

AltaMed Civic Engagement Program Inspires Community Action

AltaMed successfully leveraged its role as a trusted messenger to promote voter engagement and census participation through its “My Vote. My Health.™” or “Mi Voto. Mi Salud.” campaign. Community health centers, both large and small, have been able to implement this Integrated Voter Engagement (IVE) program in different regions to successfully empower Latinx and millennial voters.

My ote.
My Health.™
Mi Voto. Mi Salud.

OVERALL DIRECT VOTER ENGAGEMENT

371,025

2020 PRIMARY ELECTION

546,141 engagements
statewide

455 at **9** AltaMed
ballots cast clinics

357 ballots cast
at Orange County ballot drop box

2020 GENERAL ELECTION

957,986 impressions
statewide

52,910 direct
conversations

718 at **15** AltaMed
ballots cast clinics

2,130 ballots cast
at Orange County ballot drop box

EXTERNAL 5-TOUCH MODEL

We engaged low-propensity, predominately Latinx, voters within a 5-mile radius of our service area in five ways:



Phone calls



Door-to-door



Texts



PSAs and TV
commercials



Rides to the polls

OUR PARTNERS

The California Endowment
California Community Foundation
Equis Labs
U.S. Renal Care
Los Angeles County Registrar-Recorder/County Clerk
County of Orange Registrar of Voters
SELA Collaborative
California Primary Care Association (CPCA)
La Clínica de La Raza
San Ysidro Health Asian Health Services
Borrego Health
Golden Valley Health
Children's Hospital Los Angeles (CHLA)
Lifelong Medical Care
Livingston Community Health
Wellspace Health
Nielsen Global Media
UCLA Latino Policy and Politics Initiative (UCLA LPPI)
UCR Center for Social Innovation (UCR CSI)

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AltaMed

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AltaMed collaborated with the California State Census Office and Los Angeles and Orange Counties to promote participation in the 2020 census.

OVERALL 2020 IMPRESSIONS AND ENGAGEMENTS:

11,143,414

CENSUS 2020

4.1 million

calls, texts, and in-clinic interactions

360,749

 direct conversations

46,285

 community members counted

1 in 4

 chose to complete census at AltaMed

\$926 million

10-year household dollar value

SOCIAL MEDIA IMPRESSIONS FOR 2020:

479,999

INTERNAL 5-TOUCH MODEL

Health center staff engage patients about the 2020 Census at every step of their visit.



Check-in



Waiting room



Vitals and blood pressure check



Provider consultation



Check out

CENSUS OUTREACH CAMPAIGN STRATEGIES

- Social media outreach
- Employee and patient publications
- Train-the-trainer presentations

RESOURCES

For downloadable resources, including the health center civic engagement toolkit, editable flyers, talking points, posters and videos, visit MyVoteMyHealth.org.

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