



How to Guide

Step-by-Step Guide to Preparing Your Health Center for Civic Engagement

As a Community Health Center, you have a valuable opportunity to educate your patients and community on the importance of voting and participating in the 2020 Census. This My Vote. My Health. Toolkit, Checklist, 10-Step Guide, and 5-Touch Action Plan will help you and your health center prepare for census outreach and voter engagement.

- 1** Designate a civic engagement point person at your health center to lead your civic engagement efforts and to coordinate the My Vote. My Health. campaign.
- 2** Read the My Vote. My Health. Civic Engagement Toolkit and familiarize yourself with the 2020 Census Talking Points (pg. 25) and Voting in 2020 Talking Points (pg. 27).
- 3** Brief your executive and clinic leadership to establish their support and buy-in for this critical work.
- 4** Communicate to all staff the importance of civic engagement and the opportunity to leverage our trusted messenger role to promote greater civic participation.
- 5** Conduct campaign trainings for your health center staff using the Civic Engagement PowerPoint Presentation (MyVoteMyHealth.org/Training), Civic Engagement Training Exercise (pg. 17), the 5-Touch Health Center Action Plan (pg. 10), and 5-Touch Action Plan Team Assignments (pg. 13).
- 6** Display My Vote. My Health. campaign posters and promotional materials in your health center. A Campaign Materials Checklist is available on page 8.
- 7** Play phone message recordings that remind callers about the upcoming elections and census, and provide scripts to your phone receptionists, dispatchers, or call center staff.
- 8** Establish and grow a supporter email and contact list using an email marketing service for My Vote. My Health. and other updates and information.
- 9** Implement the 5-Touch Center Action Plan and promote greater civic participation with every patient that comes through your health center's doors.
- 10** Direct people to MyVoteMyHealth.org for more information and updates on the census and voting, including information on how to register to vote.