

OPPORTUNITY & PROSPERITY FOR ALL

Health Care

THE HEALTH ADVOCACY PROJECT works to ensure all North Carolinians—especially people with low incomes who are uninsured/underinsured, people of color, and those living in rural, under-resourced communities—have meaningful access to quality, affordable, equitable, comprehensive health care, and better health outcomes and quality of life.

Get to know **OUR PROJECTS**

OUR WORK, OUR IMPACT:

Our core goal is to protect, strengthen, and expand health care for North Carolinians through policies such as Medicaid expansion, and to advocate for an equity lens in policymaking.

- **Successfully educated lawmakers in Congress on the importance of incentivizing non-expansion states to expand Medicaid**, which led to the inclusion of tremendous fiscal incentives in the American Rescue Plan Act passed in March. The fiscal incentives in the American Rescue Plan Act have been critical in rejuvenating efforts to expand Medicaid among advocates and lawmakers.
- **Anchored and created the Southerners for Medicaid Expansion Coalition**, consisting of the eight Southern states yet to expand Medicaid. This active coalition which the NC Justice Center's Health Advocacy Project organized and formed has successfully taken on multiple joint actions to elevate the need to close the coverage gap to Congress. From press conferences featuring Congressman James Clyburn and Congresswoman Val Demings, to Tweetstorms, joint letters and calls to action, the Southerners for Medicaid Expansion Coalition has successfully received earned media support and the support of key members of Congress for a federal plan to close the coverage gap.
- **Increased public support for expansion of Medicaid by working across issues at the intersection of housing, health, and workers' rights.** Our project staff led and organized several direct actions and digital actions through a new statewide coalition dedicated to

The Health Advocacy Project works to urge North Carolina lawmakers to expand health coverage through Medicaid expansion, closing this crucial coverage gap. This work is accomplished through advocacy, lobbying, communications, and community engagement with partners across North Carolina, the South, and the country. Expanding Medicaid is a key step toward universal coverage.



addressing housing, health, and workers' rights by fighting for an equitable and transparent budget process.

- **Led dynamic community engagement projects through photovoice, a community-based participatory research method** that strives to encourage people to share parts of their life and community to raise awareness, tell a story, or educate others with authenticity through photography. Our staff organized photovoice projects in Fayetteville and Durham, and one that was remote. We held a photovoice exhibit in Fayetteville, attended by several elected officials and community members who came to learn about the health issues facing residents on a daily basis. In Durham, we partnered with the mobile unit of the Durham Syringe Access Program, where we met with participants who captured intimate photos of their lives and the challenges they face.
- **Created health resources translated into multiple languages** about accessing the COVID-19 vaccine for immigrants and COVID-19 treatment for people who are uninsured. We also created easy-to-read infographics on how the American Rescue Plan limits out-of-pocket costs for most American households, how to switch plans under Medicaid managed care, and the compelling case to expand Medicaid with the financial incentives from the American Rescue Plan.



MOVING FORWARD

- Advocate at the Legislature for passage of a “clean” bill to expand health coverage through the state’s Medicaid program and work to prevent harmful provisions in the bill.
- Produce accurate, diverse communications materials and disseminate in the public, to media, policymakers, partners, donors, and community. Engage in impactful, power-building storytelling through photovoice class of 2022 cohort, WRAL partnership, videos and films to support the storyteller in the media, opinion pieces, and letters to the editor.
- Anchor and work with our partners in the Health Action NC and Southerners4MedEx coalitions. Through S4MedEx, we will work with Southern state partners to carry out direct actions.

Ensure equitable access and utilization as North Carolina “transforms” the Medicaid program to managed care.

- Work collaboratively with partners to monitor the state’s launch into managed care ensuring seamless transformation



from fee-for-service to managed care, including network adequacy; application of equity lens; whole-person, integrated, coordinated care; and sustainable person-centered feedback loop through the ombudsman program and member advisory committees.

- Plan, participate in, and perform outreach via webinars for partners and stakeholders such as service providers and others who will be serving people on Medicaid, with a focus on directly impacted people.
- Develop trainings and guidelines for prepaid health plans to use in establishing their member advisory committees to ensure meaningful participation of Medicaid beneficiaries.
- Create and update existing data products and visualizations to highlight the need for broadband as a utility for telemedicine and equitable access to testing and vaccination sites.
- Continue meaningful community engagement through photovoice work with community members to encourage them to tell their story, raise awareness, and advocate for themselves and their communities through authentic photography.
- Promote dialogue of community issues and strengths through group discussions of photographs, and reach policymakers through photography.

LET’S WORK TOGETHER to end poverty, build power, and share prosperity across North Carolina!



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