2021 Speak Now for Kids Family Advocacy Week
What You Need to Know

This summer, elevating patient stories and educating lawmakers about the unique role of children’s hospitals will remain critical toward increasing awareness about the ongoing and essential care provided by children’s hospitals during the COVID-19 pandemic and beyond.


- **In which ways will Family Advocacy Week be different than the annual Family Advocacy Day?**
  - There will not be an in-person event in Washington, D.C., this summer. Instead patient families will participate by videoconference from home, through social and traditional media, and/or through an in-person event at your hospital—dependent upon local and regional factors.
  - This year’s event will run an entire week to provide hospitals with the greatest flexibility to schedule families’ meetings and visits with lawmakers, plus secure media opportunities.
  - Rather than produce hard copy materials, CHA will provide hospitals with customized digital advocacy assets about each child patient registered for the event.

- **How will Family Advocacy Week be similar to previous Family Advocacy Days?**
  - Families will advocate to their lawmakers about the unique role of children’s hospitals and our current public policy priorities.
  - Hospitals will be able to download CHA policy issue briefs for use in advance of your family’s meetings with lawmakers.
  - Social and traditional media will be more relevant than ever to amplify our collective advocacy efforts for children’s hospitals.
  - Videos will be collected for effective storytelling and outreach to Congress.
  - To engage with families leading up to, during and after Family Advocacy Week, we will offer tools and resources for families to get to know and engage with one another.
  - There also will be a live kickoff session that will emulate the annual, in-person family briefing through a videoconference platform.
  - Each child patient registered by April 30 will receive a Family Advocacy Week t-shirt.

- **With which lawmakers should we schedule videoconference meetings or visits to our hospital?**
  There are compounding fiscal and public health crisis at the national, state and local levels. As a result, hospitals should consider scheduling meetings with state and federal lawmakers during Family Advocacy Week. If your hospital services a region, consider scheduling meetings with lawmakers who represent those states and districts.
• **What are the top public policy priorities to advance during Family Advocacy Week?**
  This summer, we’re up against serious challenges—potential threats to Medicaid that will put children’s health at risk, the pandemic’s worsening impact on children’s behavioral and mental health, and, without a stronger investment in the pediatric workforce, children face a looming crisis in terms of access to care. Hospitals are strongly encouraged to address one or more of these public policy issues during Family Advocacy Week.

• **What’s the theme for Family Advocacy Week?**
  Our overarching theme is “Stronger Together.” Although we cannot be together as a community again this year, we believe our voices connect us, and when our voices arise at once, our impact is bigger and stronger. We chose the theme “Stronger Together” because we know that there is strength in numbers. By coming together to share our stories this Family Advocacy Week, we can speak and act locally, while having an impact nationally. We #SpeakNowStronger.

• **Which types of activities will be for patient families?**
  In addition to their legislator meetings and visits, patient families will engage in a range of activities from their personal mobile devices and computers.
  - Our Speak Now for Kids website will offer families the opportunity to share user-generated video content with one another, their lawmakers, and through social media on relevant child health issues—to further increase awareness about children’s hospitals and our public policy priorities.
  - We will host a live kickoff session for families through videoconference.
  - Families will engage in other fun, community-building activities during Family Advocacy Week.

• **Is it okay to register multiple patient families to participate?**
  Yes! If your hospital is in a position to accommodate multiple families, you’re welcome to register them. Each patient family registered for the event will receive priority attention from CHA.

• **Where do I register and how?**
  Please register each patient family in our special [Family Registration portal](#). Hospital staff are required to complete and submit registration on behalf of their patient families. In advance of starting the online questionnaire, please review all listed instructions and send the registration questions to families so they can provide you with their responses. It will make completing registration much easier.

• **When is the registration deadline?**
  To ensure each child patient receives a Family Advocacy Week t-shirt and your hospital receives customized digital trading cards before the event, each patient family must be registered by April 30, 2021.

We look forward to your hospital’s participation during Speak Now for Kids Family Advocacy Week, June 13-18. Please contact Vikki Sara or Ellen Almandrez if you have any additional questions or need further assistance.