First Year Cleveland Engagement & Public Policy Committee

Committee Purpose: charged with building public will and advancing public policy priorities on behalf of First Year Cleveland

Co-Chairs: Marcia Egbert, Natoya Walker Minor

30 members representing partner organizations in the community

Statewide Partnership: Organized and maintained engagement with Infant Mortality Collaboratives to advance policy priorities

Interested in participating? Email cassie@advocacyandcommunication.org
ACS: Who We Are

- Established in 2004
- Woman and minority owned and led
- Award-winning national firm headquartered in Cleveland, OH with offices in Columbus, OH, Washington, DC & Phoenix, AZ
- Core clients are nonprofits, government and philanthropy

Passion + Experience = Powerful Impact

We only take on causes we care about. We know our work, because we’ve been there.
ACS: What We Do

**ADVOCACY**
- Government Relations
- State Lobbying
- Federal Lobbying
- Advocacy and Lobbying Training
- Situation Analysis
- Plan Development & Implementation

**COMMUNICATION**
- Media Relations
- Strategic Communication
- Analysis & Planning
- Crisis Communication
- Message Development
- Communication Training

**STRATEGY DEVELOPMENT**
- Long-term Advocacy Planning
- Long-term Communication
- Planning Organizational Strategy

**CAPACITY BUILDING**
- Facilitation Training
- Spokesperson Training
- Organizational Development
- Advocacy and Lobbying Training
- Communication Training
- One-on-One Coaching
- Collective Impact
- Tools and Research
2021 State Budget Priorities

- Antiracism and equity principles embedded throughout all priority areas
- Continue supporting Ohio’s Infant Mortality Collaboratives throughout the state at existing funding levels.
- Expand efforts to eliminate inequities especially through required antiracism training, health care provider evaluation and accountability measures, and implicit bias and cultural sensitivity training for individuals working in health care.
- Ensure every pregnant person has the equipment and technology needed to safely access health care services.
Legislative Update – State Budget

Slight increase in Home Visiting dollars ($41,242,281 per year, up from $39M in FY 21)

Slight increase for Infant Mortality Grants in Office of Minority Health to support 10 community hubs

Directs that up to $2.5M per year for a housing program for pregnant people under local development projects at Development Services Agency

Adds $5M to Health’s Infant Vitality line item in 2022
Legislative Update – Other Legislation

- HB 42 - Save Our Mothers Act (Crawley)
- SB 125 - Save Our Mothers Act (Kunze, Maharath)
- HB 142 - Doula Services (Crawley, Brinkman)
- SB 48 - Cultural Competency (Antonio, Maharath)
State Advocacy Activity

- Introduced First Year Cleveland to 75% of new legislators
- Engaged 70% of priority legislators
- Emphasized the need to address racial inequities and implicit bias to combat infant mortality
- Established FYC as key thought partner with ODM and ODH
- Coordinated the strategic efforts among IM collaboratives
- Engaged statewide partners to broaden FYC’s advocacy priorities
Advocacy Outcomes (to date)

- Developed bi-partisan legislative support for FYC policy priorities
- Advocacy essential to the passage of House Bill 11 ($5M)
- Advanced requests to address racial inequities and prioritize implicit bias education
- Guided ODH & ODM on multiple priority policy issues
- Organized and coordinated IM collaboratives resulting in unified ’21 budget asks
- Authored Infant Mortality & Maternal Mortality section of Ohio Children’s Budget Coalition (1st ever)
Questions