

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.

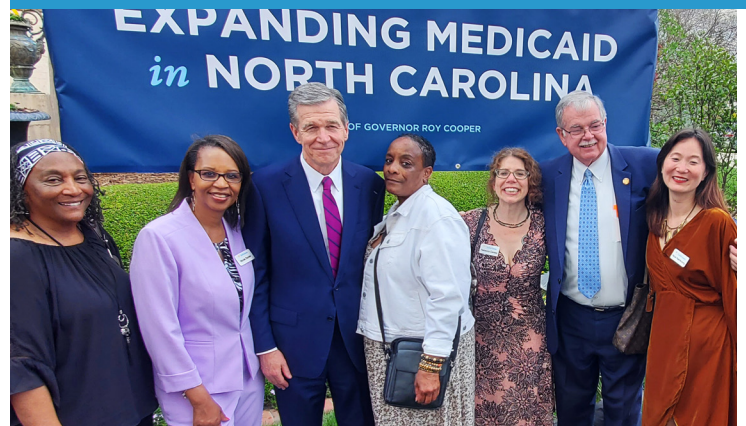


OUR WORK, OUR IMPACT:

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.

- **Helped expand Medicaid in North Carolina** through lobbying, advocacy, communications, and community engagement. Unlike in other states that recently accomplished expansion through voter referendums, this is the first time in five years a state has expanded Medicaid through legislative action.
- **Led multiple postcard campaigns** that sent thousands of postcards to all members of the North Carolina General Assembly (NCGA) encouraging them to expand Medicaid.
- **Hosted a vigil** that received significant press coverage in front of the NCGA to honor North Carolinians who died in the Medicaid coverage gap.
- As the founding member of the Southerners for Medicaid Expansion coalition, **successfully advocated for Congress to include a key fiscal incentive** in the American Rescue Plan to urge the NCGA to adopt expansion.
- **Provided model trainings to prepaid health plans (PHPs)** on how to run inclusive meetings that meet the

After a major legislative victory on expanding Medicaid in North Carolina, the Health Advocacy Project will now focus on outreach to and enrollment of the 600,000 North Carolinians who can finally access lifesaving health coverage. We will accomplish this next phase of our Medicaid expansion work through strategic communications, community engagement, and partnerships with community-based organizations, service providers, and key government agencies. The Health Advocacy Project will also continue to protect access to affordable coverage by fighting harmful legislation that could undermine healthcare for North Carolinians.



needs of beneficiaries, how to collect and share stories from Medicaid enrollees, and how to listen to beneficiary needs and concerns.

MOVING FORWARD

- Train service providers and multi-issue coalitions on how to engage with and enroll people into Medicaid coverage.
- Target outreach and communications to hard-to-reach/hardly reached community populations to ensure every North Carolinian eligible for Medicaid expansion enrolls.



- Monitor, track, and fight legislation in the NCGA that affects access to coverage and care, including a bill that threatens coverage for 4.3 million North Carolinians.
- Conduct research, policy analysis, and data analysis with a focus on health equity and coverage.
- Provide trainings on health equity and health justice.
- Provide technical assistance and support to partners in Southern states that have not expanded Medicaid.
- Facilitate a feedback loop between Medicaid beneficiaries and PHPs to ensure high-quality coverage and services.



- 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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