**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, HANYS, 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**

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| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| Albany Advocacy | Annual Budget Outreach to Legislators  Zoom visits this year | * Policy Committee Legislative * Commission on Rural Resources * Coordination with other Associations | * # of NYS legislators met with * Positive legislative actions taken * Funding in budget for Rural Health * Scorecard on the issues we have identified | Fall-Winter | * Inform NYSARH members thru Brief from Partner Associations * Inform Key legislators thru visits with NYSARH members | * Coordinated Priorities with aligned organizations * Consistent messaging to Legislators from Rural Health advocates * Improved rural health outcomes |
| Policy Institute | NRHA event  Zoom visits this year | Policy Committee | * # 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 | * 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 | * 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 | * # 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] | * 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 | * Identify areas of shared policy priorities | 2022 & 2023 | * Align messaging | * Increase chances of preferred legislation & regulations |
| Albany Advocacy | Annual Budget Outreach to Legislators | Policy Committee with support from the Legislative Commission on Rural Resources | * # of NYS legislators met with * Positive legislative actions taken * Funding in budget for Rural Health | Fall-Winter | * Inform NYSARH members thru Brief from Partner Associations * Inform Key legislators thru visits with NYSARH members | * Coordinated Priorities with aligned organizations * Consistent messaging to Legislators from Rural Health advocates |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| Policy Institute | NRHA event | Policy Committee | * # of NYS legislators met with * Positive legislative actions taken * Funding in budget for Rural Health | Winter 2022 | * Inform Key legislators and staff members thru visits with NYSARH members | * Coordinated Priorities with aligned organizations * Consistent messaging to Legislators from Rural Health advocates |
| Letters | Sign-On | 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 | * 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 |
| Apply for Intern | Upstate Institute of Colgate University | Barry & Sara | * Application submitted in compliance with requirements | Winter 2022 | Deep dive into a Rural Health research topic   * [Summer 2022] | * White Paper * Publicity re: findings |
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