

# Partnering for **Vaccine Equity**



Learning Community Webinar  
August 17, 2022



# Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email [vaxequitylearning@urban.org](mailto:vaxequitylearning@urban.org)

# Today's Speakers



**Taylor Tucker, MSW**

Health Equity Solutions  
Program Manager of Training and Outreach



**Pastor Wayne Mack**

Grace Place Atlanta Church of God by Faith  
Lead Pastor



# Advocacy 101

# Introductions

Please share:

- Name, Pronouns, Location & Role
- What you are most excited about for this learning session?





**HEALTH**  
**EQUITY**  
**SOLUTIONS**

***Vision***

For every Connecticut resident to attain optimal health regardless of race, ethnicity, or socioeconomic status.

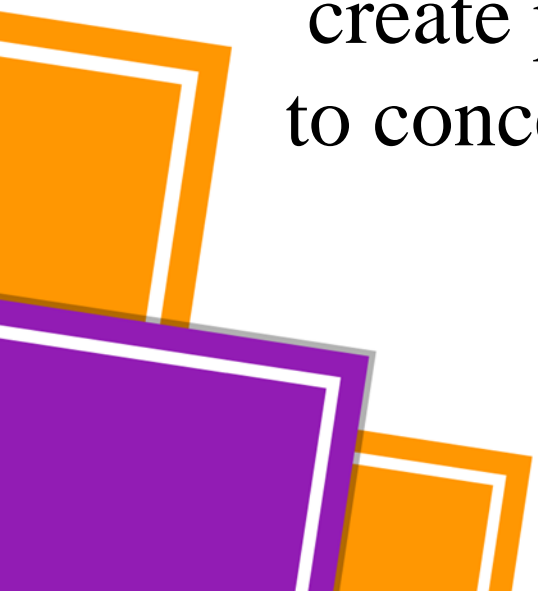
***Mission***

To promote policies, programs, and practices that result in equitable health care access, delivery, and health outcomes for all people in Connecticut

# Training & Outreach Team Creed

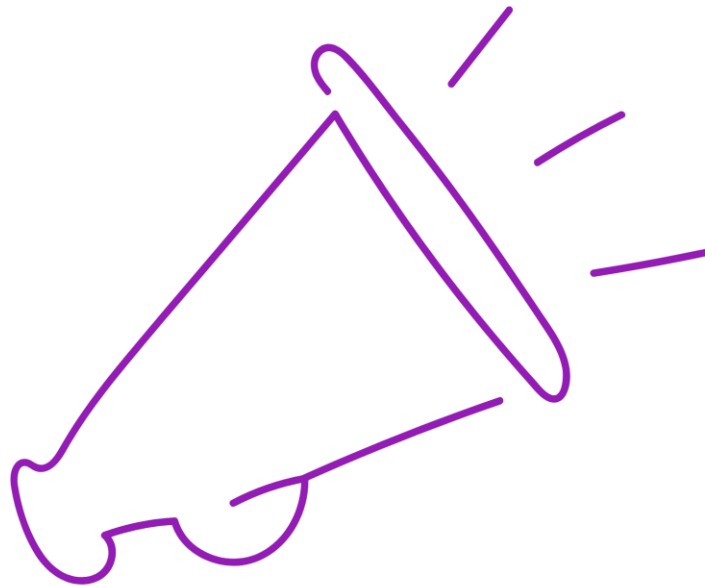


We believe in the active dismantling of oppressive colonial systems and that there needs to be a systematic response to address inequity and racism as it pertains to health outcomes for all Connecticut residents. We will create purposeful learning opportunities that push people to conceptualize and implement tangible solutions that are equitable, anti-racist, and sustainable



# Chat Waterfall Activity

- What word comes to mind when you think of Advocacy?





# Defining Advocacy

## *Advocacy*

- “the act or process of supporting a cause or proposal; the act or process of advocating something”

In other words:

- *Advocacy* is making your voice heard (individually or collectively) on issues important to you





# WHAT:

## Naming the Issue

- All advocacy starts with an issue/problem to solve
- Different issues exist, i.e., health insurance, education, employment, healthier food access, etc.
- You must clearly define and name your issue



# Advocacy - WHO

**This answer  
connects you to the  
problem you want  
to solve**



**Who does this  
problem impact the  
most?**



**How are we all  
impacted?  
(if we are?)**

# Advocacy - **HOW**:

## How do I Advocate?

- Discussing the issue; host a local issue forum
- Public forums – hearings: attending/testifying; town halls
- Media – Letters to the editor; op-eds; social media
- One on One with your legislator



# Advocacy - **HOW:**

## How do I Advocate?

- Determine the issue
- Lay out your goals – what are you trying to accomplish? What change would you like to see?
- Build your coalition – who else is passionate about this issue in your community? Who can provide resources to support the effort?

OR

- Partner with others – actively follow the work of groups like HES and participate in calls to action and/or bring issues their attention



Advocacy – **WHERE**  
Location, Location,  
Location



# Advocacy – **WHEN**

## All About the Timing

- *Local Advocacy*
  - City Council representatives meet all year round & have specific dates reserved for the public to testify regarding issues in their city.
- *State Advocacy*
  - Connecticut's current legislative session began February 9, 2022, and runs until May 4, 2022
- *Organizational/Site-Specific Advocacy*
  - Knowledge of board meetings, division & staff meetings where decisions are being made





# Advocacy – WHY?

No issue is resolved/addressed without some form of advocacy

Advocacy is essential to holding policymakers accountable

You have knowledge & expertise that policymakers do not have

Advocacy provides a voice for the people that face the most barriers in our community

Fill in the blank\_\_\_\_\_

With your reason!

# Sustaining Advocacy

- Asset/ Strengths-Based Approach
- Prioritize your personal efforts
- Honoring your rest
- Community



# Now What?

- Register to Vote
- Request a meeting with your legislators
- Publicly testify (professionally and personally)
- Join or establish a coalition
- Educate in your immediate sphere of influence
- Join us for the second workshop in this series



# Stay In Touch & Get Involved with HES!



Text HES to  
72572



**HEALTH**  
**EQUITY**  
**SOLUTIONS**



<https://www.hesct.org/>



@healthequitysolutions



@healthequityct



@healthequitysolutions



@HealthEquityCT



@healthequitysolutions



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Hartford, CT 06106



# Satisfaction Poll & Upcoming Events

## Upcoming Learning Events:

*Register NOW:*

- Advocacy Learning Series Part II:
  - August 24th, 1 – 2:30 pm ET [WORKSHOP]: [Advocacy Through Storytelling: A Powerful Tool for Change](#)
- WAITLIST: August 23<sup>rd</sup>, 1-2:30 PM ET: Social Media Workshop Series (Please email [vaxequitylearning@urban.org](mailto:vaxequitylearning@urban.org) to be put on the waitlist)

## New event materials available:

*Coverage Matters: Understanding and Connecting Community Members to Affordable Health Insurance*

## Full events calendar available on our website:

[vaccineequity.urban.org](http://vaccineequity.urban.org)

Partnering for **Vaccine Equity**

