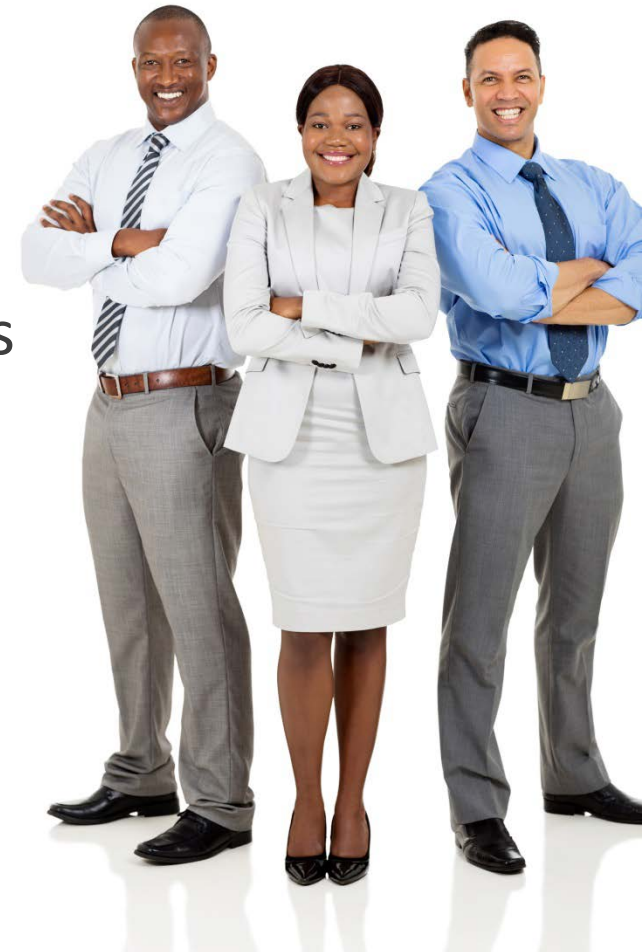


Healthcare District Messaging

Elly Garner, Director, Government Affairs | Feb. 2, 2017

What Your District Offers

- Your district is an integral part of the community the elected official serves
- Think about all that your district brings to the table:
 - Your district provides care and access
 - Your district is an employer
 - Your district represents a large number of their constituents
- Don't forget that your reach doesn't stop at your district borders



It's About Relationships

- Elected officials want to hear from you!
Reach out!
- Establish a relationship before you need something
 - If you don't have a relationship, set up a meeting to introduce your district ASAP
 - Invite them to your facilities/activities
- Staffers are important too!
 - Staff are the eyes and ears – sometimes the decider – for elected officials
- Develop a line of communication



Think Marketing

- You are “marketing” your district to the elected official
- Learn about the issues that are important to the elected official beyond healthcare
 - Economic impact
 - Employment – direct and indirect
 - Services you provide not offered by others
 - Pillar of the community



Don't Just Tell Them, Show Them

Leave behind collateral is key

- “One pager”
- Maps
- Reports to the community
- Statistics & data



Up Ahead on Your Left...

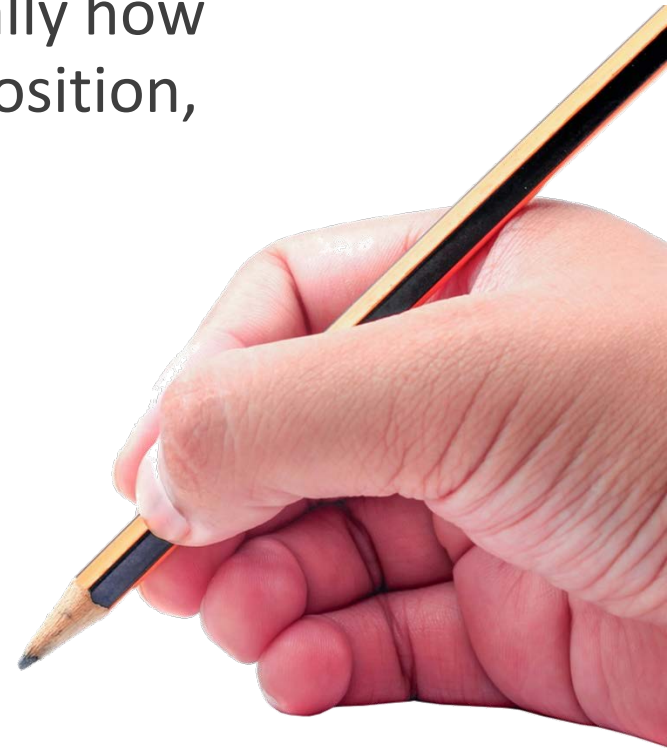
Giving Tours

- Know your audience!
- Tailor the tour to the elected official's interests
 - Examples: community health, technology, disaster preparedness, kids health, elderly care, etc.
- If you are going to make an ask at the end of the tour, show the area that their support would impact



Making the Ask

- Elected officials get asked for things all the time, they are used to it and expect it
- Be straightforward – tell them specifically how they can help: a vote in support or opposition, carrying a bill, writing a letter
- Elected officials generally want to help – especially once you've established the important role your district plays in the community



“Talk to you again soon”

Stay in touch

- Send a thank you note
- Notify elected officials of what happening with the district
- Invite them to district events and/or meetings
- Share marketing materials
- Reach out on legislative issues important to your district



Questions?

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