Community Civic Engagement Program (CCEP) Informational Webinar

February 16, 2024

Join the movement at vot-er.org

@vot_er_org

Agenda

- Housekeeping + Intros
- Why Civic Engagement in Health Centers Matters
- Community Civic Engagement Program Overview
- Hearing from a past grantee: Donnell Harden, Bond CHC
- Brief Application Walk-thru
- Hearing from a past grantee: Leah Gagnon, Southeast Kansas CHC
- Work Plan and Budget Overview
- Q&A
- Next Steps

The Power of Civic Engagement

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Voting is just one tool to advocate for what we care about- but it's a powerful one.

Research shows that our communities are healthier **when more voters can participate in the democratic process.**

VOTING

" **...lack of representation** leads to policies that deprioritize the needs of sicker, marginalized populations...

Source: Voting as A Social Determinant of Health: Leveraging Health Systems to Increase Access to Voting (2023)

Structural determinants of health

Social determinants of health

Health Outcomes

Voting as a Social Determinant of Health:
Key Institutional Support

Why Community Health Centers?...

...Because CHCs are uniquely qualified

> The concepts of **community empowerment** and health care were fundamental to the design of CHCs from their inception...
>
> ...Health centers can join in key advocacy efforts to **promote political empowerment**.

- Power and Participation: How Community Health Centers Address the Determinants of the Social Determinants of Health

Why Community Health Centers?...

...Because of staff satisfaction

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79%

of respondents said Vot-ER "increased my **sense of connection** to other healthcare providers."

81%

of respondents said Vot-ER "made me more **hopeful** in my work."

51%

of respondents said Vot-ER helped **prevent workplace burnout**.

Why Community Health Centers?...

... Because CHCs can!

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HRSA Guidance

*Health centers have the discretion...to support **non-partisan voter registration efforts** as a means of reducing barriers to civic engagement within the communities they serve.*

　　–HRSA, Voter Registration and Health Centers

Health Centers can provide non-partisan:

- Voter registration
- Voter education
- Get Out The Vote (GOTV) efforts

Overview: Community Civic Engagement Program (CCEP)

Vot-ER's Community Civic Engagement Program (CCEP) expands non-partisan civic engagement through voter registration and turnout initiatives in community health centers.

Our grants of $5,000–$10,000 support the following:

- Staff and technology costs
- Free non-partisan materials - including Spanish language materials
- Training and support from Vot-ER staff
- Access to our CCEP learning community, where we celebrate and share best practices, strategies and ways to overcome challenges.

2022 CCEP Outcomes

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59

CHCs participated in our 2022 CCEP efforts

7,500+

Voters helped with voter registration by CCEP participants

330,000

Voting reminders sent by CCEP participants via text

2024 Core Program Elements

- Completing a work plan to the best of their abilities.

- Participating in the monthly program learning community webinar sessions

- Participating in a very short verbal mid-grant reflection and a short written final report.

- Sharing non-identifying data relating to your projects quantitative successes.

Who Should Apply?

- Community Health Centers (CHCs), Federally Qualified Health Centers (FQHCs), and various health center look-alikes

- Health centers including those that are experts running voter registration drives or Get Out the Vote efforts as well as those who have never done this work.

- Centers predominantly serving Black, brown, American Indian/Alaska Native, LGBTQIA+, and other communities that have been historically disenfranchised.

- Centers serving rural populations, and/or young people.

What makes a strong applicant?

This is a competitive grant and unfortunately, not all health centers that apply will be selected to receive funding.

- **Having an interest in sending your patient community non-partisan voting-related reminders via text messaging,** either using your own text messaging platform or one provided by this grant.

- **Ability to text their patients** through a HIPAA compliant list.

- **Having buy-in from your organization's leadership to engage in this work.** This is a short grant cycle of only 8 months and the bulk of the time should be spent engaging patients in non-partisan voting actions rather than advocating to do this work internally.

- **Holding deep enthusiasm** for building out the connections between voting and health amongst your patient communities.

Even if you are not selected as a grantee, we are committed to making sure all interested partners have access to free Vot-ER non-partisan civic engagement tools that you can use at your health center.

Key 2024 CCEP Deadlines

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- Applications are now live at: www.vot-er.org/ccep
- **March 11, 2024** -Applications close at 8PM ET/5PM PT
- **April 1, 2024** - Grantees are notified
- **May 1, 2024** - Grant begins
- **November 15, 2024** - Grant ends

Past CCEP Partner:
Donnell Durden Slide – Bond CHC, Inc.

CCEP Application Overview

Together, we can create a healthier democracy

2024 Community Civic Engagement Program Application

The Community Civic Engagement Program (CCEP) is Vot-ER's flagship grant-making initiative that expands non-partisan civic engagement within community health centers — including voter registration and turnout. By partnering with you, different Community Health Centers, Federally Qualified Health Centers, and other look-alikes, we can build healthier communities by promoting civic engagement through the use of trusted messengers.

Applications are due March 11, 2024 by 5PM PT.

You will be able to save your progress throughout the application. Responses are saved in your browser and never leave your computer.

CCEP Application: Organization Info & Demographics

The first part of the application focuses on the following:

- Organization information
- Patient demographics
- Primary and backup contact information
- Organization logo
- Organization social media handles

4. The majority of my patients are (select all that apply): •

- ☐ 24 years old or younger.
- ☐ Medicaid/CHIP eligible or do not have health insurance.
- ☐ Self-identified as Black/African-American.
- ☐ Self-identified as Hispanic/Latinx.
- ☐ Self-identified as Native American/Alaskan Native.
- ☐ Self-identified as LGBTQIA+.
- ☐ Individuals with physical/mental/emotional disabilities.
- ☐ Best served in a language other than English.
- ☐ None of the above apply.

12. Organization Social Media Handles

Please include all that are applicable

| Facebook URL |
| X (Twitter) URL |
| Instagram URL |
| Threads URL |
| TikTok URL |
| Youtube URL |
| LinkedIn URL |

14. Point of Contact Information •

| First Name | Last Name |

15. Point of Contact Title/Position •

16. Point of Contact Email •

CCEP Application: Leadership Buy-in

22. Are you a previous CCEP participant? *

[⌄]

23. Has your health center's leadership/senior decision-maker approved of your health center's ability to participate in non-partisan civic engagement efforts as part of this grant? *

We ask this because participation in this initiative requires organizational commitment. Since the grant cycle is only six and a half months long, we are eager for grantees to be able to 'hit the ground running' rather than spend the initial months of the grant seeking organizational approval.

[⌄]

24. Estimate number of staff participating in the program *

This should include all health center staff who will be requesting a Vot-ER badge to be able to support patients in registering to vote. It can include administrative staff, health care providers, front desk staff, etc.

[Enter numeric value   ]

- In order to fully take advantage and maximize your efforts, leadership buy-in is highly recommended and ensures that you have a more competitive application.

- The grant cycle is only 6.5 months- we would like for the grantee to hit the ground running instead of seeking approval that might take time

- By having leadership buy-in, it not only makes the implementation of your work easier, but it also increases staff morale seeing their leadership join them in this work!

CCEP Application: Texting Efforts

- Vot-ER has found that **text messaging outreach to patients is an incredibly effective way to increase the numbers of people registering to vote and turning out to vote in elections**. Applicants committed to engaging in text messaging efforts are more competitive in this year's grant-making cycle.

- **However, we recognize that not all community health centers have the ability to send text messages** to their patient populations due to the nature of your center, funding constraints, etc.

- **We have a smaller pool of funding available to ensure that those who cannot engage in text messaging can still be part of this initiative.** Your application provides you an opportunity to explain what other high impact actions you would propose doing.

25. As part of this grant, will your health center be able to send text messages to your patient community? .

Applicants who can engage in texting their patient populations and communities will be given priority funding as Vot-ER has learned that text messaging is the most impactful way for health centers to build their civic engagement work as trusted messengers. A smaller pool of funding is available to those applicants who are unable to text their patient population and communities.

Vot-ER will provide all grantees with examples of key text messaging scripts, tools, ideas for expanding your text messaging beyond your patient population, and review for crafting impactful messages. Vot-ER will also try to provide access to a HIPAA-compliant text-banking tool to those who need it but cannot guarantee such access at this time.

| No, we are not able to text our pat... ⌄ |

If you are unsure about or cannot text your patients, please explain why so Vot-ER can better understand how to support these partners.

26. If your health center already has access to a text banking tool, what texting platform does your organization use?

27. If not chosen for this year's Community Civic Engagement Program, would your organization be interested in a research project that would provide funding for your health center to engage in a text messaging civic engagement research study with similar funding? Your health center would not need access to your text messaging platform to participate in this research study. .

Past CCEP Partner:
Leah Gagnon, Southeast Kansas CHC

CCEP Application: Question 28 – Work Plan

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28. Grant Work Plan

Please complete the below template work plan to map out your best estimate of what activities and desired outcomes you anticipate your civic engagement work will include.

Click here to download this template Grant Work Plan for you to complete

We recognize that there may be shifts along the way and fully appreciate changing these goals as time passes. Our interest is in seeing how your health center will build civic engagement work into your patient-facing efforts, who from your center will be involved, and how you expect to build your efforts leading up to election day in November.

View an example Grant Work Plan here. Please remember this is only one example of what this work could look like; we welcome creative, out-of-the-box thinking and also trust that you know your health center's staff and patient populations best so each grantee's work plan will look different.

Please upload your completed Grant Work Plan below in pdf or excel file only •

2024 Community Civic E...

Sample Community Civic Engagement Workplan ☆ ⌂ ☁

File   Edit   View   Insert   Format   Data   Tools   Extensions   Help

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A1:D1   ▾   fx   This sample CCEP workplan is meant to spark ideas, offer some insights into the different potential civic engagement efforts a health center can undertake, and suggest how Vot-ER can support your w

	A	B	C	D
1		This sample CCEP workplan is meant to spark ideas, offer some insights into the different potential civic engagement efforts a health center can undertake, and suggest how Vot-ER can support your work. It includes many ideas so if they are helpful, please feel free to use some of the below examples of key activities to support your own workplan. Many workplans will not look as robust as the one below and that's ok! However, please do ensure that your workplan contains the core elements expected of all CCEP grantees: 1) Participation in the monthly learning community webinars; 2) Significant focus on conducting voter registration with your patient communities through programmatic work such as text messaging/events/EHR system integration/etc.; 3) Strict non-partisan civic engagement activities; and 4) Your participation in a very short verbal mid-point check-in and a very short end of grant written report.		
2				
3	Month	Key Activities (the actions you'll be engaged in as part of CCEP)	Desired key outcomes (this is what you hope the	Key Staff involved
4	May	Vot-ER learning community webinar Train all relevant clinic staff on how to use Vot-ER voter registration badges Identify which EHR system our Center uses and learn about possibility of building voter registration application into our EHR tool Order Vot-ER Badges and custom posters	5 clinic staff and 2 front desk/admin staff have received Vot-ER 'Voter registration badges' and been trained in how to use them, including practicing starting these conversations with patients Center leadership has agreed to look into possibility of building a voter registration question into our center's patient portal (EHC system).	List out the names of each staff person involved and ideally what their unique role will be
5	June	Vot-ER learning community webinar Work with Vot-ER to identify 2 key issues in our Center's community linking health and why voting matters so we have appropriate data to communicate with patients about how their voices matter come November election cycle Continue working to build voter registration option into Center's EHR system	Vot-ER signs and posters included in all Exam Rooms and waiting areas for staff and patients 50 voter registrations	
6	July	Vot-ER learning community webinar Launch voter registration component for Center's EHR system	100 voter registrations	
7	August	Vot-ER learning community webinar Celebrate National Community Health Center week with 4 social media posts about how voting and health are connected, culminating in a 'Check your voter registration' post: use Facebook, Twitter/X, and Instagram	4 social media posts that reached 500 impressions 100 voter registrations Concrete plan prepared for how Center is engaging in September National Voter Registration Day	
8	September	Vot-ER learning community webinar Host 3 voter registration tables leading up and on National Voter Registration Day (Sept. 17) Center CEO sends all staff email reminding staff to check their voter registration with Vot-ER specific hyperlink and using template provided by Vot-ER 2 text messages sent to patient population to 'Check your voter registration/register to vote' leading up to National Voter Registration Day	100 clinic patients/familiy members registered vote during National Voter Registration Day efforts NVRD email reaching 50 staff: 50% click rate of staff checking their voter registration 800 text messages sent to patient population with a 20% click rate of people checking their voter registration	
9	October	Vot-ER learning community webinar Send one text message reminder about deadline to register to vote to whole patient population Host one voter registration drive	Register 25 additional individuals to vote ahead of deadline Text message sent to 800 center patients reminding them about Voting Early or requesting mail-in ballot	
10	November (1	Vot-ER learning community webinar Send 2 text message 'Get Out the Vote' reminders to patient population	Text message to 'Get Out the Vote' sent to 800 center patients	
11				
12		*Though not mentioned above for this make-believe grantee, some other efforts to build into your workplan could include: - Integrate voter registration into existing community events like 'Back to School' events, open enrollment insurance fairs, etc. - Add civic engagement efforts into your center's work to celebrate National Health Center Week in August - Integrate voting reminders in before-visit patient questionnaires, after-visit patient summaries, feedback surveys, vaccine reminders, etc.		
13				

CCEP Application: Question 29 – Budget

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29. Grant Budget

Please complete the template Grant Budget to map out your best estimate of the costs you will incur during the grant cycle. We recognize that you may need to adjust your budget throughout the grant period.

Click here to download this template Budget for you to complete

Please upload your completed Budget below •

Blank-Community-Civi...

Next →

$10,000 for the six and a half month cycle (May 1, 2024 - Nov. 15, 2024). As a reminder, grant size will be based upon scope of the proposed efforts and size of the health center. These financial resources are meant to support staff time, technology and tool creation and dissemination, staff travel, etc. **No funds may be used for any lobbying or partisan electoral activity.**

	A	B	C
2	**Name of Applicant Organization:**		
3	**Applicant Organization Contact Name:**		
4	**Applicant Organization Contact Email:**		
5			
6	**2024 Projected Project Budget**		**Notes**
7	**Staff:**		
8	Personnel 1 salary	$0	Staff Expenses: Please include total anticpated staff costs paid for by this grant over the 6.5 month grant period. Please include all relevant staff whose salaries and benefits will be paid in-part by this grant. Feel free to include the title of the staff person – the 'personnel' is meant to be a place holder.
9	Personnel 2 salary	$0	
10	Personnel 3 salary	$0	
11	Total benefits for all included staff	$0	
12	**Total personnel costs (salary and benefits)**	$0	
13	**Program expenses:**		
14		$0	programmatic costs such as: additional materials you plan to print or purchase, space rental, tabling events, food for staff/volunteers at voter registration events, etc. Reminder: Vot-ER will provide staff with voter registration badges as well as posters for your health center.
15		$0	
16		$0	
17	**Total program expenses**	$0	
18	**Travel:**		
19		$0	
20		$0	
21		$0	Travel Expenses: This can include things like reimbursement for staff travel.
22	**Total travel expenses**	$0	
23	**Other anticipated expenses:**		
24		$0	
25		$0	Please include any other anticipated costs you expect to attribute to this grant budget.
26		$0	
27	**Total other anticipated expenses**	$0	
28	**Total Estimated Spending**	$0	Reminder: your total budget should be somewhere from $5,000-$10,000. Vot-ER will allocate grant resources to selected applicants based on the size and scope of proposed project.
29			
30			

CCEP Application: Discussion Questions

Discussion Questions

30. Has your health center participated in civic engagement work before, such as non-partisan voter registration and/or voter turnout work for elections? *

[_____ ⌄]

31. What kind of support do you anticipate needing from Vot-ER to make your CCEP effort more impactful? *

Please be as specific as possible about your work plan and how your patient population and health center staff will respond to voter registration and voter turnout efforts. Feel free to use bullets or one short paragraph to respond.

[   ]

32. What kind of resistance do you anticipate experiencing from your patient population in conducting voter registration efforts? How will you overcome this resistance? *

Feel free to use bullets or one short paragraph to respond.

[   ]

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Get your FREE Vot-ER badge

at www.vot-er.org/badge

Q & A

Contact

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Thank you!