Public Health Modernization Campaign Plan

Long Term Goal: To engage with and educate legislators prior to the 2017 legislative session on the current state and future state of public health and how that will influence the health status of Oregonians.

Intermediate Goals:

* 20 quality legislative meetings are held to build support of PHM
* 15 BOCC meetings are held to build support of PHM
* 5-10 legislative leadership/ways and means meetings are held
* 30 Coalition partners are signed up and supportive of PH Modernization (including CCOs, ELC hubs)

Short-term Goals:

1. Campaign plan
2. Legislators targeted with Follow-up/ Tracking system
3. Legislative Meeting Tool Kit developed
4. LHDs are educated and engaging key legislators
5. 5 handouts/ materials are developed (Communication TPs, PH Modernization overview, supporting handouts)
6. Campaign strategy and messages coordinated with PHD

Timeline

* May
  + 20 key Legislative meetings identified
  + Materials identified
  + Communication materials coordinated with the Public Health Division
  + Timeline solidified
* June
  + Materials development completed
  + Webinar Training: “How to have a meeting with a legislator”
  + Legislative Meeting Tool Kit Developed
  + ½ Face-to-Face Meeting – June 17th 8 - Noon
* July
  + All Legislative Meetings Scheduled
  + Kathleen and Morgan provide Technical Assistance/ Prep
  + LHD Legislative meetings held
  + CLHO staff meet with public health partners
* August
  + Kathleen and Morgan provide Technical Assistance/ Prep
  + LHD Legislative meetings held
  + CLHO staff meet with public health partners
* September
  + BOCC presentation template created
  + BOCC Meetings held
  + CLHO staff meet with public health partners
* October – December
  + Follow-up with Legislative visits held
  + CLHO staff meet with public health partners
  + Meetings with elected post-campaign/ pre-2017
  + Priority meetings with Legislative Leadership / CLHO Members & Staff