Consumer Voices for Coverage Evaluation

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Mathematica Policy Research

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Preface

The capacity of consumer organizations to participate actively in state or federal debates on health insurance coverage reform will affect their success in shaping health coverage policy in ways favorable to consumers. Building and sustaining such capacity within strong, statewide networks of consumer organizations is the core strategy of the Robert Wood Johnson Foundation’s Consumer Voices for Coverage (CVC) program, which began in 2008.

The Foundation contracted with Mathematica Policy Research to evaluate the CVC program. For the evaluation, Mathematica worked with Community Catalyst, the national program office for the CVC program, to develop this instrument to assess six core advocacy capacities identified by Community Catalyst in their report, “Consumer Health Advocacy: A View From 16 States” (Community Catalyst, Inc., October 2006).

Thank you for taking the time to complete this survey.

The questions on this survey are about the advocacy capacities of the Consumer Voices for Coverage (CVC) coalition’s leadership team.

We are interested in learning about where your capacities currently stand, and understand that none of the coalitions will be strong in all of these areas.

All of the information you provide will be kept confidential. The evaluation will not identify individuals or organizations in its reports to the Robert Wood Johnson Foundation or the CVC coalitions.

Please return the survey on or before [enter date] (see instructions on last page).

If you have any questions, please contact [enter contact information].
A. BUILDING THE COALITION AND MAINTAINING STRATEGIC ALLIANCES

A1. Using the scale below, how would you describe the overall capacity of your CVC coalition’s leadership team for building the coalition and maintaining strategic alliances?

Little or No Capacity <----------------------------------------------------------------> Very Strong Capacity

1 2 3 4 5

A2. How would you describe the capacity of the CVC coalition’s leadership team in each of the specific areas below?

1 2 3 4 5

MARK ONE ON EACH LINE

MARK ONE ON EACH LINE

Little or No Capacity <----------------> Very Strong Capacity NA (Explain Below)

a. Leadership team's ability to work together on health advocacy .................................................................

b. Leadership team's ability to engage and include core constituencies in coalition's efforts...........................

c. Ability to achieve alignment and buy-in among leadership team and other partners around common policy principles........

d. Leadership team’s ability to share decision-making and reach working consensus ...........................................

e. Leadership team’s ability to lead, inspire, and keep coalition members unified ...............................................

f. Leadership team’s ability to develop working relationships with nontraditional allies ...........................................

Comments:

PLEASE GO TO THE NEXT PAGE
B. BUILDING STRONG GRASSROOTS BASE OF SUPPORT

B1. How would you describe the overall capacity of your CVC coalition’s leadership team for building a strong grassroots base of support?

Little or No Capacity  <----------------------------------->  Very Strong Capacity

1  2  3  4  5

B2. How would you describe the capacity of the CVC coalition’s leadership team in each of the specific areas below?

MARK ONE ON EACH LINE

<table>
<thead>
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<th>Little or No Capacity</th>
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a. Leadership team’s ability to organize and mobilize grassroots constituencies .................................................................................................................................

1  2  3  4  5  n

b. Leadership team’s ability to recruit and train consumer advocates .................................................................................................................................

1  2  3  4  5  n

c. Leadership team’s ability to engage grassroots constituencies reflecting the ethnic and demographic diversity of the state ......................................................................

1  2  3  4  5  n

d. Leadership team’s ability to engage grassroots constituencies that represent all geographic areas of the state ..........................................................................

1  2  3  4  5  n

e. Ability to obtain and use input from grassroots constituencies in developing policy alternatives .........................................................................................

1  2  3  4  5  n

f. Leadership team’s ability to gain visibility and credibility in key communities ...................................................................................................................

1  2  3  4  5  n

Comments:

☐
C. ANALYZING ISSUES TO DEVELOP WINNABLE POLICY ALTERNATIVES

C1. How would you describe the overall capacity of your CVC coalition’s leadership team for analyzing issues to develop winnable policy alternatives?

Little or No Capacity <-----------------------------> Very Strong Capacity

1 2 3 4 5

C2. How would you describe the capacity of the CVC coalition’s leadership team in each of the specific areas below?

a. Substantive expertise on legal and policy issues related to health care coverage ..............................................................

b. Ability to monitor emerging legislative, administrative, and legal actions related to health care coverage..........................

c. Ability to analyze emerging legislative, administrative, and legal actions and quickly assess their potential impacts ...........

d. Ability to develop consensus on key health coverage policies or policy issues .................................................................

e. Ability to gain visibility and credibility with key policymakers ........................................................................................................

f. Ability to influence the state’s policy agenda ..............................................................................................................................

Comments:

MARK ONE ON EACH LINE

Little or No Capacity <-----------------------------> Very Strong Capacity NA (Explain Below)

1 2 3 4 5 n
D. DEVELOPING AND IMPLEMENTING HEALTH POLICY CAMPAIGNS

D1. How would you describe the overall capacity of your CVC coalition’s leadership team for developing and implementing health policy campaigns?

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D2. How would you describe the capacity of the CVC coalition’s leadership team in each of the specific areas below?

| MARK ONE ON EACH LINE | | | | |
|-----------------------|-------------|-------------|-------------|
| Little or No Capacity | Very Strong Capacity | NA (Explain Below) |
| 1                     | 2 3 4 5   | n          |

a. Ability to develop coalition vision and health coverage policy goals
b. Ability to plan advocacy campaign to achieve coalition goals
c. Ability to implement the advocacy campaign
d. Ability to respond nimbly to opportunities or threats affecting policy goals
e. Ability to build and maintain relationships with policymakers across parties and viewpoints
f. Ability to build and maintain relationships with opinion leaders in the state

Comments:
E. DESIGNING AND IMPLEMENTING MEDIA AND COMMUNICATION STRATEGIES

E1. How would you describe the *overall capacity* of your CVC coalition’s leadership team for designing and implementing media and communication strategies?

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E2. How would you describe the capacity of the CVC coalition’s leadership team in each of the *specific areas* below?

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a. Ability to develop talking points and messages for each target audience ................................................................. 1 2 3 4 5 n

b. Ability to train messengers and media spokespersons ......................................................................................... 1 2 3 4 5 n

c. Ability to develop relationships with key media personnel ................................................................................... 1 2 3 4 5 n

d. Ability to use appropriate media (print, broadcast, Internet, or other) in an effective way ........................................... 1 2 3 4 5 n

e. Ability to monitor media coverage and identify advocacy opportunities ................................................................. 1 2 3 4 5 n

f. Ability to convey timely information to grassroots organizations, advocacy organizations, and other supporters........... 1 2 3 4 5 n

Comments:

Comments:
F. GENERATING RESOURCES FROM DIVERSE SOURCES TO SUSTAIN EFFORTS

F1. How would you describe the overall capacity of your CVC coalition’s leadership team for generating resources from diverse sources to sustain efforts?

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F2. How would you describe the capacity of the CVC coalition’s leadership team in each of the specific areas below?

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<td>Little or No Capacity</td>
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a. Ability to raise funds for advocacy from more than one source
b. Ability to raise funds from different types of sources (such as memberships, private contributions, foundations, or other sources)
c. Ability to gain visibility and credibility with potential funding sources
d. Ability to market successes to potential contributors
e. Ability to dedicate staff for fundraising and development

Comments:
G. OTHER CAPACITIES

G1. Are there any other capacities that you feel are important for achieving the CVC coalition’s health coverage goals?

**MARK ONE ONLY**

1. Yes

0. No

G2. If yes, please describe these capacities below.

Thank you for your time!

Please email or fax the completed questionnaire to [enter contact information].