

Advocacy Capacity Assessment Instrument

Consumer Voices for Coverage Evaluation

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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).

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**CONSUMER VOICES FOR COVERAGE
ADVOCACY COALITION CAPACITY
BASELINE ASSESSMENT**

**Conducted by
Mathematica Policy Research
for:
The ROBERT WOOD JOHNSON FOUNDATION**

- 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?

MARK ONE ON EACH LINE

		Little or No Capacity	<----->	Very Strong Capacity		NA (<i>Explain Below</i>)						
a. Leadership team's ability to work together on health advocacy.....	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>
b. Leadership team's ability to engage and include core constituencies in coalition's efforts.....	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>
c. Ability to achieve alignment and buy-in among leadership team and other partners around common policy principles.....	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>
d. Leadership team’s ability to share decision-making and reach working consensus.....	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>
e. Leadership team’s ability to lead, inspire, and keep coalition members unified.....	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>
f. Leadership team’s ability to develop working relationships with nontraditional allies	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	n	<input type="checkbox"/>

Comments:

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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

	Little or No Capacity	<----->			Very Strong Capacity	NA (<i>Explain Below</i>)
a. Leadership team’s ability to organize and mobilize grassroots constituencies.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
b. Leadership team’s ability to recruit and train consumer advocates.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
c. Leadership team’s ability to engage grassroots constituencies reflecting the ethnic and demographic diversity of the state.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
d. Leadership team’s ability to engage grassroots constituencies that represent all geographic areas of the state.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
e. Ability to obtain and use input from grassroots constituencies in developing policy alternatives.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
f. Leadership team’s ability to gain visibility and credibility in key communities.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>

Comments:

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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?

MARK ONE ON EACH LINE

	Little or No Capacity	<----->	Very Strong Capacity	NA (Explain Below)		
a. Substantive expertise on legal and policy issues related to health care coverage	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
b. Ability to monitor emerging legislative, administrative, and legal actions related to health care coverage.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
c. Ability to analyze emerging legislative, administrative, and legal actions and quickly assess their potential impacts	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
d. Ability to develop consensus on key health coverage policies or policy issues.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
e. Ability to gain visibility and credibility with key policymakers.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
f. Ability to influence the state’s policy agenda.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>

Comments:

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?

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

1 2 3 4 5

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 (<i>Explain Below</i>)	
a. Ability to develop coalition vision and health coverage policy goals.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
b. Ability to plan advocacy campaign to achieve coalition goals.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
c. Ability to implement the advocacy campaign.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
d. Ability to respond nimbly to opportunities or threats affecting policy goals.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
e. Ability to build and maintain relationships with policymakers across parties and viewpoints.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
f. Ability to build and maintain relationships with opinion leaders in the state.....	1	<input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>

Comments:

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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?

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


1 2 3 4 5

E2. 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)		
a. Ability to develop talking points and messages for each target audience	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
b. Ability to train messengers and media spokespersons	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
c. Ability to develop relationships with key media personnel.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
d. Ability to use appropriate media (print, broadcast, Internet, or other) in an effective way.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
e. Ability to monitor media coverage and identify advocacy opportunities.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>
f. Ability to convey timely information to grassroots organizations, advocacy organizations, and other supporters.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>

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?

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

1 2 3 4 5

F2. 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)
a. Ability to raise funds for advocacy from more than one source.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>		
b. Ability to raise funds from different types of sources (such as memberships, private contributions, foundations, or other sources)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>		
c. Ability to gain visibility and credibility with potential funding sources.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>		
d. Ability to market successes to potential contributors	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>		
e. Ability to dedicate staff for fundraising and development.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	n <input type="checkbox"/>		

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].**