Recommended Prep Timeline for Hospital Staff
2020 Speak Now for Kids Family Advocacy Day

As you prepare your children’s hospital and families to advocate in Washington, D.C., June 16-18, 2020, we recommend the following timeline to help you complete all the necessary steps:

January

5  Begin the process of identifying a patient family through appropriate hospital channels (public relations, fundraising, child life, family advisory council, etc.)

Hospitals are encouraged to identify and register patient families with any of the following attributes:

- Child has primary or secondary Medicaid health insurance
  - Hospitals are encouraged to promote Medicaid as the backbone of children’s health care, as well as Medicaid’s return on investment in terms of improving lifetime outcomes through access to preventive care and ongoing care.
- Child receives care for mental or behavioral health through the hospital’s care network(s)
  - Ideally, hospitals will identify a child with Medicaid health insurance, although children with CHIP, TRICARE, and/or private health insurance be considered
- Child’s health condition resulted from a preventable injury, such as an accident
- Child receives care for health conditions related to vaping or opioids
- Child has medical complexity
- Child is a sepsis survivor
- Child is in a military family and has both TRICARE and Medicaid health insurance
- Child is the daughter/son of a veteran, and transitioned from TRICARE to Medicaid

February

6  Registration opens for Speak Now for Kids Family Advocacy Day.

- Review the application process and information on the website.
- Print out the list of questions needed to complete the family application.

11  Identify hospital staff attending and supporting the family, including government relations, public relations and other staff.

26  Identify and confirm patient family for participation at Family Advocacy Day.

March

10  Hospital point-of-contact should meet with the family and start registration process online.

- Ensure the registration is complete. Confirm all logistics with the family, including dietary needs, wheelchair accessibility, room needs, etc.
17 Photograph child patient for a Family Advocacy Day trading card or submit a suitable photograph of the child (headshot minimum: .jpg format, 300 dpi resolution or higher).

April

3 REGISTRATION DEADLINE:
Submit family registration through application website. Register hospital staff for Family Advocacy Day on CHA website.

16 Develop an earned media and social media plan to promote the family’s story and participation in Family Advocacy Day.

May

1 Ask your family to follow Speak Now for Kids on Facebook, Instagram and Twitter where they can learn more about others participating at Family Advocacy Day.

4 Finalize travel arrangements for patient family and hospital staff traveling to the event.

11 Start promoting your family’s participation on social media with the hashtag #speaknowforkids—include posts on hospital blog, if appropriate.

18 Conduct media and spokesperson training with your family to practice telling their story and relaying key talking points.

• Confirm your family’s availability for pre-event media interviews.
• Confirm a hospital spokesperson for interviews who can address policy issues.

26 Begin scheduling congressional visits and meetings with your governor’s D.C. office (if appropriate).

28 HOTEL GUEST ROOM DEADLINE:
Reserve your party’s hotel guest rooms at the JW Marriott by 6:00 p.m. ET.

June

1 Issue media advisory or news release to local media promoting family’s story and participation in Family Advocacy Day.

2 Begin to schedule media interviews for the family in advance of Family Advocacy Day travel.

4 Patient Family Event Prep Webinar (hyperlink will be shared closer to date)

9 Hospital Staff Event Prep Webinar (hyperlink will be shared closer to date)

10 Review and confirm travel itinerary, including congressional visits with the family.

16-18 Speak Now for Kids Family Advocacy Day – schedule

25 Consider conducting interviews with local media about family’s experience.