis on concerns related to Medicaid financing                                      |
| Generate individual organizational letters of opposition to the AHCA with an emphasis on threats to Medicaid funding<br>April 10-21 *PEAK   | IVC, CTG members organizations, CCJ, disability rights organizations, Academy of Pediatrics, Idaho health districts, disability community; education stakeholders | At least 6 letters from key stakeholders in health care and those communities impacted by Medicaid cuts. 4 copies mailed to congressional delegation; distribution to 105 legislators, the governor and Lt. governor                              | Provide direct input from stakeholder groups to Senator Crapo and Congressman Simpson with an emphasis on concerns related to Medicaid financing                                      |

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| <i>April 2017 (Congressional Recess April 10-21)</i>  |  |   |  |
| Send letters of Idahoans in affected communities to Idaho's congressional delegation, legislators and the governor about the impacts of Medicaid cuts April 10-21 *PEAK | Centro de Comunidad y Justicia and The Idaho Council on Developmental Disabilities | At least 2 letters a week for a total of 8 letters in April   | Elevate the stories of impacted communities if Medicaid is cut for Idaho's Congressional delegation and other Idaho lawmakers.                   |
| Conduct Tele-Town Hall with Senator Crap (potentially with Congressman Simpson too) This is already being arranged for April. April 10-21 *PEAK                         | IVC<br>AARP  | Senator Crapo and potentially Congressman Simpson participate in a health care tele-townhall hosted by AARP   | Provide direct input from stakeholder groups to Senator Crapo and Congressman Simpson with an emphasis on concerns related to Medicaid financing |
| City Club of Boise presentation on the Future of Healthcare Reform (April 26)   | IVC<br>CTG<br>Saint Alphonsus Hospital   | Presentation will be from Corey Surber, a CTG steering committee member. At least 50 stakeholders concerned about health care and Medicaid financing attend the event   | Create public education at a high profile event about the threat of changes to Medicaid financing  |
| Presence at April 19 presentation to the Boise Chamber by Congressman Simpson April 10-21 *PEAK   | IVC<br>CTG<br>Additional partners as specified in grant proposal                   | At least 20 stakeholders concerned about health care and Medicaid financing attend the event and ask at least 3 questions after the presentation related to health care | Generate public pressure and media scrutiny directly towards Congressman Simpson at a high profile public event                                  |
| Meeting with Gov. Otter and staff to discuss Medicaid block grants  | IVC  | Secure commitment from Otter to make public statement   | Educate secondary target; generate support from Otter that results in additional direct communications from the governor to Idaho's delegation   |
| Stakeholder meetings with Senator Crapo and Rep. Simpson in local offices during recess   | IVC and other stakeholders as appropriate  | Congressional delegation agrees to meetings; # of meetings completed; education material provided to targets  | Educate primary and secondary targets; build pressure on Senator Crapo; gather information about his stance and what additional info he needs    |
| Participate in March of Dimes in Boise (4/29)   | IVC  | # of attendees receiving educational materials; # of actions taken  | Build grassroots capacity; build awareness by an impacted population; generate direct actions to targets   |
| <i>May 2017 (Congressional Recess May 29-June 2)</i>  |  |   |  |
| Release of audio-visual product that educates on Medicaid block grants *PEAK  | IVC  | # of media hits; copies sent to congressional delegation  | Educate primary and secondary targets; public awareness building; grassroots capacity building; media coverage                                   |
| Hold first meeting of new coalition   | All new partners specified in grant proposal                                       | At least 85% of partners specified in grant proposal attend   | New coalition launches for strategic future action   |

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| <b>May 2017 (Congressional Recess May 29-June 2)</b>  |  |  |  |
| Present at Idaho Healthcare Summit in Boise (5/15-16) (Congressman Simpson is also speaking at this event)  | IVC  | # of attendees receiving presentation; # of actions taken; # of new contacts   | Engage new partners; build awareness among elected officials and healthcare leaders; generate direct actions to targets                                      |
| Send letters of Idahoans in affected communities to Idaho's congressional delegation, legislators and the governor about the impacts of Medicaid cuts May 29-June 2 *PEAK | Centro de Comunidad y Justicia and The Idaho Council on Developmental Disabilities   | At least 2 letters a week for a total of 8 letters in May  | Elevate the stories of impacted communities if Medicaid is cut for Idaho's Congressional delegation and other Idaho lawmakers.                               |
| Continue meeting requests at Crapo and Simpson offices statewide during Senate Memorial Day Recess May 29-June 2 *PEAK  | IVC, Close the Gap, area physicians, Idaho Academy of Pediatrics, Idaho health districts, disability community; education stakeholders; AARP | At least 4 additional meetings in at least 3 different parts of the state  | Provide direct input from stakeholder groups to Senator Crapo and Congressman Simpson with an emphasis on concerns related to Medicaid financing             |
| Georgetown Study release: Healthcare access for minority populations in Idaho   | IVC, Centro de Comunidad y Justicia  | # of media hits; copies mailed to congressional delegation   | Educate primary and secondary targets; achieve media coverage framing the issue for rural population; build awareness among rural Idahoans                   |
| Participate in Komen Race for the Cure (5/13)   | IVC and ACS-CAN  | # of education material provided; # of actions taken   | Sen. Crapo is cancer survivor; grassroots capacity building; public awareness building; generate actions to targets  |
| Host a day of action for public (healthcare rally & contact Congressmen)  | IVC  | # in attendance; # of new contacts; # of media hits; # of meetings with secondary targets  | Media coverage with messages targeted to Congress; educate and engage secondary targets (Gov. Otter and Legislature); grassroots capacity building           |
| <b>June 2017</b>  |  |  |  |
| Mayor and other local elected official sign-on letter and op-ed released *PEAK  | IVC  | Stakeholders draft message; # of officials signing letter; letter mailed to congressional delegation; # of media hits                    | Educate primary and secondary targets; illustrate healthcare in Idaho; connect congressional delegation to stakeholders; grassroots capacity building        |
| Hold additional meetings of new coalition   | All new partners specified in grant proposal   | At least 85% of partners specified in grant proposal attend  | New coalition launches for strategic future actions and health care rally  |
| Health care rally at the Idaho Statehouse and Statewide on June 2 May 29-June 2 *PEAK   | IVC, CTG and new coalition partners as specified in the grant proposal   | At least 50 Idahoans in Boise and 30 Idahoans in 3 different geographic areas attend a public event focused on protecting Idaho Medicaid | Demonstrate public opposition to the AHCA and its impacts at three highly visible events with messages focused towards Senator Crapo and Congressman Simpson |
| Tele-town-hall or community forum event in partnership with AARP and ACS CAN  | AARP and ACS CAN   | # in attendance, # of targets participating, # of media hits, messaging utilized correctly   | Educate primary and secondary targets; media coverage; public awareness building   |

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|---------------------------------------|--|--|--|
| June 2017                             |  |  |  |
| Release updated Idaho chartbook *PEAK | IVC and Idaho Center for Fiscal Policy | # of media hits; copies mailed to congressional delegation and Idaho Legislature | Educate primary and secondary targets; media coverage; public awareness building |

| Monthly & Ongoing Actions  |                            |   |  |
|--|----------------------------|---|--|
| Monthly event: Prayer for healthcare on Capitol steps by faith groups                                      | Idaho Interfaith Coalition | # in attendance; # of new contacts and faith leaders engaged; # of media hits             | Media coverage; grassroots capacity building; engage secondary targets (faith leaders)   |
| Monthly event: Letter from impacted individual sent to congressional delegation and/or delivered in-person | IVC                        | Letter mailed or delivered to congressional delegation by individual                      | Increase primary and secondary target awareness of issue; illustrate healthcare in Idaho; connect congressional delegation to real Idahoans  |
| Monthly event: Op-ed/LTE submitted by stakeholder or impacted individual                                   | IVC & other stakeholders   | Op-ed or LTE submitted by stakeholder; current messaging incorporated; # of media hits    | Media coverage with messages targeted to primary and secondary targets; public awareness building  |
| Monthly event: Coalition meeting and/or training event (in-person or via webinar)                          | IVC                        | # in attendance; # of new partners/coalition members                                      | Engage stakeholders; educate stakeholders on current events related to campaign, new messaging, and new tactics                              |
| Ongoing action: VoterVoice email action to generate messages to congressional delegation                   | IVC                        | # of submitted emails   | Generate large numbers of contacts to congressional delegation; demonstrate public support for our goals                                     |
| Ongoing action: Postcards to congressional delegation (updated messaging)                                  | IVC                        | # of mailed or hand delivered postcards   | Generate large numbers of contacts to congressional delegation; demonstrate public support for our goals                                     |
| Ongoing action: Social media presence  | IVC                        | # of likes and followers; # of posts; engagement on posts                                 | Educate and engage public; public awareness building; grassroots capacity building   |
| Ongoing action: Contract with conservative lobbyist to influence primary and secondary targets             | IVC                        | Primary and secondary targets agree to meetings; # of meetings                            | Inside strategy to build relationship with and influence targets; hired lobbyist used to work for Sen. Crapo and is trusted by conservatives |
| As-needed action: Tabling and/or speaking at conferences and other public events                           | IVC                        | # of invitations; # of events; # of material distributed; # of new contacts               | Grassroots capacity building; public awareness building; generate direct actions to targets  |
| As-needed action: Attend and generate turnout to Gov. Otter's Capitol for a Day events                     | IVC                        | # of attendees; # of material distributed; Gov. Otter addresses healthcare issue publicly | Engage secondary targets; generate statements of support from Otter; media coverage  |