

public citizens for children + youth

Position Title: Health Advocacy Associate

About PCCY

Public Citizens for Children and Youth (PCCY) is a private nonprofit organization dedicated to improving the lives and chances of children within the Philadelphia region through thoughtful and informed advocacy.

Position Summary

This position is part-time (20-30 hours/week), for one year, June 2021-May 2022, with the possibility of renewal.

The Health Advocacy Associate is an experienced, persistent, can-do champion for children. This fast-paced position will help supplement PCCY's current efforts to substantially grow two statewide health initiatives for which the Health Advocacy Associate will apply their expertise in building coalitions, engaging community stakeholders, developing communication strategies, interacting with and educating policymakers, and conducting research and persuasive writing. The first initiative is focused on childhood lead poisoning prevention – the Lead-Free Promise Project – primarily aimed at securing state funds to remove lead hazards from children's homes and increase the number of children screened for lead. This work is part of a larger initiative, the [PA Prenatal to Age Three Collaborative](#), for which PCCY leads the lead poisoning component. The second initiative is a PCCY-led effort to change state law to permit children who are undocumented individuals to qualify for public health insurance (CHIP or Medicaid). This Dream Care initiative kicked off in 2015 and we have recruited 100 organizations to participate in the Dream Care [Coalition](#). See Dream Care [highlights](#) and [report](#).

Lead Poisoning Prevention: Lead-Free Promise Project

Responsibilities: Parent and Other Stakeholder Engagement

- Find 2 - 3 stakeholders (primarily parents of children impacted by lead, and secondarily, health care providers and community leaders) in each of the half dozen or so identified target regions in the state, and educate them on the issues, coach them as advocates, and engage them in some of the following activities:
- Write and create a bank of stories for use in partner newsletters and inclusion in public testimony.
- Organize community events that generate press coverage (e.g., info sessions/forums, sign-on letters).



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- Engage legislators in various activities with stakeholders: touring of homes being remediated, testifying at hearings, and participating in one-on-one legislator visits.
- Potentially coordinate the making of a video.
- Oversee parental engagement efforts with the United Way of PA, the overall lead on parental engagement for the PA Prenatal to Age Three Collaborative.

Grow & Help Convene the Lead-Free Promise Project Coalition

- Help recruit 10-15 new Coalition members.
- Prepare content for monthly meetings for sub-groups and committees.

Conduct Research

- Create Tool Kit documents and other written resources for primary care providers and parents on care management of children with elevated blood lead levels and lead poisoning prevention.

Government Relations: Educate Members of the State Legislature & Help Find Champions

- Schedule one-on-one meetings with PA legislators and their staff in key communities throughout the state; using our district fact sheets and other tools built by Coalition partners, expand their knowledge about lead poisoning.
- Coordinate Coalition partners and parents to attend these meetings to share personal stories with lawmakers.
- Facilitate the process of creating concepts and language for a bill to create a dedicated revenue source for lead remediation in houses and a bill for universal lead screening of children 1-2 years old.
- Help convene a legislative hearing and recruit testifiers to educate lawmakers on the needs of children.

Communications: Increase Public Awareness

- Work with the Communications professional for the Lead-Free Promise Project and help widely disseminate the data and findings in the fact sheet series by activating Coalition members to share the findings in their organizations' newsletters, eblasts and blogs; help sustain a social media campaign to tag/target key legislators.
- Write/assist in the writing of commentaries/op-eds/letters to the editor.

Expand Public Health Insurance to Undocumented Children: Dream Care

Responsibilities: Grow & Mobilize the Dream Care Coalition

- Help convene monthly Dream Care Coalition meetings of either the full Coalition or subgroups to share intelligence, strategize, and keep specific tasks on track, namely educating the public and recruiting more lawmakers to pledge their support for the bill.
- Recruit new Coalition members by holding at least one-to-one briefings with leaders predominantly from the healthcare, health insurance, and immigrant-serving social service organizations in key areas of the state.

Conduct Research

- Research and publish a Community Brief updating PCCY's original 2015 Dream Care report that makes an urgent and compelling case for why the legislature needs to act now; add refreshed data including the increased costs to expand CHIP eligibility in PA; highlight the new increase in state FMAP share; document the total number of undocumented children in Pennsylvania without health insurance, indicating their race and ethnicity, location vis-à-vis district mapping, and why a substantial number of these children continue to lack access to public health insurance, despite worsening social, economic, and health disparities in the middle of the worst pandemic in 100 years.

Government Relations: Educate Members of the State Legislature

- Schedule meetings with PA legislators and their staffs in key communities throughout the state, and, using our report and Community Brief, district fact sheets, briefing books, and other tools built by Campaign partners, expand their knowledge about Dream Care.
- Invite and coordinate Coalition partners to attend these meetings along with uninsured Dream Care parents and children to share personal stories with lawmakers.
- Help cause a legislative hearing to be held and line up testifiers to educate lawmakers on the needs of children.

Communications: Increase Public Awareness

- Work with PCCY's Communications Director to help disseminate the data and findings of the Community Brief widely by helping to organize a virtual press conference upon its release; activate Dream Care Coalition members to share the Brief's findings in their organization's newsletter, eblasts, blogs, and social media.

- Work with PCCY's Communications Director to help generate stories on radio, TV, newspaper, or online in relation to the legislative hearing and/or the Community Brief and/or highlighting the stories of children and families in need of Dream Care and use social media to amplify the messages.
- Coordinate a letter writing campaign and specifically galvanize our Dream Care Coalition member organizations that have direct access to a large membership-base to send personal letters/postcards to their legislators in support of the Dream Care bill. Organizations include PHAN, Allies for Children, PA Partnership for Children, United Care, Juntos, MCC, and PA Council of Churches.
- Write/assist in the writing and placing of at least one commentary/op-ed/letter to the editor on the topic of Dream Care and the need for the bill's passage.

Qualifications, Education, Experience, & Skills

- At least two to three years' experience in policy and advocacy work with strong project management skills.
- Degree in public administration, public health, social work, communications, or related fields preferred.
- Strong written and verbal communication skills.
- Familiarity with key issues in child healthcare and policy in Pennsylvania.
- Strong organizational skills and ability to handle multiple projects at once.
- Ability to work independently and follow through on projects with minimal supervision.
- Strong interpersonal skills and ability to work effectively in a team.

Reports To: Health Policy Director.

How to Apply: Email cover letter and resume to info@pccy.org with job title in subject line.

Salary: Up to \$60,000.

PCCY is an inclusive, equal opportunity employer and does not discriminate in hiring.