

University of Massachusetts Boston

ScholarWorks at UMass Boston

Office of Community Partnerships Posters

Office of Community Partnerships

4-10-2013

Lift Up Your Voice! Health Care Advocacy Training Program: Empowering Older Adults

Nina M. Silverstein

University of Massachusetts Boston, nina.silverstein@umb.edu

Alison Gottlieb

University of Massachusetts Boston, alison.gottlieb@umb.edu

Kelli Barton

University of Massachusetts Boston

Gerontology Institute, University of Massachusetts Boston

Follow this and additional works at: https://scholarworks.umb.edu/ocp_posters



Part of the [Civic and Community Engagement Commons](#), [Family, Life Course, and Society Commons](#), [Health Policy Commons](#), and the [Public Health Education and Promotion Commons](#)

Recommended Citation

Silverstein, Nina M.; Gottlieb, Alison; Barton, Kelli; and Gerontology Institute, University of Massachusetts Boston, "Lift Up Your Voice! Health Care Advocacy Training Program: Empowering Older Adults" (2013). *Office of Community Partnerships Posters*. 146.
https://scholarworks.umb.edu/ocp_posters/146

This Presentation is brought to you for free and open access by the Office of Community Partnerships at ScholarWorks at UMass Boston. It has been accepted for inclusion in Office of Community Partnerships Posters by an authorized administrator of ScholarWorks at UMass Boston. For more information, please contact scholarworks@umb.edu.



Lift Up Your Voice! Health Care Advocacy Training Program: Empowering Older Adults

Gottlieb, A., PhD¹, Barton, K., MS², & Silverstein, N.M., PhD¹

¹Gerontology Institute, University of Massachusetts Boston, and ²Gerontology Department, McCormack Graduate School of Policy and Global Studies, University of Massachusetts Boston

Summary/Abstract

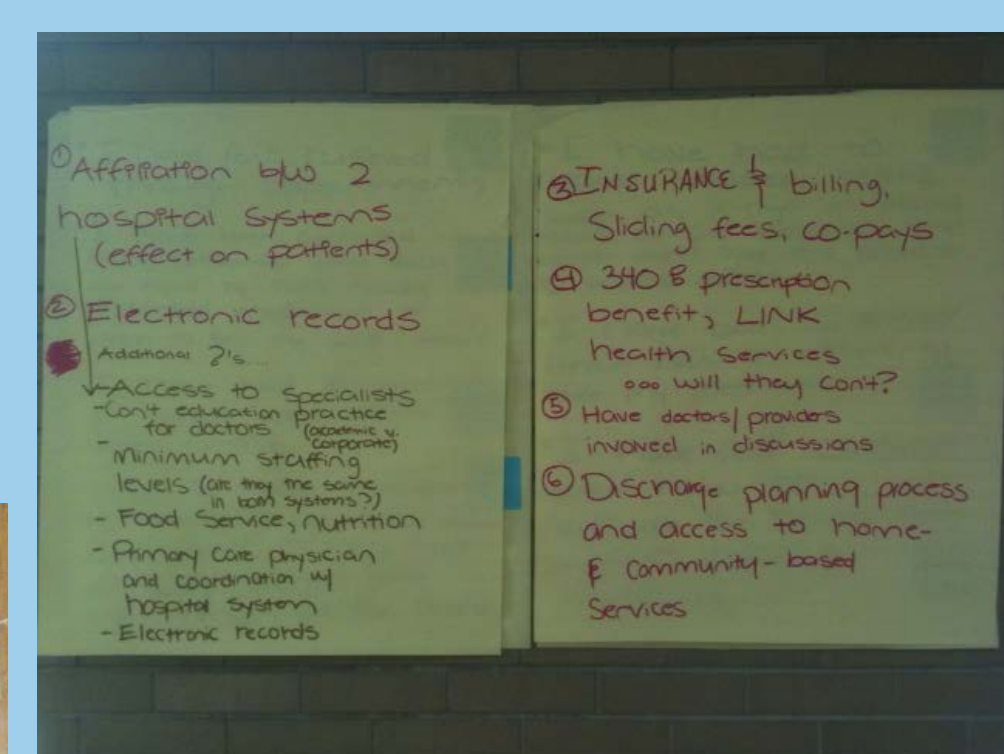
- *Lift Up Your Voice!* (LUYV) is a health care advocacy training program developed by Community Catalyst and funded through Atlantic Philanthropies.
- LUYV directly engages older adults with chronic disease in state-based Campaign for Better Care initiatives to achieve changes in the health care delivery system.

Executive Summary:

http://www.umb.edu/editor_uploads/images/EXECUTIVE_SUMMARY_2.pdf

Goals and Objectives

- To assess the effectiveness of the of *Lift Up Your Voice!* (LUYV) health care advocacy training program with regard to:
 - Identifying and recruiting potential advocates;
 - Educating participants about the underlying issues of state and national health care campaigns;
 - Empowering participants through advocacy skills training;
 - Engaging participants in a state-based campaign that sustains involvement in system/policy change.



Approaches and Methods

- UMass Boston IRB approval: July 2011.
- Evaluation plan included:
 - Site visits to LUYV participating states (Massachusetts, Ohio, and Pennsylvania).
 - Pre-and post-training participant surveys.
 - Key informant interviews (former/current staff partner organizations and Community Catalyst).
- Attendees from trainings between April -December 2011 invited to participate in evaluation.
 - Surveys administered at start of each training.
 - Follow-up interviews conducted (phone/online survey 5-7 weeks after participants' training).
- Post-surveys administered to 13 training groups.
 - 2 trainings in PA occurred prior to evaluation. (*These respondents are referred to as "post-only."*)

Participation in Campaign Activities since Training

	% Pre/post respondents (N=38)	% Post only* respondents (N=12)	% Total respondents (N=50)
Any advocacy activities	(16) 42%	(10) 83%	(26) 52%
Contacted elected officials	(12) 32%	(8) 67%	(20) 40%
Attended community forum, rally, public hearing or meeting	(6) 16%	(8) 67%	(14) 28%
Written a letter to editor	(2) 5%	(2) 17%	(4) 8%
Interviewed by a reporter	(1) 3%	(2) 17%	(3) 6%

*Post-only respondents had more time between training and follow-up than pre/post respondents.

Participant Data Results

- 140 total training participants during evaluation period.
- 104 agreed to be contacted.
- 50 participants completed surveys (pre-post & post-only).
- 36% response rate: completed surveys/training participants.

Results/Impacts

Trainee Feedback & Outcomes

- **Over half** participated in post-training advocacy activity (Ex: contacting elected official, attending a community forum, rally, public hearing, or meeting).
- **88% responded positively** to training experience:
 - The training was “enlightening.” – understanding of how to get involved with local health care advocacy.
 - Empowered participants (“uplifting” and “gratifying to find out I was not the only one”).
 - 82% believed they received helpful tools for personal advocacy—not an intended goal.
- **Over half** of respondents reported they had reviewed or used material from training binder and/or had learned more about state's Campaign for Better Care.

Conclusion/Next Steps

- Success of LUYV is strongly dependent on **recruitment** and graduate **follow-up**, and these may be linked.
- Participants with past volunteer activity tended to transition to an advocate role more readily.
 - Successful recruitment = personal connections, clear communication about purpose/benefits, building trust, understanding trainees' stories
 - **Ongoing relationship building** key to maintaining engagement of trainees
 - Need for identifying **concrete advocacy activities** that align with trainees skills
 - Participants expressed desire for follow up trainee workshops

Acknowledgments: This independent evaluation was funded through a subcontract from, and conducted for Community Catalyst in partial fulfillment for the organization's grant requirements to Atlantic Philanthropies. The analysis presented and opinions offered are solely those of the authors and not of Community Catalyst. The authors gratefully acknowledge the willingness of the Community Catalyst staff members and *Lift Up Your Voice!* (LUYV) state campaign staff members in Ohio, Pennsylvania, and Massachusetts who were generous with their time; and their willingness to share their expertise and insights with us and allow us to observe several training sessions. Moreover, we thank the training participants for providing their perspectives on LUYV and adding their voice to this report.