



Northeast Valley Health Corporation
Civic Engagement Initiative

VOTING FOR HEALTH

Juile Leyba
Manager, Government & Community Relations

April 25, 2024

TABLE OF CONTENTS

- ✓ CIVIC HEALTH: WHY IT MATTERS
- ✓ CHCS & VOTING
- ✓ LAUNCHING CIVIC ENGAGEMENT
- ✓ NEVHC CIVIC ENGAGEMENT COMPONENTS: COMMUNICATIONS
- ✓ NEVHC CIVIC COMPONENTS: COLLATERAL MATERIALS
- ✓ REMINDERS
- ✓ GOING FORWARD
- ✓ RESOURCES



CIVIC HEALTH: WHY IT MATTERS

✓ Voter inequities and apathy persist.

✓ Voting impacts social drivers of health.

✓ People with worse health tend to be less likely to vote.

Figure 1
Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

Health Outcomes
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations



CHCs & Voting



EMBEDDED IN THE COMMUNITY

CHCs are purposely located in underserved areas of the community and are seen as invested in the community as they provide care that is sensitive to cultural, economic, and linguistical needs.



TRUSTED MESSENGERS

Research has shown physicians are viewed positively, including trustworthy and caring compared to other professions. A recent survey found Latino/a/x found teachers and healthcare staff as the most trusted community figures besides their family and friends.



SERVE SPECIAL POPULATIONS

CHCs primarily serve populations that historically do not vote, such as communities of color, low-income, and more.

Source: University of California San Francisco

LAUNCHING CIVIC ENGAGEMENT



Support & Approval

Implementing any type of engagement among staff and patients requires support and approval from the C-Suite.



Know the Audience

Patients, Staff, and
Community

Scale

Messaging



In-House Assets

We need at least one person who can designate time to implement forms of voter education.

The communications department is critical as they can develop the materials.

NEVHC CIVIC COMPONENTS: COMMUNICATIONS

COMMUNICATIONS

Communication was used to reach all three audiences (i.e., patients, staff, and community).

- NEVHC social media platforms (e.g., X, Instagram, Facebook, etc.).
- Internal staff communications via newsletters.
- External/community outreach via written blogs.
- Text messages with key dates.



NEVHC Chief Medical Officer , Dr. Christine Park.

NEVHC CIVIC COMPONENTS: COLLATERAL MATERIALS



Northeast Valley Health Corporation
a california health center

COLLATERAL

Education is the central focus of the grant, which focuses on key aspects of voting: importance, key dates, and how voting connects with health. Collateral materials were developed and implemented at all sites.

- MyVoteMyHealth campaign materials in English and Spanish were sent to all health centers and WIC locations.
- Posters, table tops, and pins were created.
- Buttons, stickers shirts, and more.



Vote For Your Health!

CA PRESIDENTIAL
PRIMARY ELECTION DAY

Tuesday, March 5, 2024

Voting Starts
February 6, 2024

Questions?
Call (888) 839-8682
Text "VOTE HEALTH" to 33339

Learn more



¡Vota Por Tu Salud!

ELECCIONES PRIMARIAS
EN CALIFORNIA

Martes 5 de marzo 2024

Votación Empieza
6 de febrero 2024

Preguntas?
Llama al (888) 839-8682
Envía "VOTE HEALTH" a 33339

Para más información



myvotemyhealth.org **My Vote. My Health.™**
AltaMed Health Services | California Primary Care Association



GOING FORWARD

November 5, 2024 - Election Day!

- ✓ Get approval from C-suite.
- ✓ Identify who can implement this project.
- ✓ Identify if you have a budget for printing or purchasing collateral.
- ✓ Develop basic materials (e.g., posters) with key dates.
- ✓ Identify built-in mechanism to easily implement a passive outreach to voter education.

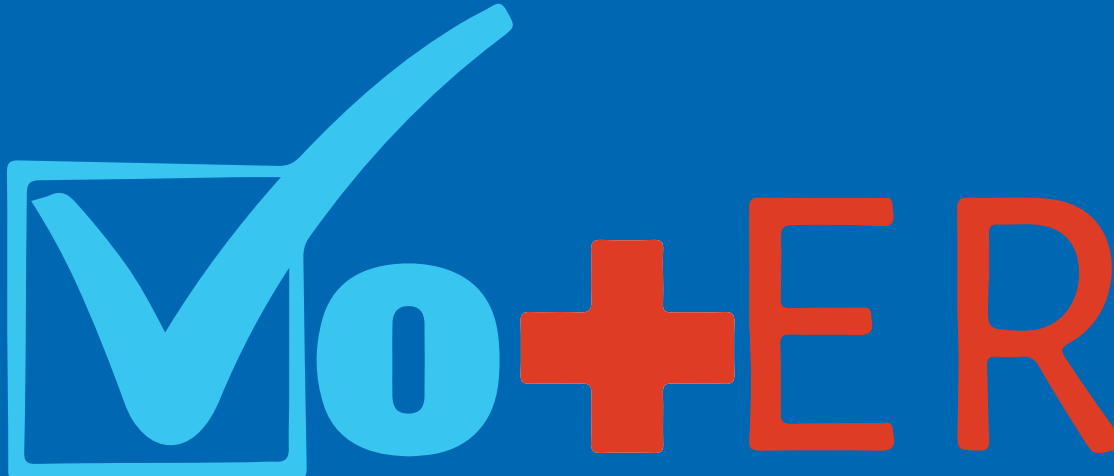


REMINDER

- ✔ Implementing civic education does not have to be costly.
- ✔ Providing education can take many forms.
- ✔ Utilize already built-in mechanisms (i.e., communication platforms).

-
- ✘ Do not think civic education can only be partisan.
 - ✘ Do not think you have to reach everyone.

NONPARTISAN RESOURCES

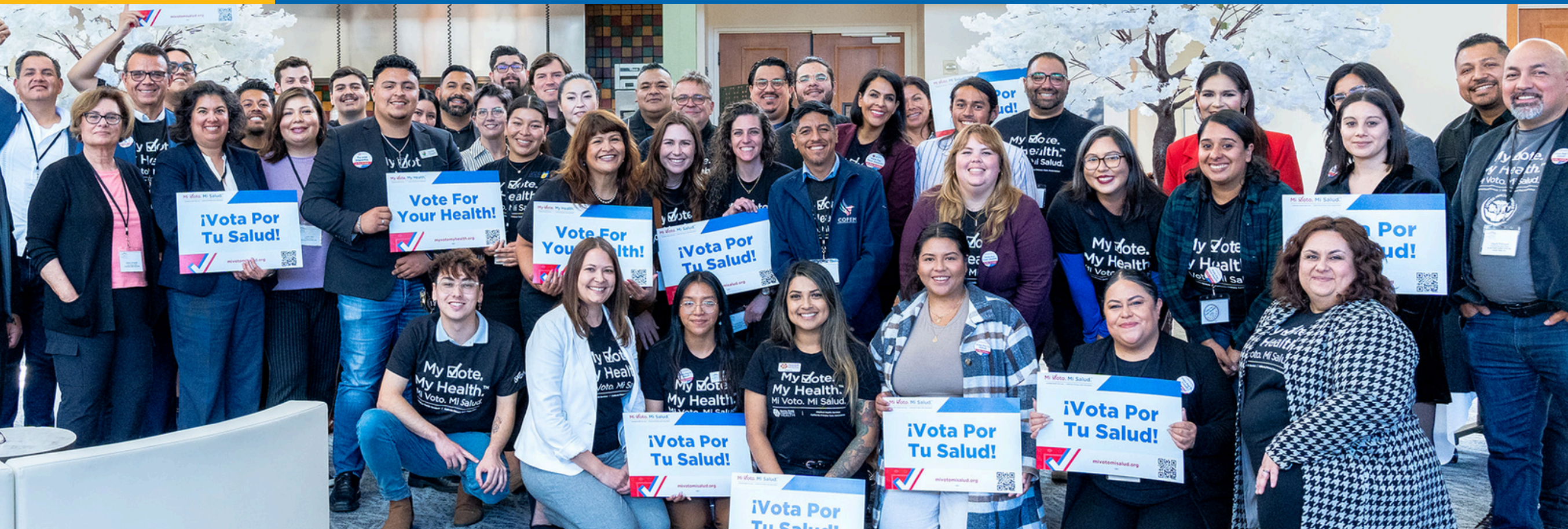


My  **ote.** My Health.™

AltaMed Health Services

California Primary Care Association

Questions



(818) 270-9576 x 41713



JulieLeyba@nevhc.org



@MyVoteMyHealth
@officialNEVHC

