

Strategic Priority # 4: Advocacy

Previous Member Surveys have consistently rated Advocacy as one of the things members value most about NYSARH. In the previous Strategic Plan, the Board of Directors recommended expanding NYSARHs collaboration with other Associations. The Policy Committee has worked to enhance NYSARHs visibility in both Albany and Washington.

At the Board Retreat in August, the word cloud of priorities included: **advocacy, collaboration**, advocacy conference, leadership, rural health advocacy, expand advocacy, planning, policy, networking across systems, linkages, cross-system linkages, white paper.

Further, this Strategic Plan will focus on enhancing collaboration and partnerships with other statewide and regional associations with overlapping missions.

- Other State Associations [CHCANYS, NYSPHA, NYSACHO, HANYYS, Leading Age etc.]
- Broader Scope [New England RHA, national organizations, veterans]
- Other Constituencies [EMS, Public Safety, Food, Housing, Transportation, Economic Development, Education, American Federation of Teachers, NYSED, Association of Counties, USDA, FarmNet, Cornell, Environmental, Independent Living Centers, Long Term Care, NYSHFA-NYSCAL]

Focus Areas for 2021

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Albany Advocacy	Annual Budget Outreach to Legislators Zoom visits this year	<ul style="list-style-type: none"> • Policy Committee Legislative • Commission on Rural Resources • Coordination with other Associations 	<ul style="list-style-type: none"> • # of NYS legislators met with • Positive legislative actions taken • Funding in budget for Rural Health 	Fall-Winter	<ul style="list-style-type: none"> • Inform NYSARH members thru Brief from Partner Associations • Inform Key legislators thru visits with 	<ul style="list-style-type: none"> • Coordinated Priorities with aligned organizations • Consistent messaging to Legislators from Rural Health advocates

			<ul style="list-style-type: none"> Scorecard on the issues we have identified 		NYSARH members	<ul style="list-style-type: none"> Improved rural health outcomes
Policy Institute	NRHA event Zoom visits this year	Policy Committee	<ul style="list-style-type: none"> # of NYS legislators met with Positive legislative actions taken Funding in budget for Rural Health 	Winter 2021	Inform Key legislators and staff members thru visits with NYSARH members	<ul style="list-style-type: none"> Coordinated Priorities with aligned organizations Consistent messaging to Legislators from Rural Health advocates
Letters	Sign-On with aligned organizations	Policy Committee with Partner Associations	# of times NYSARH is included in a sign on campaign	Year-Round	Alignment with Partner Associations	Increase chances of preferred legislation & regulations
Testimony	<ul style="list-style-type: none"> NYS Budget Other Opportunities 	Policy Committee with Partner Associations	# of times NYSARH submits Testimony	Year-Round	Alignment with Member Priorities	Increase chances of preferred legislation & regulations
ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Rural Health Council	Coordinate with Commission on Rural Resources	Policy Committee with Partner Associations	<ul style="list-style-type: none"> # legislators nominated Governor to appoint 	2021	Understand issues	Rural Representation

Enhance Alliances	Solidify relationships with current partners	Policy Committee & Sara	Identify areas of shared policy priorities	2021	Align messaging	Increase chances of preferred legislation & regulations
Apply for Intern	Upstate Institute of Colgate University	Barry & Sara	Application submitted in compliance with requirements	Winter 2021	Deep dive into a Rural Health research topic [Summer 2021]	<ul style="list-style-type: none"> • White Paper • Publicity re: findings

Focus Areas for 2022-2023

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Expand Alliances	Choose one new association each year to develop relationship	Policy Committee & Sara	<ul style="list-style-type: none"> • Identify areas of shared policy priorities 	2022 & 2023	<ul style="list-style-type: none"> • Align messaging 	<ul style="list-style-type: none"> • Increase chances of preferred legislation & regulations
Albany Advocacy	Annual Budget Outreach to Legislators	Policy Committee with support from the Legislative Commission on Rural Resources	<ul style="list-style-type: none"> • # of NYS legislators met with • Positive legislative actions taken • Funding in budget for Rural Health 	Fall-Winter	<ul style="list-style-type: none"> • Inform NYSARH members thru Brief from Partner Associations • Inform Key legislators thru visits with NYSARH members 	<ul style="list-style-type: none"> • Coordinated Priorities with aligned organizations • Consistent messaging to Legislators from Rural Health advocates

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Policy Institute	NRHA event	Policy Committee	<ul style="list-style-type: none"> • # of NYS legislators met with • Positive legislative actions taken • Funding in budget for Rural Health 	Winter 2022	<ul style="list-style-type: none"> • Inform Key legislators and staff members thru visits with NYSARH members 	<ul style="list-style-type: none"> • Coordinated Priorities with aligned organizations • Consistent messaging to Legislators from Rural Health advocates
Letters	Sign-On	Policy Committee with Partner Associations	<ul style="list-style-type: none"> • # of times NYSARH is included in a sign on campaign 	Year-Round	<ul style="list-style-type: none"> • Alignment with Partner Associations 	<ul style="list-style-type: none"> • Increase chances of preferred legislation & regulations
Testimony	<ul style="list-style-type: none"> • NYS Budget • Other Opportunities 	Policy Committee with Partner Associations	<ul style="list-style-type: none"> • # of times NYSARH submits Testimony 	Year-Round	<ul style="list-style-type: none"> • Alignment with Member Priorities 	<ul style="list-style-type: none"> • Increase chances of preferred legislation & regulations
Apply for Intern	Upstate Institute of Colgate University	Barry & Sara	<ul style="list-style-type: none"> • Application submitted in compliance with requirements 	Winter 2022	Deep dive into a Rural Health research topic <ul style="list-style-type: none"> • [Summer 2022] 	<ul style="list-style-type: none"> • White Paper • Publicity re: findings