Introductions

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Community Engagement

- Mechanics vs. Content
  - Frontline staff and providers all engage the community around sensitive topics
  - Content is what differentiates the conversation

Community Engagement

- Community & Trusted Messengers
  - Culturally Sensitive Communication
    - Community Needs
  - Trust and Rapport Required
    - Consistent interactions build consistent conversations

Basic Script & Entry Points

- For Front Desk Workers:
  - Greeting patients and setting a positive tone
  - Basic script for common scenarios
  - Handling difficult questions or concerns
- For In-Room Clinic Workers:
  - Effective patient communication during consultations
  - Entry points for discussing sensitive topics

Why do we vote?

- Voting is a tool
  - You can decide to use it or not, but why prevent yourself from having it?
- Voting is your voice when it comes to change in your community
  - The president doesn't drive over the pothole on your street, but an elected official does.
    - Don't you want to choose the person who knows your story vs. the one who has never dealt with a pothole?

Why should we vote?

- Find one thing on the ballot you care about
  - Ask the person what they care
    - health care, education, employment, wages, secure housing, etc.
    - "Do have any loved ones who might care about those things?"
- What can you help change on a local level by voting?
  - *To vote for those who lead us, is to decide where our money is spent.*

Why *MY* vote?

- Elected Officials represent everyone.
  - Voting reminds them of this
    - Communities that vote less often may have their needs ranked lower
  - Strength in numbers
    - Elected Officials pay attention to groups that turn out and vote

Why MY vote?

- A voter at 18 is a voter at 80
  - Creating a culture of voting leads to a active and resilient community
- Just like health, voting never stops even if you ignore it
  - We want to empower them to effect change. Decision-making becomes more representative, and communities benefit when this happens.

MFA

The Experience

- Example of 'Community Engagement' interaction
  - Being civically engaged helps the entire community but finding a reason for a person to engage is individualized - finding that key is what keeps me going
  - Find one thing you care about, how does it impact your life/community, could be a personal favor
  - Think of an example

The Experience

- Share Out
  - Key elements that made it successful
  - Lessons learned

Differentiating C3 vs. C4

- C3
  - 501(c)3 is a nonprofit organization for religious, charitable, scientific, and educational purposes
  - Cannot engage in partisanship or endorsements of candidates

- Do not engage with the conversation around who we vote for, but instead why we vote

Differentiating C3 vs. C4

- C4
  - 501(c)4 is a social welfare group, and donations to 501(c)4 are not tax-deductible
  - Can engage in partisanship activity overall, but has higher tax scrutiny

Differentiating C3 vs. C4

- Navigating the Off-Ramp
  - Conversations all have a natural off-ramp
  - Curate this in the conversation
    - *"I can't tell you who to vote for, but I can tell you that you should vote"*
- Avoid Statements with opinion
  - Candidates, Bills, Initiatives
   - *"I can't talk about that while I'm working, but I will look into it"*

Tough Conversations

- 'Tough' is used to describe conversations that are view as 'difficult' or 'tricky' to navigate
  - Voting should be neither of these things
  - Partisanship is both of these things
- Folks want to be heard
  - Engage with a supportive ear, but you do not need to agree
  - 'I hear you when you...'
  - 'I Understand you when you...'
- Community has changed
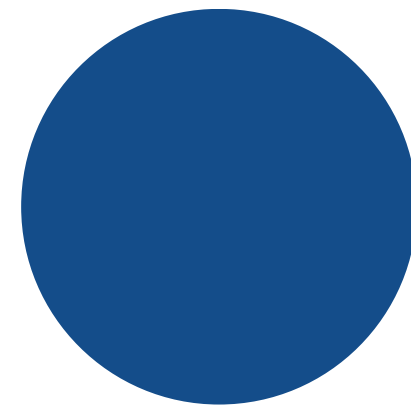 - Loneliness on the rise
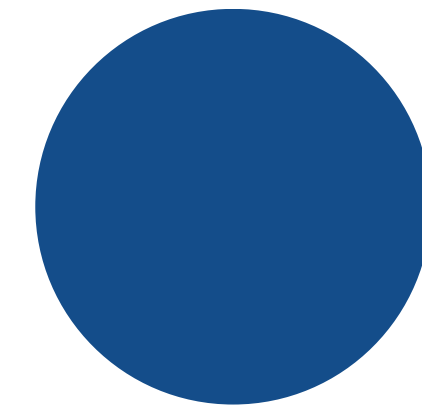 - Engage, Support, Pivot

Gaps in conversations
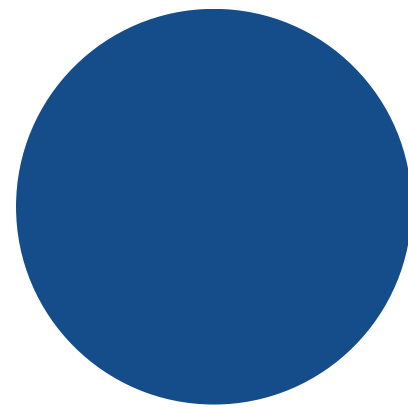
QUESTION 1

What has been the toughest conversation so far?

How did you handle it?

QUESTION 2

What is your biggest fear related to these conversations?

QUESTION 3

Have you had 'tougher' conversations in the past concerning a patient? (Yes/No)

Why we vote: The Postcard

- Talking Points
  - Find one thing on the ballot you care about
  - A voter at 18 is a voter at 80
  - Voting can either be a vicious or virtuous circle
  - These conversations can make the difference in a person voting
  - Voting leads to more attention to your needs in the community
- Give your personal experience

Questions