

# Local Advocacy Matters

Ellen Stern, Senior Policy  
Coordinator

Lauren Gennaro, Advocacy &  
Communications Specialist



## Goals for Today

1

Give you an overview of our Government Affairs team and the issues we focus on

2

Discuss health policies that impact local communities

3

Discuss ways to get involved and barriers in doing so



**You are already an advocate  
and your voice can make a  
difference!**



# What does Children's Hospital Colorado's Government Affairs team do?

- Part of Child Health Advocacy Institute/Population Health
- Community Health Needs Assessment
- Six priority areas
- Other issues we care about: Access, operations, finance



# CITY COUNCIL: Local Policy Case Studies



Tobacco  
consumption in  
the presence of a  
minor in Aurora

(Spring, 2018)



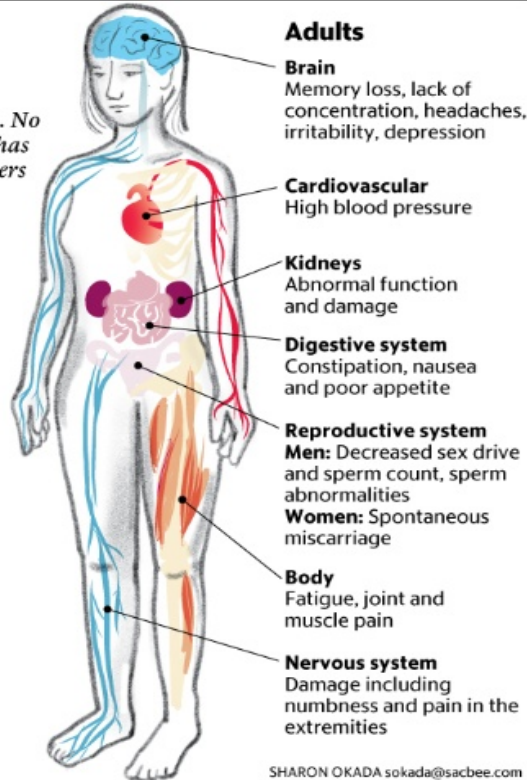
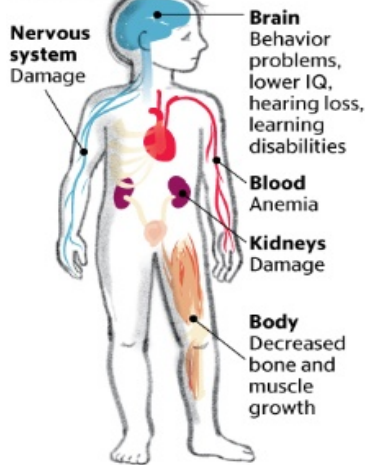
# STATE:

## Local Policy Case Studies

### Lead exposure

*Although often without obvious symptoms, lead exposure can affect nearly every part of the human body. No safe level of lead in the bloodstream has been determined by the federal Centers for Disease Control and Prevention.*

#### Children



Sources: Centers for Disease Control and Prevention; National Institutes of Health

SHARON OKADA sokada@sacbee.com

### Lead testing program for schools

(Spring, 2017)



# BALLOT MEASURE: Local Policy Case Studies



Resources for local mental health prevention and treatment, and substance use prevention, treatment and recovery

Fall, 2018



# FEDERAL: Local Policy Case Studies



90,000 children and pregnant women in Colorado are insured by the Children's Health Insurance Program

Winter, 2017/2018

Alejandra Borunda, middle, sits with her two children Natalia, 11, left and Raul, 8, right, holding the family's dog Sofia, at their home Nov. 26, 2017 in Aurora.







**MAKE A DIFFERENCE**  
with just one click



## Ways to get involved in advocacy

1

Sign up  
today for  
Child  
Health  
Champions

2

Call or email  
your  
lawmakers;  
get the word  
out on social  
media

3

Media,  
op-eds,  
letters to  
the editor

4

Meet with  
your local  
lawmakers  
(City  
Council,  
state reps,  
congression  
al  
delegation)

5

Testify, join  
a coalition  
or  
community  
organization



**What issues are important to you?**

**What barriers do you or members of the community face in getting involved in advocacy and what are strategies/partnerships that can address barriers?**

# Closing

- Your voice is powerful
- Use our team as a resource: [advocacy@childrenscolorado.org](mailto:advocacy@childrenscolorado.org)
- Sign up for Child Health Champions!

