



The Power of Many: Coalitions for Policy Change

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Why use coalitions?

- Different organizations bring different strengths and capabilities
- Facilitate information-sharing and minimize duplication of effort
- Increase capacity to accomplish shared goals
- Expands contact with consumers, patients, and constituents (better ability to have a finger on the pulse)
- Can enhance strength and effectiveness when a representative of the coalition sits at a stakeholder table
- Policymakers need to hear from multiple voices and perspectives

Coalitions: Baked into GHF's DNA



Coalition Framework & Lifecycle

- Coalitions can be ad hoc and short term
 - In response to a proposed change in policy (CARE-M)
 - In support of a particular piece of legislation
 - Coalitions can be formed to achieve specific policy goals that may take a few years
 - Cover Georgia (to expand Medicaid)
 - Health insurance enrollment
 - Coalitions can be broader and more long term
 - Health advocates meetings (to maintain and strengthen relationships among advocates to partner as needed on emerging issues)
 - Ad hoc coalitions can be formed quickly due to groundwork laid in long-term coalitions
-

GHF coalitions



- Health Advocates Meetings
- Cover Georgia
- Preventing Substance Use Disorders
- GEAR/Enrollment coalition
- Access to Care & Equity coalition
- Emerging: Intersectoral health coalition

Case study: Cover Georgia

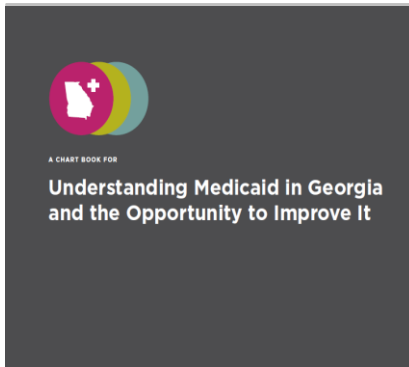
Cover Georgia



COVER GEORGIA

- Convened in 2012
- 70+ organizations
- Steering committee
- Regular coalition meetings
- Google group

Coalition strategy



Policy



Legislative
advocacy



Outreach



Communications

Coalitions look different

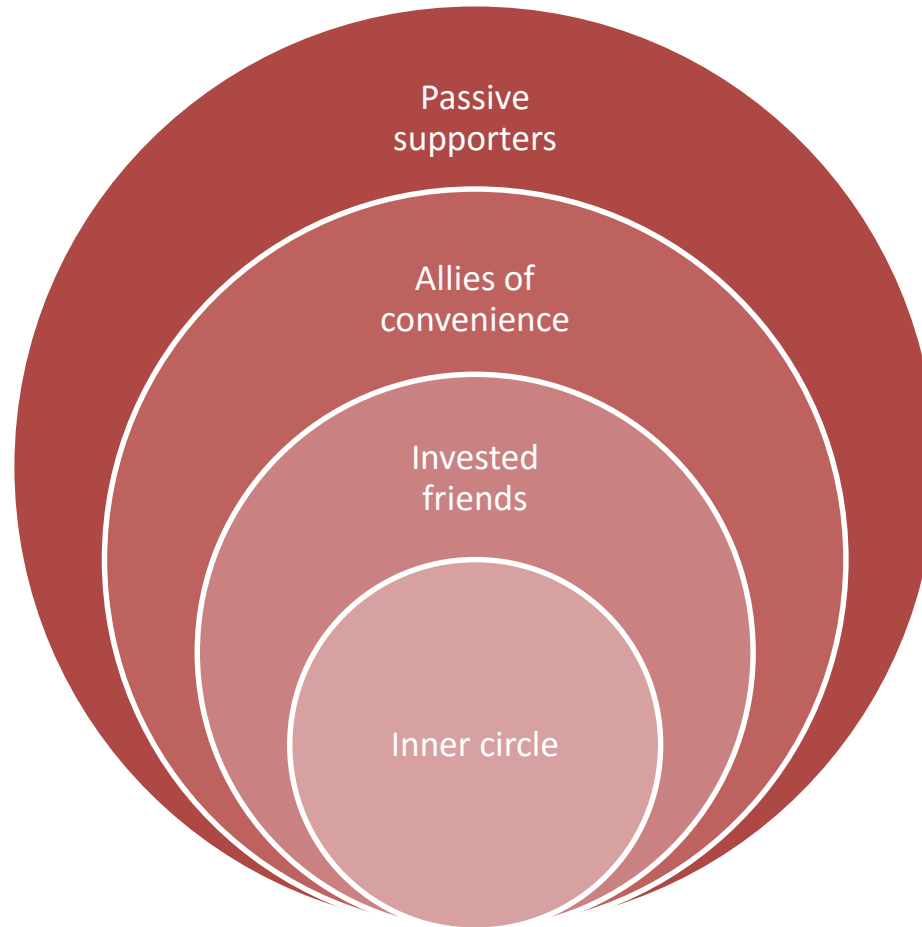
Cover Georgia

- Shared goal: Expand Medicaid to all low-income Georgians who make less than 138% FPL
- Open to any organization that wants to participate
- 70+ coalition members; smaller active group of partners
- Regular meetings with formal agenda
- Organized strategy to which all partners are asked to contribute
- Communicate via Google group

Health Advocates Meetings

- Shared purpose: Exchange information to facilitate collaboration on consumer health policy issues
- Membership limited to consumer health advocates
- About 20 active participants
- Frequent meetings during legislative session; less frequent in the off months
- Flexible, informal meeting agendas
- Communicate via Google group

Partners participate differently



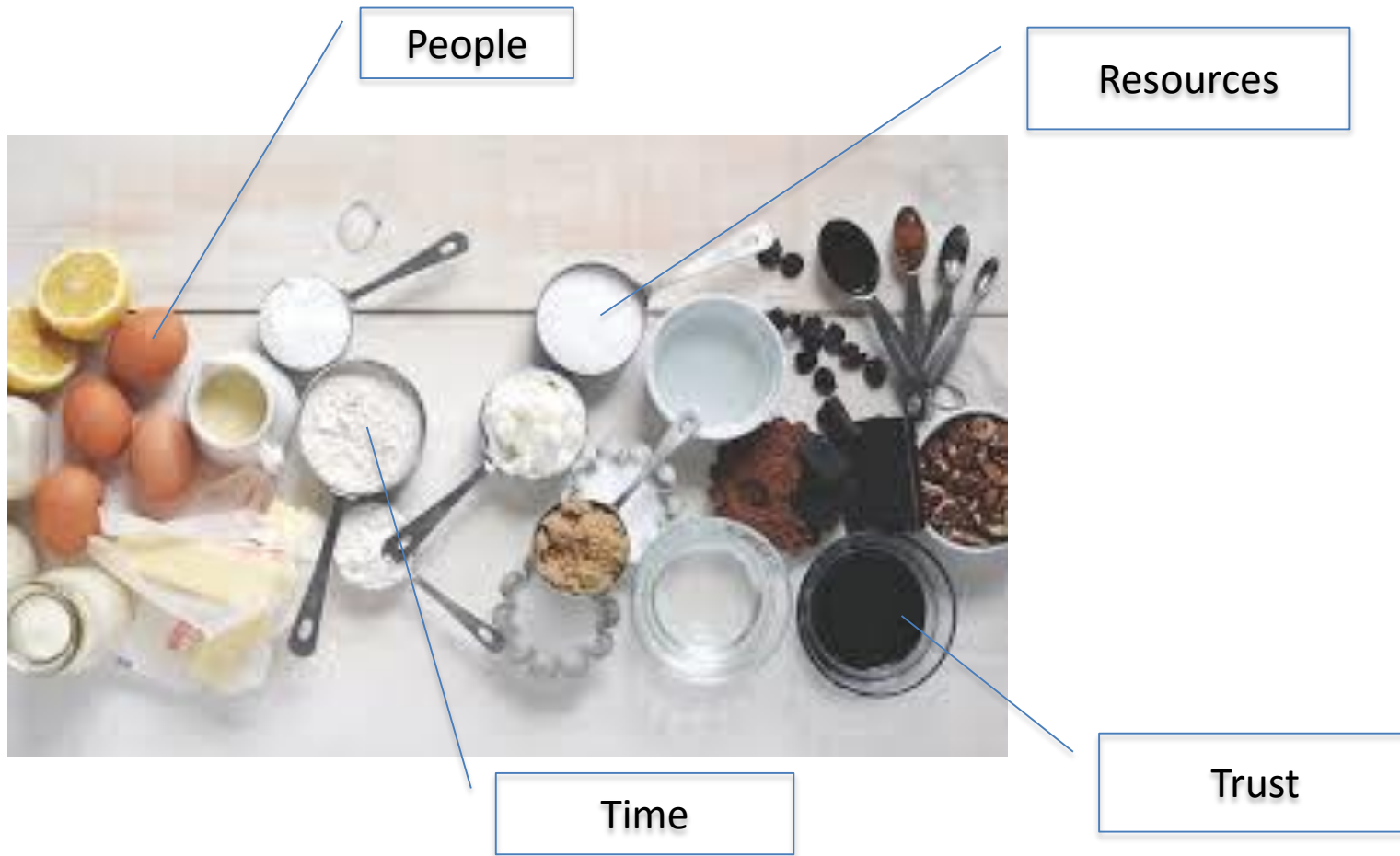
Best practices



GEORGIANS FOR A
HEALTHY FUTURE

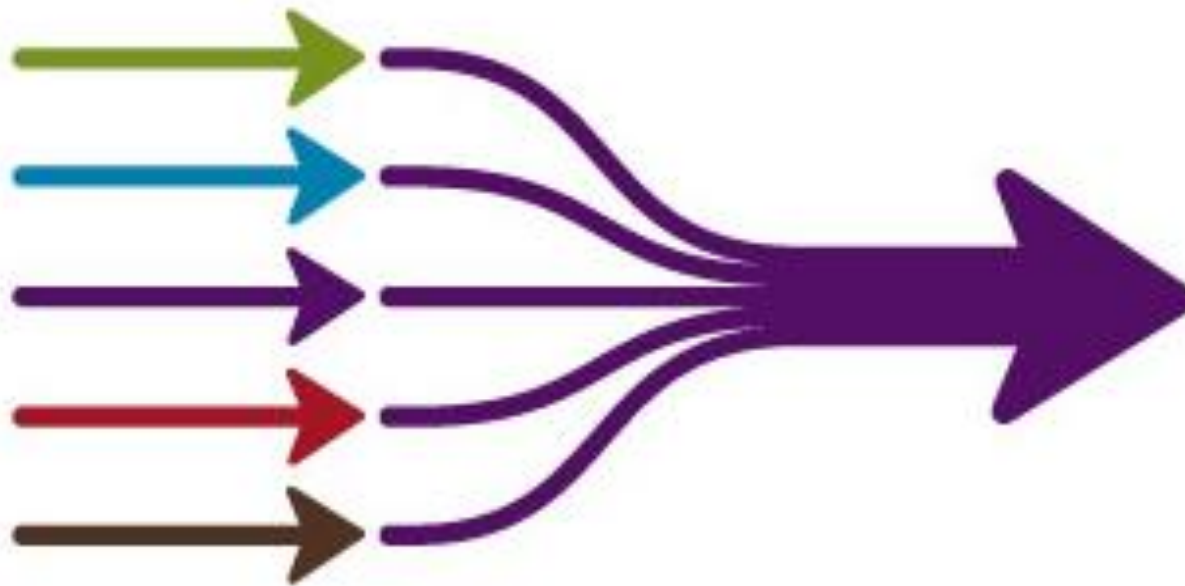
Best Practices

Coalitions require specific ingredients



Best Practices

Define the coalition's goal/purpose



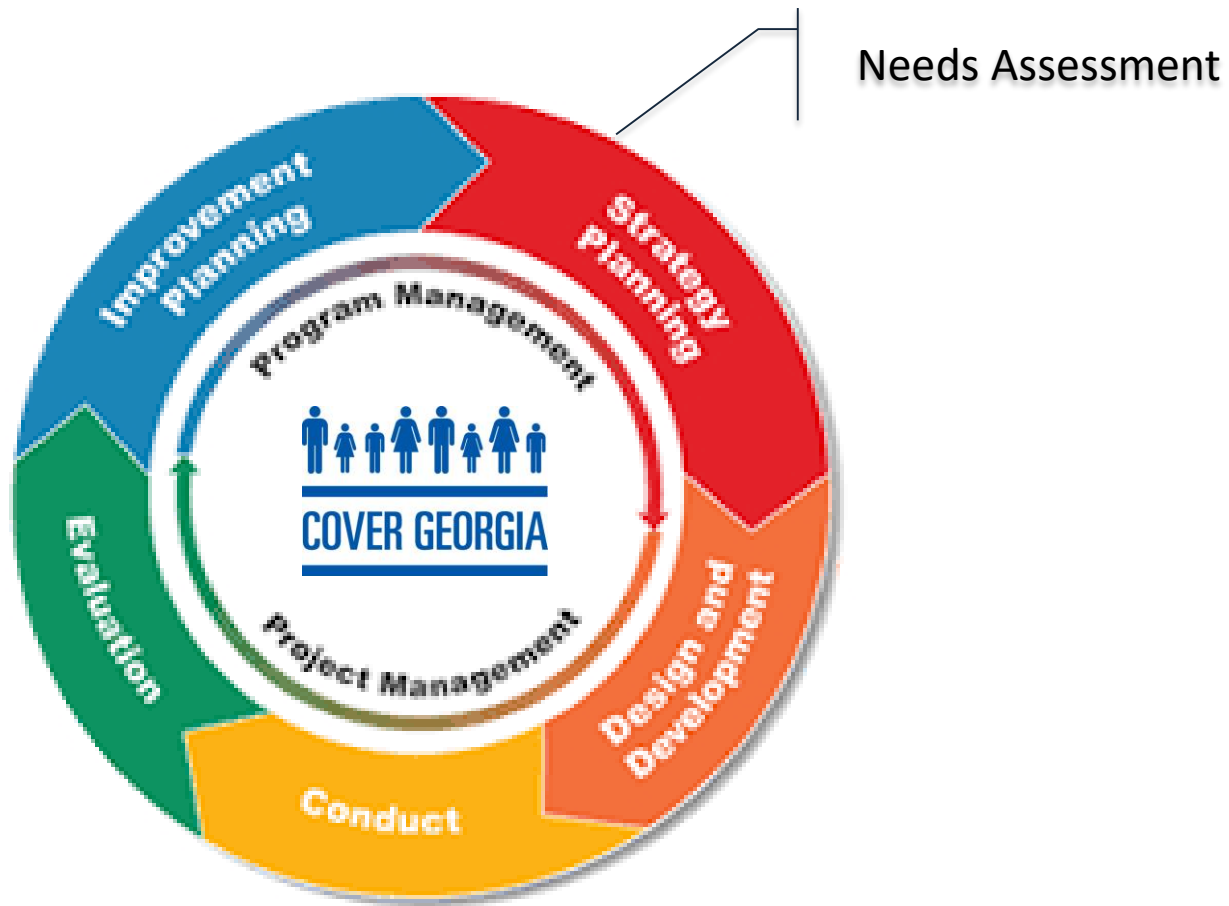
Policy change

**Information/d
ata exchange**

**Programmatic
coordination**

Best Practices

Assess and evaluate



Thank you!



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