



People, Policy and Power

A 2024 NC LEGISLATIVE PREVIEW

PRESENTERS:



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Executive
Director



NICOLE DOZIER
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Health Advocacy



ANA PARDO
Co-Director,
Workers' Rights



ADAM SVOLTO
Director, Policy &
Engagement

Some housekeeping tips for today:

- This event is being recorded
- There will be time for questions at the end of the 30-minute presentation. **Please put any questions in the chat.**
- For IT concerns, please message Tim Hazlehurst or email Tim@ncjustice.org



Health Care



NC EXPANDED MEDICAID!! WHAT'S NEXT?

HEALTH ADVOCACY PROJECT 2024 CAMPAIGNS:

- Medicaid Expansion
- Medical Debt



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Statewide Outreach

Statewide Outreach (cont.)





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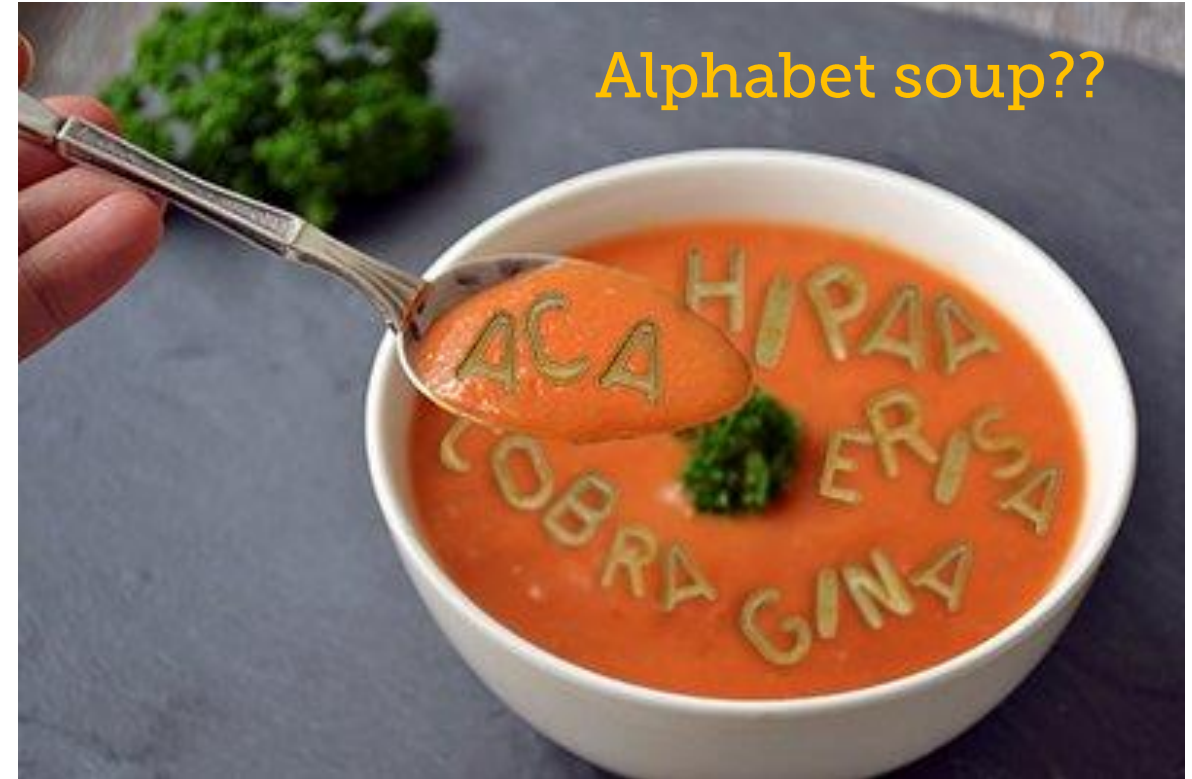
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Tips on how you can talk about
Medicaid expansion
within your community
and opportunities to join us.



General Principles

- Tailor messages to target specific audiences or communities
- People prefer receiving info in various ways including word of mouth, print, mass media, television, digital ads, trusted messengers.
- Use plain language and literacy—avoid jargon, avoid acronyms, etc.





Initial Questions for Outreach:

- Do you have *health insurance*?
- Did you know that *the rules changed*, and more people qualify for Medicaid, even if you were denied before?

"Rules have changed" message --- tested with focus groups
by alignco

Key Messages --

- **Free and unbiased help is available to sign up for Medicaid!** You can make an appointment to talk to a health insurance navigator over the phone, in-person, or online to fill out your application!
- **Medicaid is always open!** You can sign up for Medicaid anytime of the year.
- **Sign up for Medicaid so that you can be there for your family and for peace of mind.**

Medical Debt Campaign:

SHORT SESSION PRIORITY

- **Highlight personal stories:**

“We didn’t have any insurance. We weren’t making too much. I wasn’t working, and my husband couldn’t work...We almost lost the house, the car... we couldn’t afford the mortgage because of his leg.” **\$48,097.95**

Medical Debt Campaign (cont.):

- **If you have a loved one with a medical debt story, please consider sharing our form with them to be considered as a storyteller advocate at bit.ly/MedDebtVoices:**

“It would hurt me a lot to pay if off. Going into this, the only time I went to the hospital was because of a sprained ankle – but then I had a blood clot, a heart attack, a stroke, cancer, a staph infection, a hole in my heart, I was taking care of my mom and a house fire.” \$92,766.03



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Join us!

- Would you like to have materials (wallet cards, flyers, coloring books) to share in your community?
- Do you have a medical debt story or one from a loved one to share @ bit.ly/MedDebtVoices?

Nicole@ncjustice.org



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Short Session Priorities



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Measures of Concern

- HB 146, Taxpayer Protection Act (Const. Amendment)
- HB 614, Right to Work (Const. Amendment)
- HB 10, Require Sheriffs to Cooperate with ICE
- HB 866, Earned Wage Access Services



Measures of Concern (cont.)

- SB 176, Consumers in Crisis Protection Act
- HB 551, Landlord-Tenant Changes
- HB 188, Standards of Student Conduct
- HB 187, Equality in Education

Opportunities

- HB 666/SB 736, Expand Income Tax Assistance in NC
- SB 536, UI/Establish Short-Time Compensation in NC
- HB 542, HOA Revisions
- HB 481, Modernize Debt Settlement Prohibition
- SB 565, Remove Barriers to Jobs and Housing



Opportunities (cont.)

- HB 888, Remove Barriers to Employment from Court Debt
- HB 778, Prohibition on Disclosing Booking Photographs
- HB 342, Funding for Childcare System
- SB 368, Enable Opportunity Scholarship Reporting



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Voter Engagement



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2024 Voter Education & Engagement

WHAT ARE WE DOING?

- Encouraging North Carolinians with low incomes to vote
- Providing information to help voters engage more meaningfully in the electoral process and with candidates for office
- Generating compelling content to help voters see themselves and their issues represented in the election





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2024 Voter Education & Engagement (cont.)

WHY ARE WE DOING IT?

- **25% of registered NC voters didn't vote in 2020.**
- Many of our issues are emerging as key election issues, and many poll well across the political spectrum.
- Amplification >> Candidate Uptake >> Accountability



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2024 Voter Education & Engagement (cont.)

HOW ARE WE DOING IT?

- **Amplifying voting info** from our partners and encouraging people to vote
- **Promoting our issues** within an electoral context
- Providing voters (and partner organizations) with **sample questions for candidates** about our issues at the state, local and federal level
- Producing and promoting **compelling digital content** (videos and graphics) connecting the dots between North Carolinians' everyday lives and the election
- Funding permitting, placing **digital billboards** in busy areas across the state.



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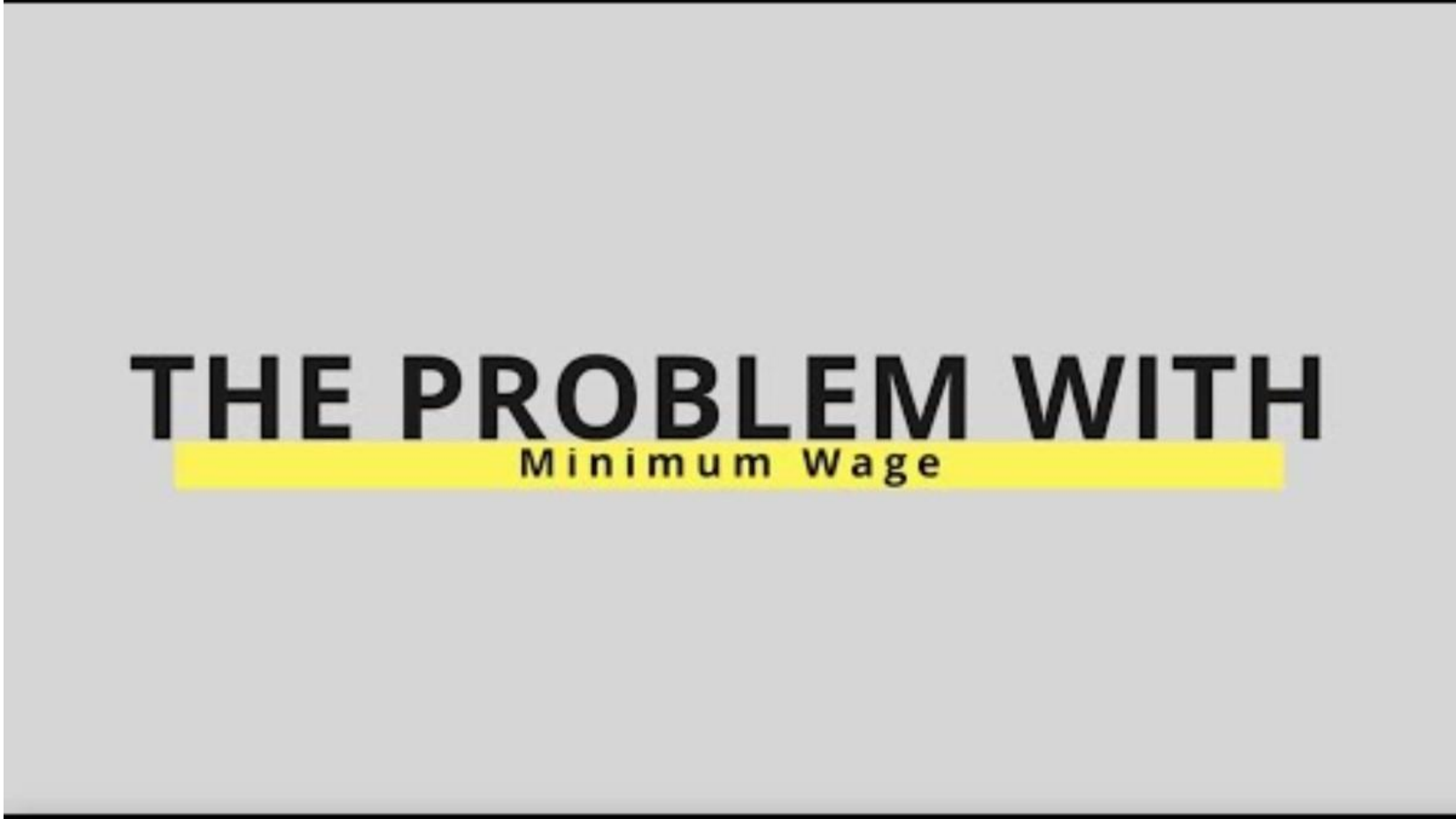
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HOW ARE WE DOING IT? (cont.)

We Work We Vote video:

PAID LEAVE





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HOW ARE WE DOING IT? (cont.)

We Work We Vote video:

PAID LEAVE



HOW ARE WE DOING IT? (cont.)



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**WE NEED
PAID LEAVE.
YESTERDAY.**

WeWorkNC.org



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HOW ARE WE DOING IT? (cont.)



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**WE NEED TO
RAISE THE WAGE.
YESTERDAY.**

WeWorkNC.org



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HOW ARE WE DOING IT? (cont.)



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**WE NEED
PAID SICK DAYS.
YESTERDAY.**

WeWorkNC.org





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Thank you for joining us!



OPPORTUNITY AND PROSPERITY FOR ALL

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