



COMMUNITY CATALYST

*Building Consumer and Community
Participation in the Shaping of Our Health System*

Dear Partners:

Stop the Presses! This alert contains updates to materials we sent last week based on developments in national health care reform just announced over the weekend. Don't worry if you've already put wheels in motion. We aren't suggesting major changes to the strategy we outlined, just a few small changes in messaging and the opportunity to engage – and re-engage – more of your elected officials.

Last week, you received two alerts with new materials to help you reach out to your partners, your Members and the public. And then, as has happened several times over the past year, circumstances shifted.

Over the weekend, President Obama announced a bipartisan health care reform summit on Thursday, February 25. The televised, half-day event will include legislators from both chambers and both sides of the aisle. While the Administration made it clear this does not signal a plan to start over on the health care reform legislation, the change in strategy does slightly alter our approach and our messaging. For more on this, see this week's [Health Reform Insider](#). (Remember: the Health Reform Insider comes through the Health Policy Hub blog now. If you didn't receive the [Insider](#) this week, [subscribe here](#) and get future ones delivered to your inbox.)

Until the summit takes place, our focus becomes less targeted on the path to reform through passage of the Senate bill plus reconciliation (although this is still the most likely scenario), and turns back to the broader message of the need for quality, affordable health care for all Americans.

Taking a lead from the Administration, we now see all Members of Congress as key to our outreach. As a reminder, here are the materials we sent you last week. The links below will provide you with the updated materials that have the small tweaks to reflect the new (and ever-changing) environment:

- 1. Letters to the Editor/Op-ed**

[Letters to the Editor](#) in community papers are a very effective way to show

support for health care reform and to talk to the public about ways that they will benefit from the provisions that are being discussed. An [op-ed](#) can be more difficult to place unless you have an existing relationship with a paper or are able to get a prominent member of the community to co-sign it. Again, focusing on smaller, local papers can be an effective way to reach your audience.

2. America Needs Reform Now

[This presentation](#) is designed to clearly articulate the need for reform and the benefits reform will offer to American families.

3. February Recess Activities

February recess, which is scheduled for next week, is still an extremely important time to engage *all* Members of Congress. Remember that activities can be small or large. See our [updated guide](#) for ideas.

4. Talking Points

We have updated [suggested talking points](#) to reflect the broader target audience: all Members of Congress. The messages for Democratic Members are still largely the same. In addition, we must now put positive pressure on Republican Members to actively participate. [Talking points for the public](#) have also been slightly tweaked.

We hope these updated materials will help in your continuing, critical outreach efforts and to take advantage of these new opportunities.

Thank you for your continued advocacy.

Community Catalyst National Health Reform Team