

# 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) *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) *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 *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 *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 *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 *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 *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 *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 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 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 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 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 CTG 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 CTG 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

CAMPAIGN PLAN SAMPLE | Together for Medicaid Idaho | March 13-June 9, 2016 (continued)

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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