



# PROTECT OUR CARE IL



## PROTECT OUR CARE ILLINOIS 2018- 2019 STRATEGIC PLAN

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# INTRODUCTION

**All Illinoisans should have the affordable, high quality, and equitable health care they need to live healthy lives and contribute to the health of their communities.**

This is the belief that has led organizations and activists to come together as Protect Our Care Illinois (POC-IL). After starting as a small group of advocates huddled together after the 2016 Presidential Election, POC-IL has now grown to over 145 organizations representing health care advocates, providers, consumers, and workers committed to protecting and building upon the benefits of the Affordable Care Act (ACA) and Medicaid. And while the preceding 18 months since POC-IL's founding have brought their fair share of challenges and setbacks, we have succeeded in bringing together organizations and consumers, promoting community leadership, and marshaling the tools and resources necessary to stop the efforts to repeal the ACA and end Medicaid as we know it.

The ACA and Medicaid are cornerstones of the health care system in Illinois. Over three million low-income children, seniors, people with disabilities, and other adults depend on Medicaid here in Illinois, with 650,000 of them eligible thanks to the ACA's Medicaid expansion.

This combined with the expansion of private health insurance has led the uninsured rate in Illinois to drop by half to 6.5%, the lowest rate on record. Indeed, the protections for persons with preexisting conditions, limits on out of pocket costs, and the guarantee of comprehensive health benefits has made Illinois health coverage more just and equitable than ever before.

In spite of this progress, the new political landscape in 2017 posed a clear threat and demanded a robust defense of these vital programs. POC-IL leapt into action to protect these essential programs and have been a leading force in Illinois health care advocacy ever since. POC-IL is unique in its ability to bring together healthcare advocates with expertise in grassroots organizing, policy development, communications, and direct service and our efforts have demonstrated just how effective coordinated advocacy across sectors can be.

## In the last 18 months, POC-IL and its partners have organized to:

- Collaborate with national health policy leaders to coordinate and develop social media campaigns, call-in days, and advocacy tools for the public to speak out against ACA repeal.
- Lift up consumer experiences and voices through direct media training and letters to the editor, interviews, and other earned media stories.
- Engage health care providers across settings and sectors to meet with legislators and activate their networks in support of the ACA and Medicaid.
- Defeat the Congressional effort to repeal the ACA, end Medicaid expansion, and gut the traditional Medicaid program.
- Educate providers, communities, and public officials on both sides of the aisle through dozens of public forums and policy briefings on substantive health policy information.
- Work with Congressional champions to plan and carry out press conferences in support of the ACA across the state at various healthcare settings.
- Coordinate grassroots actions across the state, including over two dozen actions at Congressional offices on the anniversary of the signing of the ACA and the run-up to the first vote on ACA repeal.
- Promote enrollment in health coverage and support a successful fifth ACA open enrollment that saw only a slight dip in enrollment in spite of dramatic cutbacks in federal funding.

POC-IL plans to build on these victories and this momentum. The conversation around health care needs to change and we see an opportunity to create a new narrative that identifies health care as a human right instead of a political football. POC-IL exists to create lasting solutions that will lead to healthier lives for all Illinoisans – and we believe this strategic plan puts us on the path towards such solutions. This work requires us not only to be aspirational but also to transform these ideas for a better health care system into action. POC-IL supports multiple approaches to reform, but seeking universal health care is a north star to aim for in our work. Illinois' implementation of the ACA has brought us closer to this goal than ever before but there is more work to do. POC-IL invites you to join us in this work towards universal health care for **all Illinoisans**.

# POC-IL GUIDING PRINCIPLES

- 1 Quality, Affordable, Comprehensive Coverage for all Illinoisans:** We are committed to promoting policies that expand and improve eligibility, coverage, and access to affordable, comprehensive, and quality health insurance for all Illinoisans with the goal of achieving universal, affordable health care. We will oppose and fight any policy proposal that reduces health insurance access, quality, or affordability.
- 2 Holding the Line on the ACA and Medicaid:** We support the traditional structure of the Medicaid program where access and coverage are guaranteed to all who are eligible. We also support the essential components of the ACA, including protections for preexisting conditions, a guarantee of comprehensive coverage, and financial assistance to make coverage affordable. We will evaluate any proposals to reform our healthcare system on whether it builds access and expands upon these existing benefits to meet the unique and diverse needs of all Illinoisans.
- 3 Empowerment and Diversity:** We seek to build the power of local leaders and communities engaged in health advocacy, particularly those that represent underserved constituencies and geographically and racially diverse communities. Grassroots leaders should play a prominent role in coalition decision-making, particularly if they depend on public programs for their care or are otherwise directly impacted by proposed policy changes.
- 4 Collaboration:** In working with other organizations, we emphasize the things that unite us rather than our differences. We respect each organization's perspective and seek to maximize each other's strengths and expertise. We welcome organizations committed to improving the Illinois health and view development of strong partnerships as a priority.
- 5 Holding Public Officials Accountable:** We will hold public officials who oppose the principles of POC-IL and act contrary to the interests of the people of Illinois accountable through grassroots advocacy, mass mobilization, and direct action and protest.
- 6 Nonpartisanship:** We do not support specific candidates or political parties. We will educate the public on policies that advance affordable health care coverage, and on the positions that public officials may have related to these policies, but that is not implicit endorsement or opposition of that public official as a candidate for office.

# STRATEGIC PLAN DEVELOPMENT

When Congressional efforts to repeal the ACA stalled in late 2017, POC-IL began to turn its attention to what the next phase of the coalition's work could be. Coalition members felt strongly that the threats to health care in Illinois would continue for the foreseeable future and that there was much work to be done. Furthermore, building the grassroots movement necessary to improve the health care system and plot a course towards universal health coverage would only happen with continued collaboration across POC-IL.

To realize this vision, POC-IL launched a concerted effort to engage our coalition partners in the creation of a strategic plan. We wanted to ensure diverse stakeholder input and scheduled a robust series of listening sessions, surveys, and workgroups. This process included:

- Two initial Summits in Chicago and Peoria to take stock of the 2017 campaign to defeat ACA repeal and discuss future opportunities
- A coalition-wide survey on POC-IL strengths, needs, and priorities.
- Four workgroups comprised of 22 coalition members from across sectors and across the state that developed the goals and activities comprised in the strategic plan itself.
- Four regional listening sessions to obtain feedback and to refine the strategic plan with local grassroots partners and consumers.

Through this process, POC-IL identified four work areas to guide our work through 2019:

- 1. Tell the Story**
- 2. Build and Assert Our Power**
- 3. Champion a Proactive Policy Agenda**
- 4. Grow the Movement**

# STRATEGIC PLAN WORK AREAS

## I. Tell The Story

*This section outlines strategies to educate and engage the public about the importance of Medicaid, the ACA, and the role of government in ensuring affordable health care for all. Our efforts will rely on an honest, diversified, and expansive narrative of consumers' struggles and successes. We need to shift the framing around health care as a central issue in our state and to lead with our values.*

### GOAL #1 : Launch I Am Medicaid Illinois Campaign

**I Am Medicaid Campaign:** #IamMedicaidIL is an effort to educate Illinoisans about what Medicaid means for our state and our residents. By sharing the stories and experiences of children, families, hospitals, health care providers, schools and others who depend on Medicaid, we will lift up the role Medicaid plays in the health and economic well-being of communities across Illinois.

#### STRATEGIES

- Gather and curate a diverse set of consumer stories representing the various ways that Medicaid benefits Illinois
- Establish a statewide network of community leaders to act as the primary spokespeople for the campaign
- Publish and disseminate stories through a variety of creative means, such as digital, online, broadcast media, social media, stakeholder meetings, and printed media

#### OUTCOME MEASURES

- Number of Stories Collected
- Number of Earned Media Mentions and Stories
- Number of Media Markets Engaged
- Number of Social Media Impressions, Shares, Engagements

### GOAL #2: Social Media for Accountability

**#HealthcareHistory Campaign:** Today in #HealthCareHistory will be a social media campaign to highlight important events in the history of ACA, Medicaid, and other health access programs, including notable dates from 2017.

#### STRATEGIES

- Construct communications plan and targets for a social media campaign
- Develop social media graphics and content for the campaign

#### OUTCOME MEASURES

- Number of Social Media Impressions, Shares, Engagements

## GOAL #3: Hold the Line on the ACA and Medicaid

**Phone 2 Action:** Phone 2 Action is a platform that uses social media and mobile technology to engage community members in advocacy campaigns through direct text messages, patch-through phone calls and more. POC-IL will conduct P2A campaigns to maximize our grassroots advocacy and better engage our membership.

### STRATEGIES

- Disseminate current information regarding threats to the ACA and Medicaid to our partners and allies
- Distribute action alerts, social media content, and other electronic communications to promote and advance POC-IL advocacy campaigns
- Engage coalition partners and nontraditional allies in advocacy campaigns
- Promote P2A use throughout POC-IL membership
- Conduct focus groups to tailor partner communications resources

### OUTCOME MEASURES

- Number of Partners Sharing POC-IL Campaign Digests, Alerts, Campaign Communication
- Number of Partners Signed up for P2A and Taking Action During Advocacy Campaigns
- Number of Communications Focus Group Participants

## GOAL #4: Lead with Fundamental Values in All Communications and Messaging

**POC-IL Messaging Guide:** POC-IL will develop a messaging guide to focus our efforts on a path to universal coverage to all Illinoisans. We will work with communications partners across the state and explore unified ways we can shift the narrative by appealing to shared values.

### STRATEGIES

- Lift and communicate our field messaging framework and POC-IL policy agenda
- Explore non-traditional messaging to combat dominant narratives around health care
- Profile individual organizations healthcare advocacy and through partner profiles campaign

### OUTCOME MEASURES

- Number of Communications Partners
- Number of Partner Profiles Developed
- Messaging Guide Drafted

## II. Build and Assert Our Power

This section outlines strategies to empower grassroots organizers, leverage the strength of our community organizing, and deepen our partnerships across grassroots and traditional health care organizations. We need to support and expand the network of grassroots advocates defending affordable, quality health care for all by providing tools and resources that best position them to influence policies that impact their communities.

### GOAL #1: Increase Field Capacity to Fight Cuts to Health Coverage and Access

**Health Care Consumers and Grassroots Advocates Trainings:** POC-IL will work with its partners to increase local understanding of healthcare issues impacting consumers and how best to engage in POC-IL advocacy work.

#### STRATEGIES

- Identify opportunities for healthcare organizing training quarterly
- Promote P2A registration with grassroots advocates during field training
- Partner with grassroots organizers to create opportunities to build relationships with public officials

#### OUTCOME MEASURES

- Number of Health Care Organizing Trainings
- Number of Registered Advocates to Phone to Action
- Number of Relational Meetings with Public Officials

### GOAL #2: Support Direct Actions by Healthcare Consumers and Allied Partners

**POC-IL Campaign Plans:** POC-IL will work with field and grassroots partners to craft a coordinated plan of field action, community strategies, and timeline to ensure Illinois advances policies that respond to consumer voices and priorities.

#### STRATEGIES

- Conduct power analysis to identify Illinois targets for influencing health policy
- Create a field campaign plan of tactical opportunities and direct actions on identified targets
- Conduct series of direct actions to advance POC-IL and grassroots partners' goals

#### OUTCOME MEASURES

- Completed Power Analysis
- Number of Organizations Leading Campaign Plan
- Number of Direct Actions

## **GOAL #3: Grow and Strengthen Relationships Between Field Groups and Other POC-IL Members**

**POC-IL Town Halls and Field Retreat:** POC-IL will plan regular in-person and virtual meetings to resource share and build capacity within statewide health care organizers and other POC-IL stakeholders.

### **STRATEGIES**

- Hold regular community town halls with local community advocates and representatives from other sectors to discuss POC-IL strategy
- Plan and carry out an annual field retreat to assess campaign strategy with a dedicated focus on parts of the state outside of Chicago

### **OUTCOME MEASURES**

- Number of POC-IL Town Halls
- Annual Field Retreat Held

## **GOAL #4: Lead with Universal Values in All Grassroots Organizing and Messaging**

**Develop and Incorporate Messaging Framework with Grassroots Partners:** POC-IL Communications will work with grassroots groups to develop a messaging framework that distills policy information in a way that is understandable and inspires action.

### **STRATEGIES**

- Establish messaging frameworks to drive grassroots field work for 18 month campaign cycle
- Collaborate to profile grassroots healthcare advocates in profile campaigns

### **OUTCOME MEASURES**

- Number of Grassroots Partners using Framework Messaging
- Number of Advocates Profiled

### **III. Champion a Proactive Policy**

*This section outlines the POC-IL policy priorities and the process for developing and responding to policy proposals as opportunities and challenges arise. Inclusive work with our members will allow us to achieve our collective goal of strategically building towards affordable health coverage for all Illinoisans and for what we will need further down the line.*

## **POC-IL'S POLICY AGENDA 2018-2019**

Through collaboration with our community partners, we have developed four policy priorities to guide the development of our legislative and policy agenda:

### **Protect Medicaid and the ACA:**

- Oppose changes to Medicaid that would shift the cost to states, result in program cuts, or impose new burdens on enrollees
- Oppose any effort to repeal the ACA, increase costs on consumers, or weaken its protections
- Support policies that would secure Medicaid and ACA benefits in state law and prevent efforts to weaken these programs

### **Help Illinoisans Get Enrolled and Stay Enrolled in Health Insurance:**

- Support policies that fund Navigator programs and other sources of enrollment assistance
- Support policies to improve the Medicaid redetermination processes, increase continuous coverage and reduce inappropriate cancellation of benefits
- Support policies that fund marketing and public education to promote the importance of health coverage and the options available to different communities

### **Improve Health Insurance Quality and Affordability:**

- Oppose policies that will increase premiums for comprehensive health coverage
- Support policies to reduce out of pocket costs for consumers without sacrificing plan quality
- Support efforts to improve network adequacy, consumer protections, plan choice, and plan transparency
- Support efforts to expand the number and comprehensiveness of plan benefits

### **Identify Paths to Universal Health Coverage:**

- Support policies that expand eligibility for public health insurance to new populations
- Explore policies that allow more people and businesses to buy into Medicaid, Medicare, or other public health insurance options
- Consider policies that authorize the public sector to play a larger role in healthcare payment including serving as a single payer for health services

## GOAL #1: Develop and Launch POC-IL Policy Agenda

**2018-2019 Legislative Agenda:** POC-IL will work to create a campaign plan for legislative action within our priority areas.

### STRATEGIES

- Develop a framework to assess policy options and opportunities systematically.
- Develop a 2018-2019 federal and state legislative agenda.

### OUTCOME MEASURES

- Policy Strengths-Weakness-Opportunities-Threat Assessment Guide
- Develop 2018-2019 federal and state legislative agenda

## GOAL #2: Research and Develop State Proposals

**State Crosswalk for Policy Agenda:** POC-IL will research state best practices in support of POC-IL policy goals.

### STRATEGIES

- Reach out to experts nationally and in other states to identify promising policies
- Identify policy environment in Illinois and in other states in assessing policy options
- Research data and other resources required for promising proposals

### OUTCOME MEASURES

- Number of State and National Experts Consulted
- Policy Proposals and Best Practices from Other States

## GOAL #3: Engage Partners Around POC-IL Policy Agenda

**POC-IL Partner Engagement around Policy Agenda:** POC-IL will establish ways to garner feedback about policy priorities on an ongoing basis and engage partners in advancing a unified agenda.

### STRATEGIES

- Incorporate policy agenda into town halls and other meetings to obtain feedback from diverse communities and POC-IL partners
- Build mechanism for partner feedback and suggestion of policy priorities
- Assess partner strengths and resources to integrate opportunities to engage traditional and non-traditional partners in policy agenda

### OUTCOME MEASURES

- Number of policy sharing sessions
- Number of partner suggestions and feedback received

## Goal #4: Fight For Universal Healthcare and Other Long-Term Goals

**Roadmap to Universal Healthcare:** POC-IL will craft a roadmap to help build the infrastructure, education, and support needed to bring universal healthcare to Illinois.

### STRATEGIES

- Break down existing proposals for universal health care and analyze their advantages and disadvantages
- Build out a long-term action plan to win universal healthcare coverage for Illinoisans

### OUTCOME MEASURES

- Completed Road Map to Universal Health Care Plan

## IV. Grow the Movement

*This section outlines strategies to continue the growth of the coalition. POC-IL will only realize its goals if the movement for universal affordable health care continues to grow throughout the state. We need to sustain our movement by building out the regional structure required to support this work locally and intentionally invite new members of diverse backgrounds, populations, and sectors.*

### GOAL #1: Develop a Member Engagement and Re-Engagement Strategy

**POC-IL Tiers of Engagement:** POC-IL will define different levels of engagement and a plan to engage partners in getting more involved in the work of POC-IL over time.

### STRATEGIES

- Craft a statewide outreach plan to invite new partners to join the coalition, particularly those who represent new regions or underrepresented demographic groups
- Identify gaps in organizational types and use existing organizational networks to engage with new organizations, mainly focusing on associations, coalitions, and membership-based organizations
- Develop tiers of engagement and a strategy to help coalition partners to increase their levels of participation
- Profile partners to highlight their work and accomplishments in the field of healthcare activism

### OUTCOME MEASURES

- Number of New Coalition Members
- Increased Participation by Coalition Members
- Number of Partners Profiled

## GOAL #2: Build Regional Structure to Support Statewide Membership and Local Advocacy

**Regional POC-IL Leaders:** POC-IL will support local leadership by convening a series of in-person meetings throughout the state and collaborating with local health advocacy leaders to build engagement in each region of the state.

### STRATEGIES

- POC-IL Regional Strategic Plan and Policy Agenda Meetings
- Identify training opportunities to build capacity across the organization and bring different sectors of coalition together
- Identify and cultivate local healthcare leaders to serve as regional captains for POC-IL in each region of the state

### OUTCOME MEASURES

- Number of Regional Strategic Plan and Policy Agenda Meetings
- Number of Participants in Each Regional Meeting
- Number of Regional Trainings Held
- Number of Regional Captains
- Number of New Healthcare Advocates by Region

## GOAL #3: Dedicate Significant Attention to Engaging Underrepresented Members and Groups

**Equity in Membership and Representation:** POC-IL will reach out to underrepresented groups and devote special attention to building trust and solidarity in those communities, particularly communities of color.

### STRATEGIES

- Develop an outreach strategy to engage diverse communities that represent those who are most impacted by health policy changes, especially those enrolled in Medicaid and other low-income health programs
- Continue to build relationships with underrepresented communities with an emphasis on trust building and solidarity
- Identify opportunities to train and model respectful engagement with community members from diverse backgrounds

### OUTCOME MEASURES

- Number of new partners by organizational type and background
- Number of one on one meetings with representatives of impacted communities
- Number of trainings on engaging and communicating with diverse communities

# STRATEGIC PLAN IMPLEMENTATION

POC-IL will begin implementing this plan in summer 2018. We will begin by planning several regional partner meetings to present the plan and activate our statewide network. POC-IL subcommittees will lead up each strategic plan work area in conjunction with regional partners to bring the plan into fruition.

The lead subcommittees are:

- Communications Subcommittee - Tell the Story Work Area
- Legislative / Policy Subcommittees - Champion a Proactive Policy Agenda Work Area
- Field Subcommittee - Build and Assert Our Power Work Area
- POC-IL Steering Committee - Grow the Movement

POC-IL will approach implementation by following the principles that have led to our success thus far. We will continue to prioritize community education, local leader engagement, and impartial policy analysis to further our goals. A short-term work plan will be forthcoming in preparation for advocacy during the next General Assembly and Congress and regular updates on the plan and its implementation will be available to all interested stakeholders.

## CONCLUSION

The most exciting opportunities are the ones we cannot even imagine at the end of 2019 because they are still just an idea in the minds of our partner advocates, organizers, consumers, and the community at large. Our renewed emphasis on bringing the conversation to our ultimate goal of healthcare for all in Illinois centralizes all of these ideas and brings us closer to transforming healthcare with each idea presented in this strategic plan.

Protect Our Care Illinois is privileged to lead the way toward a more just and equitable health care system, as we fight to provide health coverage for all in Illinois. As we move into the next phase of our strategic plan we keep the following in mind: “the final plan is not where success abides.” We look forward to living out this plan with you all and organizing to bring these ideas to fruition.

**We win when we work together.**

# ACKNOWLEDGEMENTS

## POC-IL Executive and Steering Committee

Access Living  
ACLU-IL  
Aids Foundation of Chicago \*  
Chicago Coalition for the Homeless\*  
Citizen Action  
Everthrive Illinois\*  
Heartland Alliance\*  
Health and Medicine Policy Research Group  
Healthy Illinois  
Indivisible Illinois  
ICIRR  
Legal Council for Health Justice\*  
Planned Parenthood  
SEIU  
Shriver Center\*  
Thresholds

\* POC-IL founding executive team

## Tell the Story

Everthrive Illinois  
Health and Medicine Policy Research Group  
Indivisible Illinois  
NAMI Chicago  
Shriver Center  
Thresholds  
United Way of Metropolitan Chicago

## Build and Assert Our Power

ACA Consumer Advocacy  
Access Living  
Aids Foundation of Chicago  
Chicago Coalition for the Homeless  
Citizen Action  
Everthrive Illinois  
Healthy Illinois  
Indivisible Illinois  
Planned Parenthood  
SEIU

## Champion a Proactive Policy Agenda

ACA Consumer Advocacy  
ACLU-IL  
Esperanza Health Centers  
Everthrive Illinois  
Heartland Alliance  
Metropolitan Breast Cancer Task Force  
Thresholds

## Grow the Movement

Aids Foundation of Chicago  
Heartland Alliance  
Illinois Partners for Human Services  
United Way of Metropolitan Chicago

## TELL THE STORY

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 1: Launch I Am Medicaid Campaign</b>		
Outreach to agencies and grassroots groups with the aim of 30 vetted consumer stories	4/1/18 - 12/1/18	# stories collected # distinct demographic # agencies collecting stories
Establish a key communicator network	4/1/18 - 9/1/18	# of connections # of referrals from network
Explore creative means to collect and disseminate stories in the public	4/1/18 - 12/1/18	# communication means used # of media mentions # interactions
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 2: Utilize Social Media for Accountability: Today in Healthcare News</b>		
Create timeline of votes and milestones for social media campaign	3/1/18 - 5/1/18	# of shares and uses by partners # of interactions
Construct communications plan and targets for social media campaign	4/1/18 - 6/1/18	Completed Campaign Plan
Identify partners to amplify campaign within scope of present healthcare actions	4/1/18 - 8/1/18	# of shares and uses by partners # of total media interactions
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 3: Hold the Line on Attacks on the ACA and Medicaid</b>		
Provide action alerts, social media, communications campaign to guide partners during campaigns	6/1/18-6/1/19	# click rates % share rates # press releases or media invitations # social media interactions
Leverage coalition partners and nontraditional allies for campaigns	6/1/18-6/1/19	#partners lifting campaign
Implement Text 2 Action for emergency campaign work	3/1/18-8/1/18	#calls to targets #social media shares #clicks #registrations to text
Assess partner communications needs	12/1/18-8/1/18	Evaluation of all POC-IL Communications POC-IL Member Focus Groups

## TELL THE STORY

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 4: Establish Fundamental Values Frames for POC-IL Communications and Messaging</b>		
Develop non traditional messaging to combat healthcare narratives	6/1/18 -9/1/18	Completed POC-IL Values Messaging Framework
Profile partner advocacy through profile campaign	9/1/18 -6/1/19	# partner profiles # interactions # shares

## BUILD AND ASSERT OUR POWER

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 1: Increase Field Capacity to Fight Cuts to Health Coverage and Access</b>		
Create town halls, forums, and opportunities for consumer education	5/1/18 - 6/1/19	# events # social media interactions # materials handed out
Engage opportunities for field to reinforce education moments with healthcare actors	4/1/18 - 6/1/19	# 1:1s with actors # related field events # attendance
Support I Am Medicaid campaign through consumer stories and collaborative field events	4/1/18 - 8/1/18	#consumer stories facilitated by field partners # field partners engaging in outreach
Create creative opportunities to integrate healthcare as a critical allied issue in other social fights	4/1/18 - 6/1/19	# 1:1 with allied campaigns # of collaborative issue mentions and speaking points
Adopt Phone 2 Action as an operations tool in the field	4/1/18 - 8/1/18	#T2A interactions from field teams # of T2A plugs from partner field teams # of registrants from present field teams
Register community residents to engage in actions at field events via field pop-up stations.	7/1/18-6/1/19	# of new registrants # of pop-up events
Create opportunities for healthcare organizing training quarterly	7/1/18-6/1/19	# of new registrants # organizations

## BUILD AND ASSERT OUR POWER

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 2 : Support Direct Actions by Healthcare Consumers and Allied Partners</b>		
Conduct power analysis to identify Illinois targets for influencing health policy	9/1/18-12/1/18	Completed Power Analysis
Create a field campaign plan of tactical opportunities and direct actions with identified targets	12/1/18-6/1/19	Completed Campaign Plan # of Organizations Leading Plan
Conduct series of direct actions to advance POC-IL and grassroots partner goals	6/1/18 - 6/1/19	# direct actions # media and press mentions

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 3: Grow and Strengthen Relationships Between Field Groups and Other POC-IL Members</b>		
Create opportunities for healthcare organizing training and capacity building quarterly	6/1/18 - 6/1/19	# of trainings # of attendants # of views (webinar)
Establish field retreat to drive campaign work with a heavy emphasis on presence outside of Chicago	1/1/19- 3/1/19	# of attendants # organizations represented % state wide distribution # of regional satellites

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 4: Lead with Universal Values in all Grassroots Organizing and Messaging</b>		
Establish messaging frameworks to drive grassroots field work for campaign	10/1/18-12/1/18	POC-IL Field Messaging Framework
Collaborate to profile grassroots healthcare advocates in profile campaigns	12/1/18 - 3/1/19	# partner profiles

## CHAMPION A PROACTIVE POLICY AGENDA

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 1: Develop and Launch POC-IL Policy Agenda</b>		
Develop framework to assess policy options and opportunities systematically	3/1/18-6/1/18	Completed POC-IL Policy Framework
Develop 2018-2019 Federal and State Legislative Agenda	5/1/18-11/1/18	Completed Policy Agenda
Map legislative campaign in broader POC-IL Campaign Calendar	11/1/18- 12/1/18	Completed 2019 Legislative Campaign Work Plan
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 2: Research and Develop State Proposals</b>		
Explore landscape for work in other states by reaching out to national experts	8/1/18-12/18	# national experts consulted
Identify Policy Environment in Illinois and in other states in assessing policy options	8/1/18- 12/1/18	Policy Proposals and Best Practices from Other States
Research data and resources needed for successful proposals.	8/1/18- 12/1/18	2019 Resource Need List
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 3: Engage Partners Around POC-IL Policy Agenda</b>		
Incorporate policy agenda into town halls and other meetings to obtain feedback from diverse communities and POC-IL Partners	7/1/18 - 11/1/18	POC-IL on the Road Sessions # of attendants # of sessions
Build mechanism for partner feedback and suggestion of policy priorities	7/1/18-1/1/19	# partner suggestions and feedback received
Assess Partner Strength and resources to integrate opportunities to engage traditional and non-traditional partners in policy agenda	7/1/18-11/1/18	Partner Asset Mapping 2.0
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 4: Fight for Universal Healthcare and Other Long-Term Policy Changes</b>		
Breakdown existing proposals for universal healthcare	12/18-6/1/19	Summary Proposal Explainer
Build long-term action plan to win universal healthcare coverage for Illinoisans	3/1/19-6/1/19	Completed Roadmap to Universal Healthcare Plan

## GROW THE MOVEMENT

KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 1: Develop A Member Engagement and Re-Engagement Strategy</b>		
Craft a statewide outreach plan to invite new members to join the coalition, with an emphasis in new regions or underrepresented demographic groups	6/1/18-7/1/18	# new members
Identify gaps in organizational types and engage new organizations, focusing on associations, coalitions, and membership based organizations.	6/1/18-7/1/18	POC-IL Asset Mapping and Strategic Need 2.0
Develop tiers of engagement and a strategy to help coalition [partners increase participation	6/1/18-10/1/18	POC-IL Tiers of Engagement Framework
Profile partners to highlight work and accomplishments in healthcare activism	9/1/18- 6/1/19	#partners profiled
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 2: Engage Partners Around POC-IL Policy Agenda</b>		
POC-IL Regional Strategic Plan and Policy Agenda Meetings	7/1/18 - 11/1/18	# regional meetings # participants per meeting
Identify training opportunities to build capacity and bring different sectors of coalition together	10/1/18 - 6/1/19	# trainings held # training participants
Identify and cultivate local healthcare leaders to serve as regional captains for POC-IL in each region of the state	9/1/18-6/1/19	# regional captains # new healthcare advocates by region
KEY ACTION ITEM	TIME FRAME	EVALUATION
<b>Goal 3: Dedicate Significant Attention to Engaging Underrepresented Members and Groups</b>		
Develop outreach strategy to engage diverse communities representing those most impacted by health programs	6/1/18-10/1/18	POC-IL Engagement Plan # new members by organizational type
Build relationships with underrepresented communities with an emphasis on trust building and solidarity	6/1/18-6/1/19	# one-on-one meetings with representatives of impacted communities
Identify opportunities to train and model respectful engagement with community members from diverse backgrounds	6/1/18-6/1/19	# of training on engaging and communicating with diverse communities