

Health Care Based Voter Registration

Confidential

WHO ARE THE UNREGISTERED?

The young

41% of young adults (age 18-24) are unregistered

Low Income

50% of people who were unregistered had a family income of less than \$30,000

People of color

43% of eligible Latinos are unregistered
31% of eligible African Americans are unregistered

WHO ARE THE 'LOW ACUITY' PRESENTERS TO THE ER AND COMMUNITY HEALTH CENTERS?

The young

Young adults were 2x as likely to have non-urgent ER visits compared to older adults

Low Income

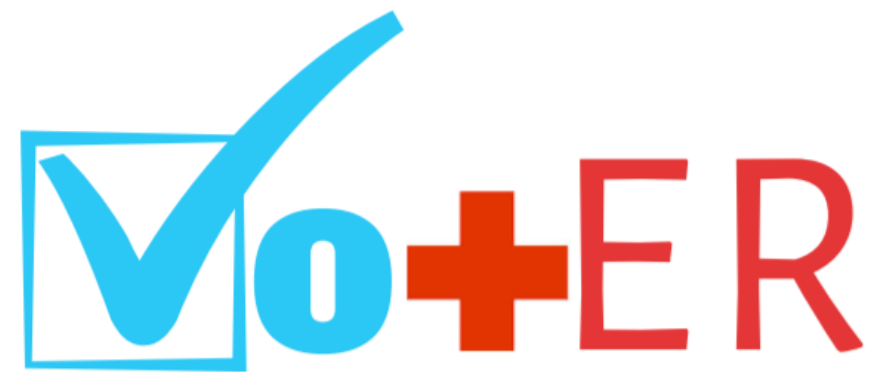
Low income patients are more likely to make non-urgent ER visits

People of color

African American patients are more likely than white patients to make non-urgent ER visits

DEMOGRAPHIC OVERLAP

Opportunity to offer voter registration



Powered by



Three Mechanisms

- Site based
- Healthy Democracy
- Digital/Social Media

Numbers to date

1-3%

Conversion Rate. If done at scale in every ER and community health center this would equate to 2.4 - 2.8 million newly registered voters per year.

51

Pipeline. Hospitals that are currently in the pipeline to onboard pending funding.

305

Current Partners. Hospitals, Community Health Centers, Childrens Hospitals who currently have the VotER platform.

50

Current States. Our partners are all across the country

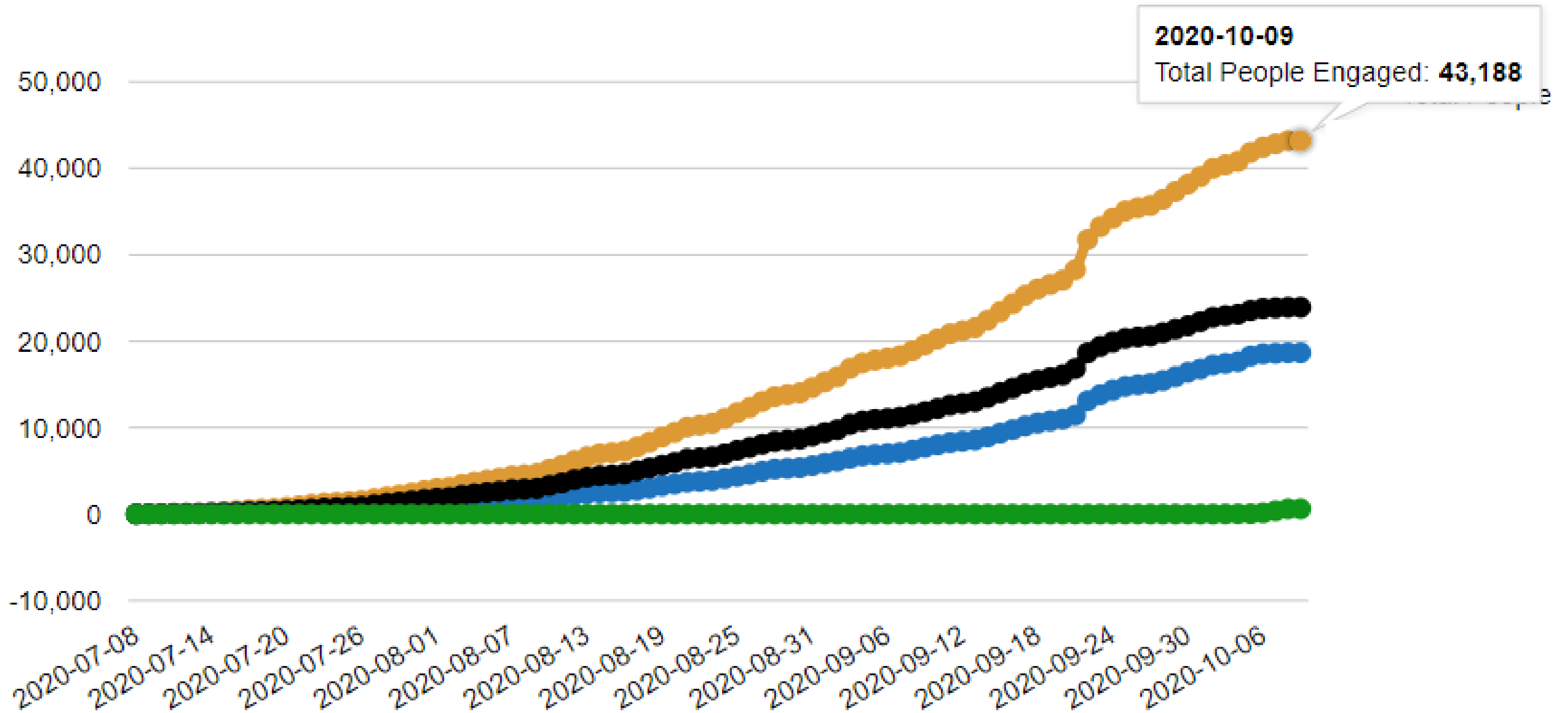
25,000

Healthy Democracy Kit users. Physicians, medical students, and social workers who have signed up to use our platform to register their patients to vote

6

Funding. Funding raised to date from 6 funding sources

Healthy Democracy Kits



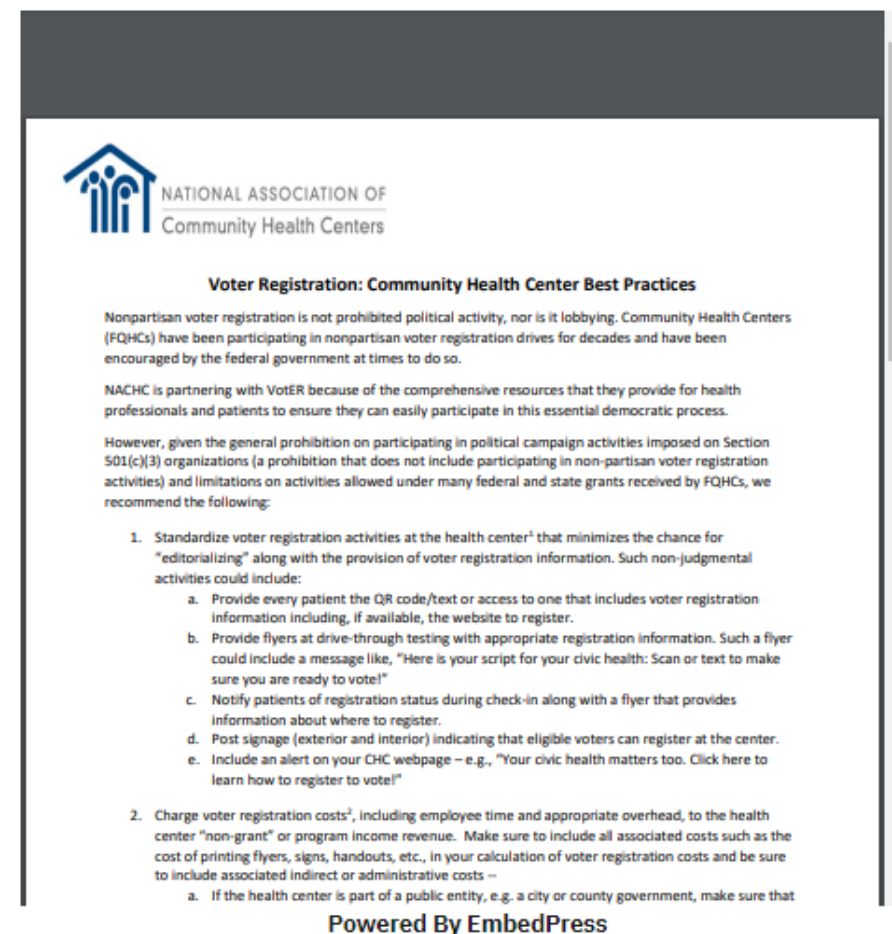
NACHC

In Partnership with the National Association of Community Health Centers

NACHC has been at the forefront of civic engagement in the health sector for decades in an effort to encourage and assist America's community health centers in developing and implementing programs that help get patients, family members, and staff ready to have their voices heard electorally. VotER and NACHC are collaborating to make it easy for community health centers to get involved in civic engagement.

Best Practices

NACHC has created a best practices guide using the VotER tools that can be accessed below.



Powered By EmbedPress

- Consent for Texts
 - Ok if texts have previously programmatic
 - oral health screening
 - general programs

Press

KENNEDY SCHOOL REVIEW A Harvard Kennedy School Student Publication

HOME ABOUT ▾ 2019-2020 EDITION PAST EDITIONS ▾ SPECIAL SERIES ▾ PODCAST SUBSCRIBE ▾ WRITE FOR KSR

Home > Opinion > Health centers help patients get registered to vote, one text at a time



Health centers help patients get registered to vote, one text at a time

OPINION · POPULAR

📅 July 24, 2020

milwaukee **journal sentinel**

[News] Sports Packers Business Communities Nation / World Obituaries E-Edition Legals

IDEAS LAB

Need a physical exam? How about registering to vote while you're at it? Milwaukee clinics join program to boost voting

Patricia McKnight Milwaukee Journal Sentinel

Published 12:29 p.m. CT Jul. 27, 2020

[View Comments](#)



Since the coronavirus struck, voter registration has fallen across the country compared to 2016, according to the Democratic data firm TargetSmart, as the traditional means of registering people became nearly impossible.

In Wisconsin, registrations overall for the months of March, April and May were down by more than a third.



Digital: Post-COVID19

Two Approaches

SMS



CAREMESSAGE



Social Media



Digital: Post-COVID19

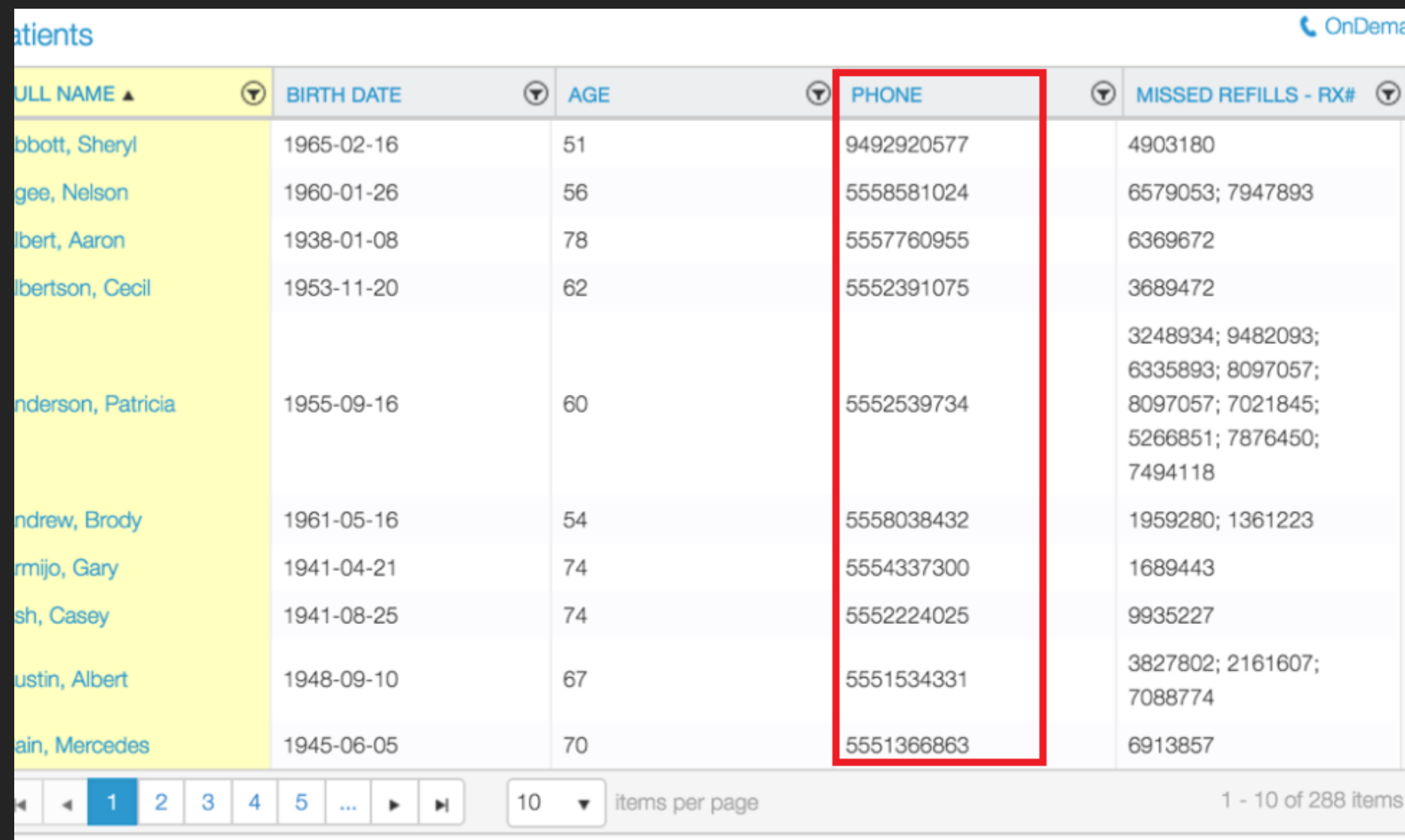
Leveraging SMS in Health Care Settings

- Clinics, Community Health Centers, and Hospitals have access to patient phone numbers.
- They also routinely send follow up or upcoming appointment reminders via text (eg, CareMessage, Medumo) or other communications platforms
- To date most have not leveraged this to get their patients registered to vote/get mail in ballots.
- VotER has two easy approaches to help patients get registered to vote/get mail in ballots and in a way **that clinics can track and report on.**

Digital: Post-COVID19

Patient List Based SMS:
Community Health Centers

200,000+ Texts Sent



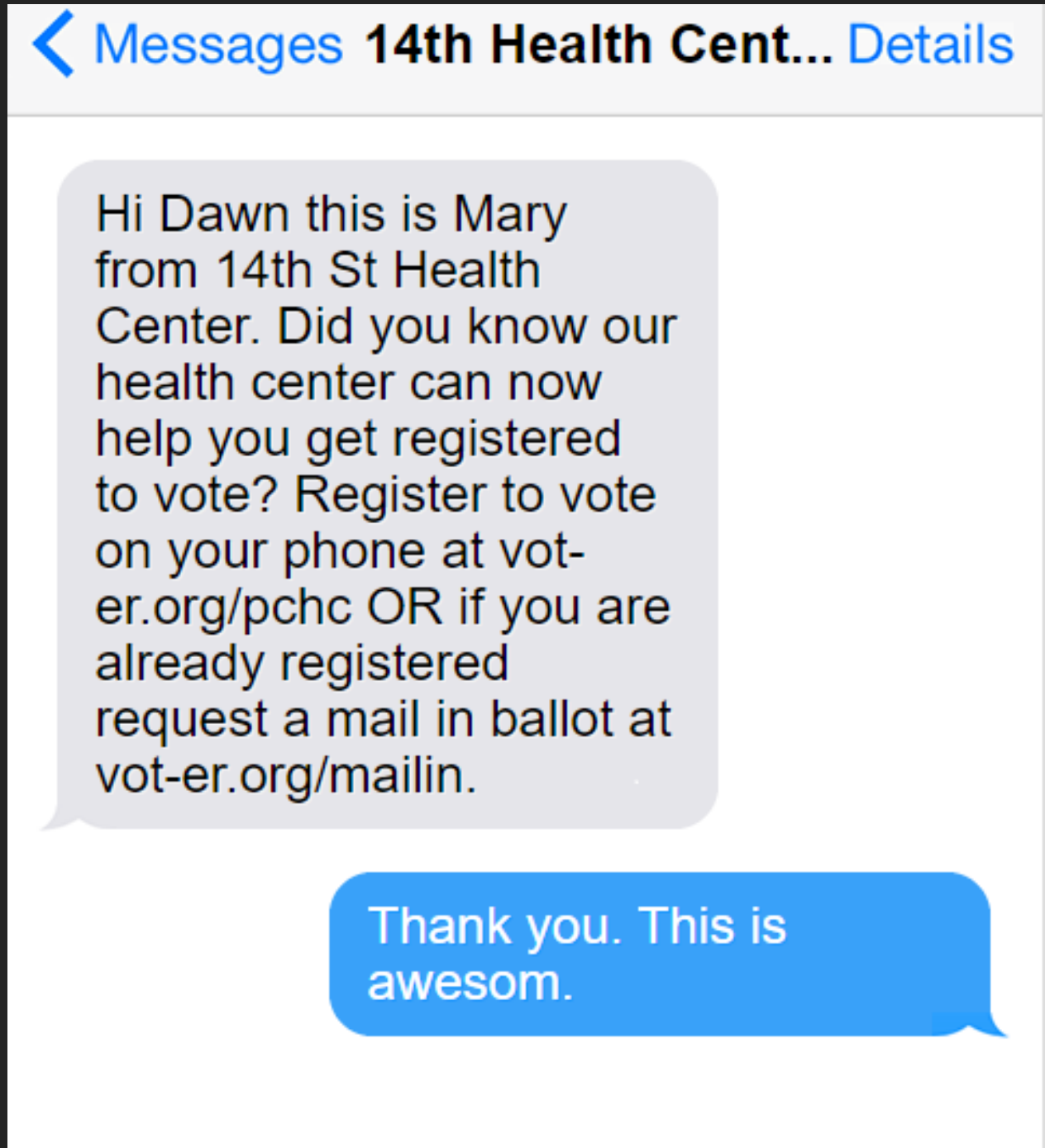
The screenshot shows a table of patient information. The columns are FULL NAME, BIRTH DATE, AGE, PHONE, and MISSED REFILLS - RX#. The PHONE column is highlighted with a red box. The table contains 10 rows of data. At the bottom, there is a pagination control showing '10 items per page' and '1 - 10 of 288 items'.

FULL NAME	BIRTH DATE	AGE	PHONE	MISSED REFILLS - RX#
Abbott, Sheryl	1965-02-16	51	9492920577	4903180
Agee, Nelson	1960-01-26	56	5558581024	6579053; 7947893
Albert, Aaron	1938-01-08	78	5557760955	6369672
Albertson, Cecil	1953-11-20	62	5552391075	3689472
Anderson, Patricia	1955-09-16	60	5552539734	3248934; 9482093; 6335893; 8097057; 8097057; 7021845; 5266851; 7876450; 7494118
Andrew, Brody	1961-05-16	54	5558038432	1959280; 1361223
Armijo, Gary	1941-04-21	74	5554337300	1689443
Ash, Casey	1941-08-25	74	5552224025	9935227
Austin, Albert	1948-09-10	67	5551534331	3827802; 2161607; 7088774
Bain, Mercedes	1945-06-05	70	5551366863	6913857

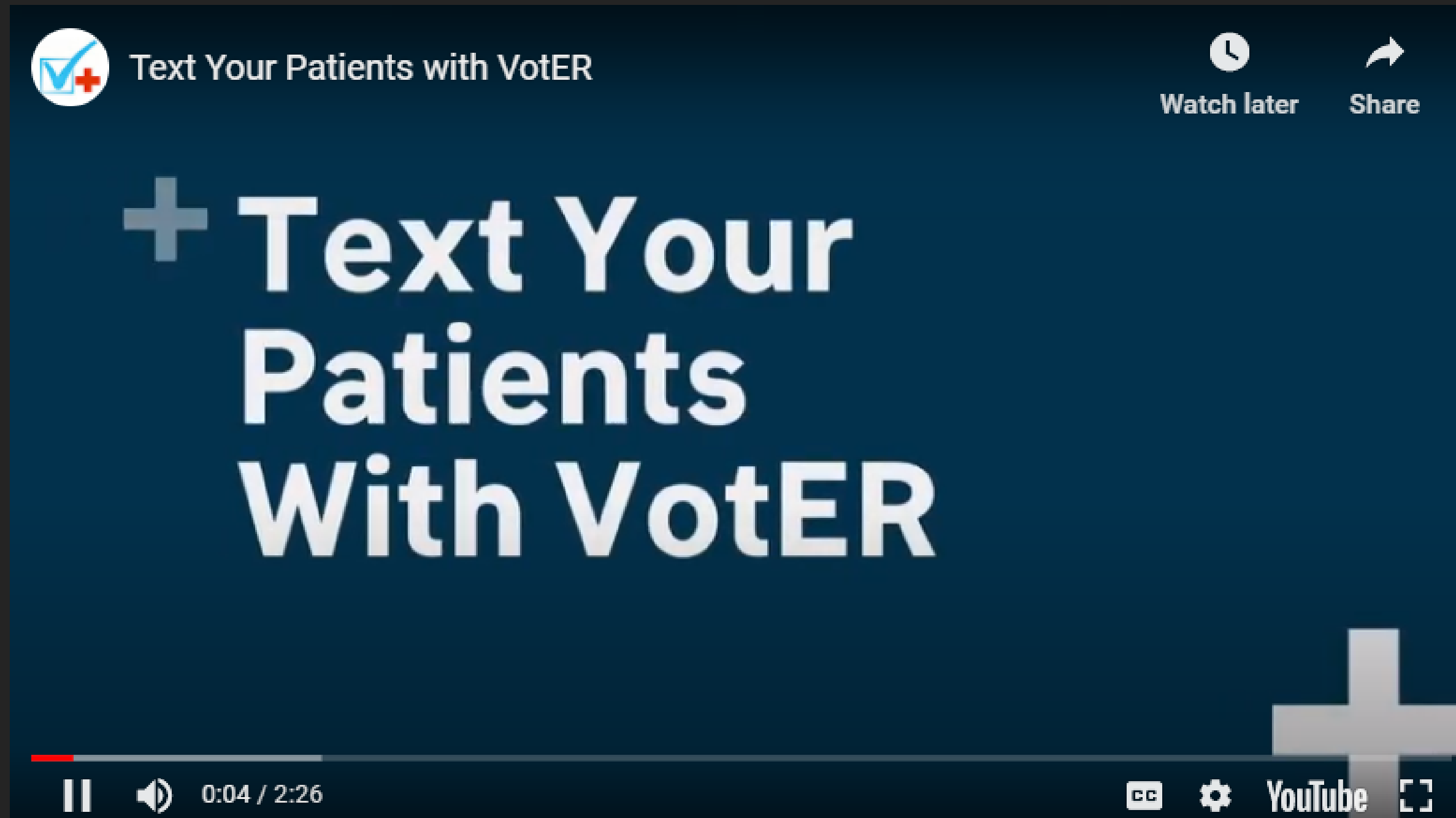
- 20 Community Health Centers
- SMS prompts:
 - register to vote
 - request a mail in ballot
- Aggressively expanding because of the success

Digital: Post-COVID19

Patient List Based SMS Approach



Digital: Video Walkthrough



Today is the LAST day for Voter Reg

Suggested Text:

*Vote like our health depends on it. Need to register to vote? Request a ballot? Make a plan to vote early? We're here to help you: **[vot-er.org/votehealth](https://www.vot-er.org/votehealth)***

10/27 is LAST day for Mail in Ballots

Tailored text for your CHC with same day
turnaround.

Digital: Other Tools

Social Media Posts: Ex - Clinic/Health Center Facebook group post



Learn More



Contact us - <https://vot-er.org>



@vot_ER_org

