

National
Grassroots Meeting

Health Action 2008

January 24 - 26, 2008

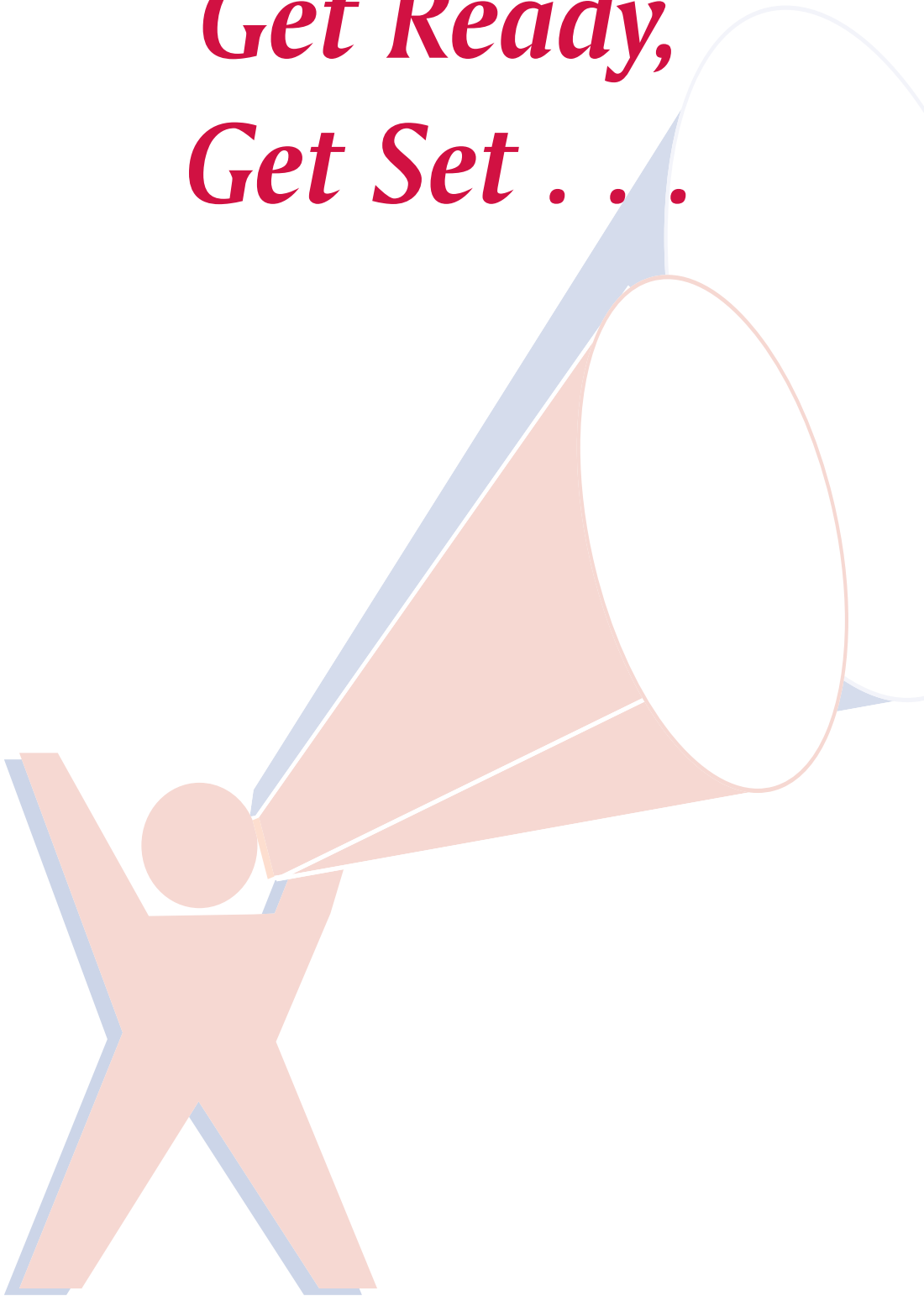


Renaissance
Mayflower Hotel
Washington, DC



FamiliesUSA
The Voice for Health Care Consumers

*Get Ready,
Get Set . . .*



As we head into a crucial election year, poll after poll finds health care is the top domestic concern of voters. Candidates for office at every level of government are developing health care policies and campaigning on the issue. The country is ripe for change.

At the same time, interests on the other side are lining up to stop reform from happening.

What does all this mean for advocates?

It means we need to get ready. We need to see what lessons we can learn from the past—assess our strengths, build our skills, hone our messages.

So join us in January at Health Action 2008:

- Hear powerful speeches from national leaders,
- Listen to astute analysis from political pundits,
- Learn what nonprofits can - and can't - do in an election season,
- Get the latest on messages that work,
- Enjoy the political satire of the Capitol Steps,
- Let your hair down with fellow health care advocates from across the U.S.

Health Action 2008 kicks off a year in which health care will be at the center of the national conversation. The timing couldn't be better. We hope you can join us.



Tentative Conference Agenda

Wednesday, January 23, 2008

7:00pm Registration and Reception

Thursday, January 24, 2008

8:00am-5:00pm Registration
8:00am-9:00am Continental Breakfast
9:00am-10:45am Opening Plenary
Rep. Nancy Pelosi,* Majority Leader, House of Representatives
11:00am-12:30pm Workshops I
12:45pm-2:15pm Lunch: Gov. Mark Warner
2:30pm-3:45pm Plenary: Health Care and the Elections
Paul Begala, CNN's The Situation Room
Donna Brazile,* Political Strategist
Stan Greenberg, Greenberg Quinlan Rosner
Drew Altman,* Kaiser Family Foundation
4:00pm-5:30pm Workshops II
8:00pm-9:00pm Special Cabaret Performance: *The Capitol Steps*

Friday, January 25, 2008

7:45am-8:30am Continental Breakfast
8:00am-5:00pm Registration
8:00am-8:30am Presentation: Former Senator Tom Daschle
8:30am-9:30am Global Health Plenary
Anthony Fauci, Director, National Institute of Allergies
and Infectious Diseases, NIH
9:30am-10:30am Plenary: Health Care Quality
Dr. Donald Berwick, Harvard Medical School
10:45am-12:15pm Workshops III
12:30pm-2:15pm Lunch:
"Consumer Advocate of the Year" Awards
2:15pm-3:45pm Plenary: How to Win on Health Care
Drew Westen, author of *The Political Brain*
Celinda Lake,* Lake Research Partners
4:00pm-5:30pm Workshops IV
8:00pm-11:00pm Dessert and Dance Party

Saturday, January 26, 2008

8:00am-9:00am Continental Breakfast
9:00am-10:30am Plenary: Nonprofits in an Election Season
10:45am-12:15pm Workshops V
12:30pm-2:30pm Closing Lunch
Wade Henderson, President and CEO, Leadership
Conference on Civil Rights
2:30pm Conference Adjourns

Others Invited: Rep. Tom Allen (ME), Rep. Xavier Becerra (CA),* Gov. Howard Dean,* House Democratic Majority Leader Steny Hoyer,* Sen. Ken Salazar (CO),* Gov. Kathleen Sebelius (KS)*

*Invited

Tentative Workshops

(Not all workshops are firm.)

- The Power of Engaging Ethnic Media in Advocacy Efforts
- Radio 101
- Story Banking: Personal Stories Make a Difference
- Big Bad Bloggers
- Finding Cures for Global Diseases: What's Our Score?
- Spanning the World: How & Why Domestic Health Advocacy Organizations Include Global Health in Their Mission
- Your State and Global Health
- Medicare Advantage: Stopping the Drive to Privatize
- Low-Income Medicare Beneficiaries: Part D and Beyond
- Improving Medicare: What Works, What Doesn't?
- Prescription Drug Policy
- Enrolling and Retaining Children in Medicaid and CHIP: Strategies that Hold Water
- What Are Connectors?
- Waging the Good Fight: The Politics of State Expansions
- So You Want to Expand Coverage?
- View from the Hill (House and Senate)
- Minority Health Coalitions: Why Every State Needs One
- Consumer Assistance Roundtable
- Stretching Out or Cramping Up? The Impact of State Medicaid Flexibility
- Private Insurance 101: What Advocates Need to Know
- Education vs. Lobbying
- How to Reach the "Hard to Reach"
- Improving Your Web Site
- Framing the Moral Message for the 2008 Elections
- ICHIA: What's Next?
- Are We There Yet? Where We've Been and What's Ahead for CHIP
- Covering Kids in Tenuous Times: What to Do with What We've Got
- Fad or Fantastic? Emerging Trends in Healthcare

This agenda is subject to change. Current developments on the agenda and workshops can be found on our Web site: <http://www.familiesusa.org/conference/health-action-2008/conference-agenda.html>.

"The Families USA Health Action 2007 conference was truly excellent. The logistics and organization were great, from the pre-conference e-mail reminders, to the hotel, to the content of the workshops, to the follow-up mailing. The staff did a fantastic job." -- Beth Abbott

"Thank you for a great conference! I truly learned a lot and felt very informed on major topics affecting my university and community." -- Beverly White

Exciting Opportunities

We wanted to let you know about three exciting opportunities available to you at Health Action 2008: one, become a talk radio star, two, get help improving your organization's Web site, and three, find out what the latest internet fad is all about.

First Ever: Bloggers Row

What is a blog? A blog is a "frequently updated personal journal chronicling links on a Web site, intended for public viewing." A blogger creates and runs the blog.

At Health Action 2008, top bloggers from across the country will be blogging live from the Mayflower.

Back by Popular Demand

Radio Row at Health Action 2008

At Health Action 2007, we had our first ever Radio Row. The excitement was off the charts and we've brought it back for 2008. Some invited radio hosts are: The Young Turks, Air America/XM; John Elliot Show, Air America; Talk Radio News Service; Ellen Ratner or Victoria Jones; Peter B. Collins, Syndicated; Bev Smith Show, American Urban Radio Network; Howard Monroe, WVLY, Wheeling, WV; Louie Free, WGFT, Cleveland, OH; WWRL, NYC Metro Sam Greenfield and Armstrong Williams; WBSM, Boston/New Bedford, MA Ken Pittman; Touch of Grey, WABC and KRLA, Los Angeles, Carole Marks; Guy James, Internet Radio; Joe Madison, WOL/XM, Radio One; Al Sharpton; Warren Ballentine; LaToya Foster; Keith Murphy; Davey D (hip-hop host from the Bay Area); and more.

If you'd like to be a guest in some of the radio shows broadcasting from the conference, send a short, 2-3 line bio to Bob Meissner at bmeissner@familiesusa.org so we can make it available to producers right away. This is a great opportunity for you to talk about your national, state, or local health care advocacy efforts, or to expose a wider audience to a particular health care issue, such as children's health care, Medicaid cuts, or prescription drug prices.

There's no guarantee that you'll be interviewed, but you won't have a chance unless you send a bio!

"The conference was great in its diversity of topics. Families USA did a good job of covering the really current, hot and trendy developments in health care reform but did not forget about the on-going battles that we've been waging for years. Families remembered to update advocates and offer new advice and strategies for these battles." -- Jennifer Chow

Web Site 101 Workshop

Does your organization's Web site need an extreme makeover, or at least a facial? When you direct people to your Web site, do you whisper the URL reluctantly or make preemptive excuses like, "we're gonna redesign it soon?" Do your pages load slowly, or display like abstract paintings?

If so, our Web Site 101 Workshop is just right for you! At this workshop, two members of our dedicated Web team—Regina Wise and Nancy Magill—will sit down with you and walk you through some simple steps to help you improve your Web site's look and functionality.

We have limited slots for this workshop that will be allotted on a first come, first served basis. There will be two sessions on Friday, January 25. If you're interested, check the appropriate box on the registration form. We'll notify you by e-mail of the exact time and location of your session. This workshop has been very popular, so book your slot early!

Minority Health Track

For the second year Families USA is pleased to offer a track that will focus on minority health issues, including policy and grassroots efforts to eliminate racial and ethnic health disparities. Come learn about activities at the national, state, and local level to address health disparities; meet advocates from around the country engaged in this work; and reconnect with colleagues in the field. This year's track will feature discussions on: integrating health equity in state health reform, health care coverage for immigrants, minority health coalitions, ethnic media, language access, and special populations. We'll also offer a networking reception and viewing of the upcoming PBS documentary series, "Unnatural Causes: Is Inequality Making us Sick?"

If you plan on taking advantage of the Minority Health Track please check the appropriate box on the registration form.

Book Signings

Brian Smedley, of the Opportunity Agenda, will be there to sign copies of *All Things Being Equal: Instigating Opportunity in an Inequitable Time*, co-authored with Alan Jenkins and published by The New Press. The cost is \$24.95, and copies will be available for sale.

Drew Westen will sign copies of *The Political Brain: The Role of Emotion in Deciding the Fate of the Nation*, published by Public Affairs Press. The cost is \$26.95, and copies will be available for sale.

"I liked the positive energy of the Families USA staff. I found the staff to be knowledgeable and committed. I liked meeting other advocates. I liked the fact that almost all the speakers and topics were relevant." -- Barry Rosenberg

Notable Speakers from Past Conferences

Health Action 2007: Sen. Barack Obama (IL); Uwe Reinhardt, Princeton University; Sen. Gordon Smith (OR); Sen. Sherrod Brown (OH); Sen. Edward Kennedy (MA); The Rev. Dr. Bob Edgar, National Council of Churches; Sen. Bernie Sanders (VT); Si Kahn, activist, singer, songwriter

Health Action 2006: Sen. Debbie Stabenow (MI); Rep. John Dingell (MI); Gov. Rod Blagojevich (IL); Sen. Richard Durbin (IL); E.J. Dionne, Syndicated Columnist; George Lakoff, Rockridge Institute (by videoconference); Representative Artur Davis (AL)

Health Action 2005: Sen. Hillary Rodham Clinton (NY); Bob Ross, California Endowment; Sen. Barack Obama (IL); Sen. John Kerry (MA); Rep. Sherrod Brown (OH); Sen. Ron Wyden (OR); Rep. Patrick Kennedy (RI); Rep. Donna Christensen (VI); Dora L. Hughes, Office of Sen. Edward Kennedy; Tom Perez, UMD School of Law; Brian Smedley, The Opportunity Agenda; Mike Saxl, Maine Street Solutions; Alan Weil, National Academy for State Health Policy; Gordon Bonnyman, Tennessee Justice Center; Joe Trippi, Trippi & Associates

Health Action 2004: Rep. Xavier Becerra; Sen. Jeff Bingaman; Bob Blenden; Sen. Edward Kennedy (MA); Andrew Stern, SEIU

Health Action 2003: Uwe Reinhardt, Princeton University; President Bill Clinton; Gov. Howard Dean; Rep. Tom Allen (ME)

Health Action 2002: Tom Scully, CMS; Marian Wright Edelman, Children's Defense Fund; Barney Frank (D-MA)

Health Action 2001: Sen. Tom Daschle (SD); Rep. Henry Waxman (CA); Sen. Hillary Clinton (NY); Sen. Edward Kennedy (NY)

Health Action 2000: Michael Moore (Filmmaker); Robert Kuttner, American Prospect; Alexis M. Herman, Secretary of Labor; Dr. David Satcher, U.S. Surgeon General; Rep. John Lewis (GA)

Health Action 1999: Vice President Al Gore; Sen. Jay Rockefeller (WV); Julie Rovner, NPR; Rep. Greg Ganske (IA); Rep. Jan Schakowsky (IA)

Health Action 1998: Sen. Paul Wellstone (MN)

“The Families USA Conference is a wonderful contribution to lobbyists, health care practitioners and consumers as well. But, it is also an opportunity for legislators and Hill staff to meet with a broad spectrum of people concerned about the status of health care in the nation. As a lobbyist, I find the annual Conference invaluable.” – Catherine Pinkerton

“I found the conference to be one of the best organized and most informative conferences that I have ever attended. It was well worth the money.” – Karin Moran

Notables from Past Conferences



Sen. Gordon Smith



Pres. Bill Clinton

Sen. John Kerry



Sen. Ted Kennedy



Sen. Hillary Clinton



Sen. Barack Obama

Sen. Debbie Stabenow



Rep. Artur Davis



Sen. Tom Daschle



Barbara Baylor



Sen. Sherrod Brown



Gov. Howard Dean



John Carr



Dora Hughes



E. J. Dionne



Rabbi David Saperstein



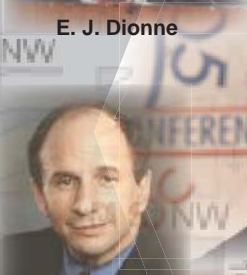
Sen. Dick Durbin



Susan Dentzer



Tom Perez



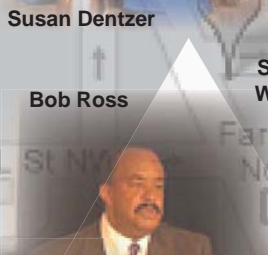
Sen. Paul Wellstone



Brian Smedley



Sen. Ron Wyden



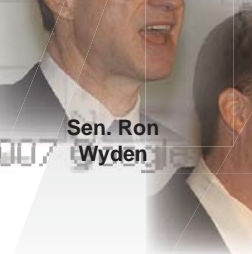
Bob Ross



Sen. John Dingell



Gov. Rod Blagojevich



Rep. Patrick Kennedy



Joe Trippi



Si Kahn

The Details

Health Action 2008 begins with a Welcome Reception on Wednesday, January 23, from 7-10pm. The conference officially opens on Thursday, January 24, at 9am and ends on Saturday, January 26, at 2:30pm. There is a Special Early Bird Registration of \$325 available until Monday, December 31. After that, registration is \$375. This fee includes three continental breakfasts, 3 lunches, afternoon snacks, the dessert and dance party; the Tool Kit—and a great meeting of like-minded people, working for justice and health care for all of us.

Cancellation/refund policy: Conference registration fees will be refunded (less a \$25 processing fee) for written cancellation requests mailed or faxed no later than January 7, 2008. Refunds will not be issued for conference no-shows. If you are unable to attend and wish to send a substitute, you may do so at no charge, as long as you let us know. (Note: if you reserved a room, you must call the hotel directly to cancel.)

Location: The conference is being held at the historic Renaissance Mayflower Hotel in Washington, DC. The Mayflower, located at 1127 Connecticut Avenue, NW in the heart of the business district, is in close proximity to monuments, neighborhood restaurants, shopping, and the White House, with easy access to three metro subway lines. This hotel is non-smoking.

There is a special conference rate of \$179 per room (single or double) per night plus taxes until January 2. (After that date, you may have to pay a higher rate if a room is available.) If more than two people share a room, add \$30 per person per night, with a maximum of 5 occupants. You must guarantee your reservation with a credit card. (Reservations may be canceled without penalty prior to 4:00pm EST on the day of arrival.) Make your reservations with the hotel directly. Call 202-347-3000 or 1-800-HOTELS1. If you need an accessible room, tell the hotel when you make your reservation. Be sure to tell them you're with the **Health Action 2008** conference to get the special room rate.

Looking for a roommate? Check off the appropriate box on the registration form and let us know if we can give your name and number to other advocates who want to share a room.

Valet parking is available at the hotel for \$30 per day and can be charged to your room. If you want more reasonably-priced parking or, for those who drive vans carrying wheelchairs, a PMI Parking Garage is located just around the corner from the hotel on DeSales Street. It costs \$15 per day and it has spaces for vans outfitted for wheelchairs. For door to door directions to the hotel, see page 10.

Traveling to the Conference

Airline Travel

Carlson Wagonlit/Avenue Travel is the official Travel Agent for the Health Action 2008 conference. You can reach our agent, Lynn Hendrick, at 1-888-548-5554 or visit their Web site at <http://avenuetravel.com/familiesusa.htm>. A service fee of \$30 does apply to tickets booked through our agent.

Getting to the Renaissance Mayflower Hotel

The Mayflower is within a block of the Farragut North Metro stop on the Red Line and a short distance from the Farragut West Metro stop on the Blue and Orange lines. You should call the hotel directly to make your reservation unless you've been told otherwise by a Families USA staff member.



From the Airports: Shuttles, Taxis, and other Services

Reagan National Airport: Shuttle: SuperShuttle (<http://www.supershuttle.com/>), 800-258-3826 (\$12 one-way, \$8 each additional person, up to 7 passengers can get a van for \$45); Taxi: \$15 (approx.)

Dulles International: Shuttle: SuperShuttle (<http://www.supershuttle.com/>), 800-258-3826 (\$27 one-way, \$8 each additional person, up to 7 passengers can get a van for \$70, exclusive van for \$110); Taxi: (\$50 approx.)

Baltimore-Washington International (BWI): Shuttle: SuperShuttle (<http://www.supershuttle.com/>), 800-258-3826 (\$35 one-way, \$12 each additional person, up to 7 passengers can get a van for \$100); Taxi: \$60 (approx.)

If you need wheelchair transport, you may contact Battles Transportation at 202-462-8658. Rates are \$85 from Dulles and BWI airports and \$55 from Reagan National Airport for one-way transportation for an individual using a wheelchair and an aide.

Public Transportation

From Reagan National Airport: Follow signs to the Metro. Take the Yellow Line train toward Mt. Vernon Square-UDC and get off at the Gallery Place-Chinatown stop. Go up a level to the Red Line train toward Shady Grove or Grosvenor and take the train to Farragut North. Take the L Street exit and bear right one-half block.

From Dulles International: Go to the transportation counter and purchase transportation to the West Falls Church Metro Station. At the West Falls Church Metro, take the Orange Line train toward New Carrollton and get off at Metro Center. Go up a level to the Red Line train toward Shady Grove or Grosvenor and take the train to Farragut North. Take the L Street exit and bear right one-half block.

From Baltimore-Washington International (BWI): Take the free shuttle to the Amtrak Station and take either the MARC Rail or Amtrak to Washington's Union Station. At Union Station, take the Red Line toward Shady Grove or Grosvenor to Farragut North. Take the L Street exit and bear right one-half block.

Driving

From New York City: Take Route 95 South to 495 West (toward Silver Spring). Continue past Silver Spring and take the Connecticut Avenue Exit South for 8 miles. The hotel is located at 1127 Connecticut Avenue, NW. As you drive south, you will see the hotel on your left.

From the Pennsylvania Turnpike: Take Route 70 South to 270 South to 495 East (towards Silver Spring). Exit at Connecticut Avenue South and proceed for 8 miles. The hotel is located at 1127 Connecticut Avenue, NW. As you drive south, you will see the hotel on your left.

From Richmond, Virginia: Take 95 North, which becomes 395 North. Take 395 over the 14th Street Bridge. Take 14th Street to K Street, NW; turn left. Take K Street to Connecticut Avenue. (In order to make the right turn onto Connecticut Avenue, you must get onto the K Street Service Lane between 16th and 17th Streets, NW - watch the signs!) After you get onto Connecticut Avenue, proceed for a block and a half. The hotel is located at 1127 Connecticut Avenue, NW and will be on your right.

From the West: Take 66 East to the Theodore Roosevelt Bridge and exit onto Constitution Avenue. Take Constitution Avenue to 20th Street and turn left. Take 20th Street to L Street and turn right. Connecticut Avenue is the cross-street immediately after 18th Street, NW. Turn left onto Connecticut Avenue, and the hotel is within the first block on your right at 1127 Connecticut Avenue, NW.

Map of 1127 Connecticut Ave., NW



...Go

The Pit Stop

Fill 'er up at the Free Lit Table: Policy reports, advocacy campaign materials, brochures, and more. A good way to learn more about the issues and see what others are doing. Plus a wide variety of free materials from the Kaiser Family Foundation. If you have materials to share, contact Nancy Magill at Families USA: 202-628-3030 or nmagill@familiesusa.org.

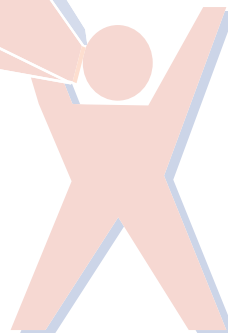
Kick the Tires: See a demonstration of SHIPTools, a Web-based management system developed by the Health Assistance Partnership to help state-based SHIP programs collect, capture, and calculate national performance reporting; train team members; and support beneficiary outreach activities.

Grease the Wheels of Progress: Sit back and relax. Network, chat, or just take a breather.

CYBER CAFE

Once again, Health Action 2008 will feature a CyberCafe. Computers with Internet access – and one printer – will be available for conference participants from 7:30am to 7:30pm Thursday and Friday, January 24 and 25, and from 7:30am to noon on Saturday, January 26.

Participants are asked to limit their computer use to 15 minutes at a time when the CyberCafe is full.



Cosponsors of Health Action 2008

Health Action 2008 is organized by the national health consumer group, Families USA, and cosponsored by a wide range of other organizations from the health reform community.

The Access Project
Alliance for Retired Americans
American Federation of Teachers - AFT Healthcare
American Public Health Association
Center for Law and Social Policy
Center for Medicare Advocacy
Center for Policy Alternatives
Center on Budget and Policy Priorities
Coalition on Human Needs
Community Catalyst
Consumers Union of the U.S.
Institute of Social Medicine & Community Health
Joint Center, Health Policy Institute
Migrant Legal Action Program
National Association of Area Agencies on Aging (N4A)
National Association of County and City Health Officials (NACCHO)
National Association of Latino Elected Officials (NALEO) Educational Fund
National Association of Social Workers
National Council on Aging
National Health Care for the Homeless
National Health Law Program
National Senior Citizens Law Center
NCCNHR: The National Consumer Voice for Quality Long-Term Care
NETWORK: A National Catholic Social Justice Lobby
The Opportunity Agenda
OWL - The Voice of Midlife & Older Women
Paralyzed Veterans of America
Pharmacists Planning Service
Poverty & Race Research Action Council
Sargent Shriver National Center on Poverty Law
Service Employees International Union
Summit Health Institute for Research and Education
United Methodist Church - General Board of Church and Society
Universal Health Care Action Network
USAction
VOR - Speaking out for People with Mental Retardation

Health Action 2008 Conference Registration Form

January 24-26, 2008, Renaissance Mayflower Hotel
(Call the hotel directly for reservations: 202-347-3000 or
1-800-HOTELS1 and tell them you're with Health Action 2008)

Registration must be received by December 31, 2007 for the Early Bird rate of \$325. After that, registration is \$375. You may copy this form for additional registrations. For more information call 202-628-3030 or send an e-mail to field@familiesusa.org.

Name: _____

Nametag (if different): _____

Address: _____

City, State, Zip: _____

Workphone: Fax: _____

E-mail: _____

Special Accommodations

Meals: I require a special diet:
 Vegetarian Vegan Kosher
 Other (please specify): _____

Lodging & Conference Sessions: I require the following special accommodations for a disability (please specify): _____

Hotel Information

I am reserving a room at the Renaissance Mayflower Hotel (1-800-HOTELS1) (Please note: Room reservations must be received by the hotel by January 2, 2008 to ensure availability and conference rate.)

I would like to share a hotel room with another advocate. You may give my name and number to others looking for a roommate.

Minority Health Track

I am interested in attending the Minority Health Track sessions & reception.

Web Site 101 Workshop

I am interested in booking a slot to talk about my organization's Web site.

Please note: Dress for the conference is casual. Continental breakfasts, lunch, and breaks will be provided.

Registration Rates:

Early Bird (by December 31) - **\$325** Regular registration - **\$375**

Make check payable to: Families USA Foundation and mail to:
Families USA Conference, 1201 New York Ave., NW, Suite 1100, Washington,
DC 20005. You can pay by credit card or check online at <https://secure.ga3.org/03/familiesusa/events/conference2008/details.tcl>.

Enclosed is my check for \$_____.



The Voice for Health Care Consumers

1201 New York Ave., NW

Suite 1100

Washington, DC 20005

202-628-3030

Fax: 202-347-2417

info@familyusa.org

www.familyusa.org

Join Us for Health Action 2008