



CALIFORNIA  
BLACK HEALTH NETWORK

# Health Equity Advocacy Training

**PROGRAM OVERVIEW**

2024

# Program Overview

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The **California Black Health Network's** (CBHN) **Health Equity Advocacy Training** (HEAT) Program will organize, train, and empower Black Californians and civic-minded individuals to utilize their collective community capital to persuade legislative decision-makers to implement policies that address health disparities in California. The HEAT Program aims to build a strong coalition of advocacy partners across the state to champion state and local change to advance health equity for Black Californians at the individual, community, and system levels.

CBHN conducted a survey of the first cohort of the HEAT program, and based on the valuable feedback received, CBHN has made some changes. To begin with, CBHN recognized the importance of ensuring that all participants have sufficient time to familiarize themselves with the program. As a result, we have expanded the time slots for the orientation session by half an hour. This will provide the second cohort with a more thorough introduction to the program, enabling them to gain a clearer understanding of its goals and objectives. Additionally, CBHN understands the significance of fostering interactive discussions among participants. To facilitate this, an additional 15 minutes has been added to each interactive session.

This extension allows participant ample time to engage in meaningful conversations, share insights, and exchange ideas with their peers. Furthermore, recognizing the importance of community activism in the legislative process, CBHN has incorporated “Navigating Local Politics for Statewide Change” into the curriculum to offer participants a deeper understanding of how their involvement can contribute to shaping and influencing legislative decisions. These adjustments have been made to enhance the participants’ learning experience. In the second cohort of the HEAT Program, we are assembling subject matter experts in the legislative process alongside prominent health advocates. They will engage in discussions and instructional sessions covering the structure of the state government, the legislative process, strategies for effective advocacy, building alliances and coalitions, and the art of communicating with policymakers. Participants will have the opportunity to put learning into action through a guided step-by-step process to identify key issue(s) that impact the health and well-being of their community, conduct research to identify possible policy solutions and learn how to communicate persuasively with policymakers to advocate for change.

# Program Goal

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To cultivate a culture of power-building and a statewide network of activists within the Black community, with the aim of influencing policy change at the state and local levels.

# Program Objectives

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- **Improve** the participants' knowledge and understanding of the advocacy and policy process.
- **Develop** the skills and capabilities of organizers, advocates, and Black Californians to participate in the policy and legislative process.
- **Inspire** organizers, advocates, and Black Californians to reshape California health policy and legislation to eliminate health inequities.

# Program Outcome

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Upon completion of the HEAT Program, participants will:

- **Understand** the California legislative process and how a bill becomes law.
- **Grasp** the advocacy process and how to galvanize community engagement around key issues.
- **Obtain** skills to communicate effectively with policy-makers and legislators to drive change.
- **Possess** the capacity to amplify their voice and advocate for change around issues affecting the health and well-being of Black Californians within their respective communities.
- **Acquire** the skills to turn survey reports into actionable policy advocacy.



# Target Audience

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Community Scientists (Community Health Educator, Community Health Worker, Community Outreach Worker, Lactation Consultant/Specialist, Lay Health Advisor, Maternal/Infant Health Outreach Specialist, Neighborhood Health Advisor, Outreach Specialist, Patient Navigator, Peer Educator, Public Health Aide, and Doula provider), CBHN network members, community advocates, and community organizers.

# Approach

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The HEAT Program will be structured utilizing the following approach:

- **Teach**
  - Participants will learn the basic concepts of the legislative process, advocacy, and how to amplify community voices and communicate with policymakers/legislators.
- **Practice**
  - Through experiential learning, participants will discuss real-life case examples and studies that illustrate the process of taking an issue to action through policy and legislation.
- **Apply**
  - Participants will have the opportunity to put learning into action by identifying a relevant issue(s) that impacts the health and well-being of their community, devising a solution, and developing a communications/messaging strategy to present to their representatives to advocate for change.



# Schedule

## HEAT Program Participant Orientation Session

February 7, 2024 | 11:00 am - 12:30 pm

The session is designed to provide participants with a thorough understanding of the HEAT Program's objectives, structure, and the anticipated benefits of their participation. This is followed by an opportunity for participants to introduce themselves, fostering a sense of camaraderie and facilitating networking among like-minded individuals. The facilitator then opens the floor to questions, encouraging participants to ask about any aspect of the program. By creating an open and welcoming space, the orientation session sets the stage for participants to form connections, share their expectations, and commence their collective journey in the HEAT Program.



**Facilitator: Rhonda Smith**  
*CBHN Executive Director*



# Session 1

## The California Legislative Process

February 14, 2024

This session will provide an overview of the California legislative process. It will give participants an understanding of the intricacies and nuances of the legislative system in California.

### Part 1 | The California Legislative Process

February 14, 2024 | 11:00 am - 12:00 pm

Participants will be introduced to the key components of the California legislative process, including the legislature's role, the different stages of bill creation and passage, and the various committees involved.

#### Main topics:

- o Overview of California's Senate and Assembly
- o What is a bill?
- o How does a bill become a law?
- o What is the life cycle of a bill?



**Facilitator: Sue Parker**  
*California Assembly Chief Clerk*



# Session 1

## The California Legislative Process

### Part 2 | Case Study - Interactive Learning

February 14, 2024 | 12:00 pm - 1:15 pm

This interactive session will use **SB 987**, Portantino, Californian Cancer Care Equity Act, as a case study to teach participants how a bill becomes a law in California. Through an engaging presentation, the facilitator will delve into building coalitions and the strategies employed to advance SB 987. Participants will learn how to effectively navigate the legislative process, gaining practical knowledge and skills necessary to shape public policy and advocate for their communities actively.

#### Main topics:

- Discussion of the issue, need, and/or opportunity for Medi-Cal cancer patients/Racial and ethnic disparities in cancer treatment
- From issue identification to policy/legislation - the journey behind the introduction and enactment of SB 987
- Building alliances and engaging community voices in advocating for change
- Lessons learned and key success factors in the journey, introduction, and enactment of SB 987



**Facilitator: Luis Lopez**  
*Director, Government Affairs  
City of Hope*

## Session 2 Advocacy and Amplifying Our Voice

February 21, 2024

This session will provide an overview of the advocacy process and how to galvanize the collective power of the Black community to advocate for change around a vital issue impacting our community.

### Part 1 | What is Advocacy?

February 21, 2024 | 11:00 am - 12:00 pm

This session will provide an overview of the advocacy process and how to galvanize the collective power of the Black community to advocate for change around a vital issue impacting our community. Participants will learn what advocacy is, the advocacy process, and how to launch an advocacy campaign to address issues affecting the Black community. The session discussion will focus on how to engage with community members effectively, mobilize grassroots support, and navigate the policy-making process. It will highlight how the African American Tobacco Control Leadership Council (AATCLC) was formed and built an effective alliance at the federal and state levels to mobilize the Black community to advocate and combat the tobacco industry's use of predatory marketing practices to the Black community and the devastating consequences of menthol cigarettes.



**Facilitator: Carol McGruder**  
*Co-Chair African American  
Tobacco Control Leadership  
Council (AATCLC)*

#### Main topics:

- What is Advocacy?
- The advocacy process
- AATCLC's advocacy campaign to combat Big Tobacco
- Building and mobilizing Coalition around advocating for change
- Lessons learned



## Session 2

### Advocacy and Amplifying Our Voice

#### Part 2 | Community Engagement to Advance Policy: Case Study/Interactive Learning

February 21, 2024 | 12:00 pm - 1:15 pm

Participants will engage in an interactive discussion about state and national advocacy using SB 793 (Hill, 2020) as a case example. The session offers a step-by-step process to activate and mobilize grassroots efforts effectively to address a key issue impacting the health and well-being of the Black community. The session will highlight the crucial role of advocacy in expanding public support and garnering the necessary backing to push legislation forward for SB 793. Through advocacy efforts and community engagement, SB 793 (Hill, 2020), Flavored tobacco products, and Proposition 31, a referendum on a 2020 law prohibiting certain retail sales of flavored tobacco products was passed.

#### Main topics:

- How to achieve successful community-driven policy initiatives
- Ways to build coalitions through effective grassroots organizations
- How to craft compelling messages tailored for both the public and legislators for maximum impact



**Facilitator: Carol McGruder**  
*Co-Chair African American  
Tobacco Control Leadership  
Council (AATCLC)*

## Session 3

# Communicating with Legislators

February 28, 2024

This session focuses on how to communicate with legislators and how to prepare for legislative office visits and maintain ongoing dialogue with state representatives.

### Part 1 | Understanding California Policymakers/Legislators

February 28, 2024 | 11:00 am - 12:00 pm

Part 1 focuses on developing insight and understanding into the minds of legislators and staffers who want to see and hear from their constituents when visiting a legislative office. Participants will gain the necessary skills, knowledge, and language to communicate with legislators and staffers effectively, obtain meetings with their legislative representatives, and establish and maintain productive relationships with legislators on an ongoing basis.

#### Main topics:

- How to set up a meeting with your representative
- Understanding who will be in the room
- What to expect during your meeting
- What are the important facts policymakers/legislators need to know/hear
- Understanding what policymakers want to hear/learn from constituents
- How do policymakers use the information shared in meetings with constituents
- Inside tips on how to communicate with policymakers/legislators
- How to follow up with the legislators and their staffers after a visit



**Facilitator: Simeon Gant**  
*Chief of Staff for Assembly-  
member Corey Jackson*

## Session 3

### Communicating with Legislators

#### Part 2 | Communicating Effectively with Policymakers/Legislators

February 28, 2024 | 12:00 pm - 1:15 pm

Part 2 focuses on how to craft compelling narratives that resonate with legislators and their staff and analyze case studies to understand how strategic communication has influenced legislative decisions. Participants will learn valuable insights into the fundamentals of communicating with legislators to convey ideas to influence policy decisions, along with practical tools to enhance their communication skills and plan legislative visits.

##### Main topics:

- How to craft and deliver your message
- Steps to prepare for a legislative visit
- How to frame your argument and story persuasively and concisely verbally or in writing
- How to introduce yourself or your group during the visit
- How to follow up with the legislators and their staffers after a visit
- Techniques for maintaining active engagement



**Facilitator: Ronald Coleman**  
*Managing Director of Policy,  
California Pan-Ethnic  
Health Network*

## Session 4

# California Health Equity Policy and Translating Policy into Practice

March 6, 2024

This session provides participants with an understanding of Californians' health policy landscape, the state's top health and health policy priorities, and current policies and solutions aimed at improving health outcomes and disparities for communities of color.

### Part 1 | Health Equity and California Health Policy

March 6, 2024 | 11:00 am - 12:00 pm

This session will highlight California's health equity priorities, and the health policy landscape, and offer insights into how health policies are formulated and implemented to address health disparities and drive positive change. It will also highlight what Californians, based on their race and ethnicity, are looking for from legislators as it relates to their expectations, priorities, and needs.

#### Main topics:

- Understanding the priority health issues/conditions confronting Californians
- Understanding the California health policy landscape
- Understanding what Black Californians experience when interacting with the healthcare system
- Understanding the role of policy in addressing health disparities
- Identifying opportunities for advocacy and engagement in advancing health equity for Black Californians



**Facilitator:**  
**Katherine C Haynes, MBA**  
*Sr. Program Officer,  
California Health Care Foundation*

## Session 4

# California Health Equity Policy and Translating Policy into Practice

### Part 2 | Policy as a Tool for Achieving Health Equity: Translating Policy into Practice

March 6, 2024 | 12:00 pm - 1:15 pm

This session focuses on California Advancing and Innovating Medi-Cal (CalAIM), which is an initiative launched by the state of California to transform and improve the Medi-Cal program. CalAIM is designed to address better the health and wellness needs of the state's diverse population while promoting equity and improving outcomes. Participants will learn the key pillars of CalAIM and how it is transforming the health delivery system for Medi-Cal enrollees by adopting a person-centered, holistic approach, implementing value-based payment models, and promoting health equity.

This session includes an overview of CalAIM, its key initiatives, and how to navigate the system. Dr. Abraham, leveraging his expertise as a physician and policy expert, will adeptly educate the participants about CalAIM by breaking down complex concepts into easily understandable terms. His unique ability to bridge the gap between medical knowledge and policy advocacy will ensure a simplified and comprehensive understanding of CalAIM.

#### Main topics:

- The impact of translating policy into practice
- An overview of CalAIM and its significance in improving health outcomes
- Strategies to navigate the healthcare system and overcome potential barriers to accessing CalAIM services
- Exploring the potential positive outcomes of CalAIM for individuals and communities



#### Facilitator:

**Dr. Jerry P. Abraham**

*Director of Vaccine Programs,  
Kedren Community Health  
Center in South Los Angeles*

## Session 5

# Navigating Local Politics for Statewide Change

March 13, 2024

This session is designed to give participants the knowledge and strategies necessary to navigate the landscape of local politics to drive meaningful change at the statewide level. The session will cover how local politics serve as a foundation to shape policies, mobilize grassroots movements, and build support networks.

### Part 1 | Effective Organizing Locally to Change Policy at the State Level

March 13, 2024 | 11:00 am - 12:00 pm

Participants will explore the intricacies of local politics, understanding the roles and responsibilities of key stakeholders, such as local elected officials, community organizations, and advocacy groups. The session will provide an in-depth understanding of how counties are structured how they function and the processes and mechanisms through which change occurs locally, including city council meetings, community engagement strategies, and grassroots organizing.

#### Main topics:

- The roles and responsibilities of county officials, including county supervisors
- How policies and initiatives are developed and implemented within county government
- Insights into the relationship between county, state, and federal governments
- How to organize and engage county governments to influence local governments to adopt equitable policies



**Facilitator: Dr. Joni Ricks-Oddie, Ph.D., MPH**

*District 9 Long Beach City Council Member  
Director, UC Irvine Center for Statistical  
Consulting and ICTS Biostatistics,  
Epidemiology and Research Design Unit*



**Facilitator:  
Dr. Amber Johnson**

*Associate Professor in the Department  
of Health Science at California State  
University at Long Beach*

## Session 5

### Navigating Local Politics for Statewide Change

#### Part 2 | Case Study: Effective Organizing Locally to Effective Policy

March 13, 2024 | 12:00 pm - 1:15 pm

As the Chief of Staff for Supervisor Holly Mitchell, Ms. McGee will highlight and discuss a real-life case example of local organizing to drive local and statewide change. The session will demonstrate the pivotal role county governments, including county supervisors play, the processes and mechanisms through which change occurs locally, including city council meetings, community engagement strategies, and grassroots organizing.

#### Main topics:

- The keys to successful local organizing
- Coalition building of diverse stakeholders, including community leaders
- Organizing, educating, and mobilizing the community through forums, social media, and various campaigns
- How to leverage the local stakeholders to drive local and statewide change



**Facilitator:**  
**Fredericka McGee**  
*Chief of Staff for  
Supervisor Holly Mitchell*



## Application/Group Work: Putting Learning into Action

This exercise takes place after the conclusion of the general curriculum sessions and is designed to enable the HEAT Program participants' ability to put learning into action. Participants work together in teams, based on their respective geographic legislative districts, to identify a key issue to advocate for and to drive change to advance health equity for the Black community. The issue can be related to addressing health disparities, social determinants of health, barriers to accessing healthcare, and lack of community-based resources, etc.

HEAT Program participants will work in teams to:

- Identify an issue affecting their community to advocate for change on or bring attention to
- Conduct research to gather data and evidence-based information and personal stories
- Prepare a factsheet highlighting the problem, the evidence-based information, and the ask/solution
- Develop their message and prepare their "pitch"
- Meet with your state representatives tell your story and advocate for your issue
- Participants will continue to work on their issue and develop their argument and story, persuasively and concisely, in writing, in preparation for the legislative visits in Sacramento in May 2024.

## Meet the 2024 HEAT Program Facilitators

Learn more about the 2024 HEAT program facilitators by going to the California Black Health Network (CBHN) website.

[cablackhealthnetwork.org/heat-program](https://cablackhealthnetwork.org/heat-program)



# Participant List

Name	Organization	Role
Aaron Chapman	Amelia Ann Adams Whole Life Center	Youth Healing Specialist
Aileen-LingLing EliKoraSmythe- Jones	Stop Stigma Speaker Bureau and Placer Speaker Bureau	Community Speaker volunteer
April Parker	April Parker Foundation	Executive Director
Arturo Chavez	UCR School of Medicine	Medical Student
Danelle Shelton	Stockton Juneteenth	Board Member
Davon Crawford	Divine Birthright	CEO
Dr Khadijah Lang	Golden State Medical Association & Medical Bridge of the Motherland	President
Kris Bennett	ZERO Prostate Cancer	Director, Health Equity, Community Organizing
Krista Hayes	Beloved Birth Black Centering	Community Coordinator and Doula
LaToya Hodge	Her Yonisty Inc.	Director of Care
Lindsey Ondieki	UCR School of Medicine PRIME	Medical Student

# Participant List (cont.)

<b>Marina Gad El Sayed</b>	<b>University of California Riverside</b>	<b>1st year Medical Student (MD), Bachelors Degree in Biology (B.S.)</b>
<b>Mercedes Samudio</b>	<b>Shame-Proof Parenting</b>	<b>CEO</b>
<b>Nikkia (Keyz) Patterson, BSN, RN, MCPD</b>	<b>The Indi Women's Club LLC</b>	<b>CEO, Wellness Doula</b>
<b>Ọmọtayo Balogun, MPH</b>	<b>Black PEARL (Promoting Equity Anti-Racism and Love)</b>	<b>PreClinical Lead, Black PEARL</b>
<b>Pat Mcqueary</b>	<b>CALVN and BeWell</b>	<b>LVN</b>
<b>Rafeal Newport</b>	<b>N/A</b>	<b>Midwife</b>
<b>Rita Phillips</b>	<b>IHSS Public Authority</b>	<b>Home Health Aide</b>
<b>Stacey Drew</b>	<b>Greater Sacramento Urban League</b>	<b>Community Wellness Ambassador</b>
<b>T. Michai Freeman</b>	<b>Center for Independent Living</b>	<b>Systems Change Advocate</b>
<b>Tia Delaney-Stewart</b>	<b>National Action Network - Los Angeles</b>	<b>Health Committee Chair</b>
<b>Tomisa Starr</b>	<b>Black Californians with Autoimmune Conditions</b>	<b>Advocate</b>
<b>Wanda Williams</b>	<b>Solano County</b>	<b>Solano County Supervisor</b>
<b>Zuri K. Colbert</b>	<b>CLAP Community Lead Advocacy Program</b>	<b>Founder</b>

# CONTACT

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For questions or additional information,  
please contact us at  
**916-333-0613**  
or  
**[advocacy@cablackhealthnetwork.org](mailto:advocacy@cablackhealthnetwork.org)**



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