

Health Care Ambassador Program (HCAP) 2.0

Aracely Navarro, Regional Advocate
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CPCA
California Primary
Care Association

Health Care Access for All

The Affordable Care Act

- March 23, 2010, President Barack Obama signed into law the Patient Protection & Affordable Care Act (Public Law 111-148) (ACA)
- Expands health care coverage to 32M individuals nationally, covering nearly 95% of Americans
- Reduces health care costs in the long-term

In California

- 4-6 million Californians expected to be covered by 2019
- Health Centers are currently serving more than 230,000 homeless
- Covered California and Medicaid Expansion

Health Care Ambassador Program 2010

- Launched during National Health Center Week
- Promoted during Binational Health Week
- Train the Trainer model
- Incentives

Health Care Ambassador Program: Materials

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Health Care Access for All

**Health Care Reform (HCR)
Education Campaign**

- Banner and Button Templates
- Ordering instructions: Banner, Buttons, Lapel Pins
- FAQ Fact Sheet
- HCR Fact Sheets- Multilingual
- Train the Trainer PowerPoint
- PSA Outline
- Federal Letter
- Quick Reference Guide Template
- Sample Op-Ed
- Letter to Editor

August 8-14, 2010



CPCA's Pocket Guide to
HEALTH CARE REFORM

FREQUENTLY ASKED QUESTIONS

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Materials Continued



HEALTH CARE REFORM

EQUALS

ACCESS FOR ALL

ASK US HOW

The Continued Need

- Health centers are supportive of the ACA
- CONFUSION about the ACA continues with implementation
- Direct access to those who benefit the most



Transition

- State Implementation
- Legislative Advocacy
- Federal Appropriations and State budget implicated
- Enrollment

Health Care Ambassador Program 2.0

Mission Statement: The CPCA Health Care Ambassador Program works to build the grassroots arm of the organization providing information and educational materials to health center staff and advocates in an effort to empower them and those in the communities they serve. As provisions of the Affordable Care Act (ACA) are implemented and the health care delivery system continues to transform, CPCA Ambassadors will be well positioned to reach those affected based on the relationships they have built with their patients. Ambassadors will be an essential piece of CPCA's advocacy efforts to build healthier communities throughout the state.

Two Part Approach

- Educate health center staff, patients and communities on the provisions of the ACA, resources and issues that impact its implementation.
- Educate legislators about health centers, impact of the ACA, impact of legislation and budget, using the Ambassador network.

Upcoming Activities

- HCAP Survey
- Revision and development of new HCAP materials
- Coalition and Partnership Opportunities
- Webinar series launch
- Collection of physician and patient stories
- Action Alerts
- In-person presentations

Benefits and Challenges of the Program

Benefits

- Exposure to CPCA advocacy tools and policy support
- Clinicians, *Promotores*, AmeriCorp engagement and Champions
- Coalition building

Challenges

- Biggest impact to our population until October 2013 (January 2014)
- Competing Priorities in the evolution of health centers
- Patient Recruitment and Retention

Contact Information

California Primary Care Association
Health Care Ambassador Program

www.cPCA.org/ambassadors

Aracely Navarro

Regional Advocate

anavarro@cPCA.org

(916) 440-8170