

# Action Plan

## 5-Touch Health Center Model

Here are the five specific touches you and your team should implement at your health center to ensure all your patients get involved in the My Vote. My Health. campaign and become civically engaged. These steps will help you engage patients at every step of their visit.



### Touch 1 Patient Visits and Reminder Calls

As the patient arrives, patient service advocates (or front desk staff) should mention the My Vote. My Health. campaign and/or provide a My Vote. My Health. campaign handout for waiting room reading. Patients will also receive a My Vote. My Health. campaign message during their appointment reminder phone call. During the census counting period, staff should encourage patients to use the Census Action Kiosk (CAK), which will be located in the lobby/waiting room as a designated space in which to fill out the census form.



### Touch 2 Lobby/Waiting Room

As patients wait for their appointments, they will see campaign promotional posters, materials, and commercials/PSAs on the televisions in the lobby/waiting room. During the census counting period, each health center will have a Census Action Kiosk (CAK) and promotora located in the lobby/waiting room for patients to use to fill out their census questionnaire.



## Touch 3

### Vitals and BP Check

Nurses and LVNs should mention My Vote. My Health. campaign information and briefly review a 2020 Census or campaign handout, which the patient can read while waiting for doctor.



## Touch 4

### Consultation

Providers should do a quick reminder about the census or the importance of voting. As a trusted messenger, a reminder from a provider goes a long way. Providers can mention the 2020 Census or handout provided by the nursing staff. Alternatively, providers can simply ensure they are wearing a My Vote. My Health. campaign sticker or button.



## Touch 5

### Check-Out and Next Appointment

Upon check-out and when scheduling the next appointment, back office staff or LVNs should mention the 2020 Census or election handout to the patient one more time, and/or ask if they've seen any of the My Vote. My Health. campaign material during their visit. Patient Plan Summaries paperwork will also include a short reminder message regarding the My Vote. My Health. campaign, so back office staff or LVNs can also point this out to patients as they wrap up their visits.



## Bonus

### Transportation Department

Health centers with a transportation department should take advantage of their captive audience to make sure My Vote. My Health. campaign material is on display or visible, and provide a 2020 Census or campaign handouts as appropriate during rides.

Civic engagement outreach does not have to be limited to the 5-touch steps at your health center. If your health center has a Community Health Education, Community Affairs, or other department doing health education or outreach in the community they can help spread the word on the importance of civic engagement by promoting My Vote. My Health. campaign material at events and during outreach.