Heal

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
<table>
<thead>
<tr>
<th>WHO ARE THE 'LOW ACUITY' PRESENTERS TO THE ER AND COMMUNITY HEALTH CENTERS?</th>
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<tbody>
<tr>
<td><strong>The young</strong></td>
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<td>Young adults were 2x as likely to have non-urgent ER visits compared to older adults</td>
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<td><strong>Low Income</strong></td>
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<td>Low income patients are more likely to make non-urgent ER visits</td>
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<td><strong>People of color</strong></td>
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<td>African American patients are more likely than white patients to make non-urgent ER visits</td>
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DEMOGRAPHIC OVERLAP

Opportunity to offer voter registration
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.

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.

50
Current States. Our partners are all across the country.

6
Funding. Funding raised to date from 6 funding sources.
Healthy Democracy Kits

2020-10-09
Total People Engaged: 43,188
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. Vote1R 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 Vote1R tools that can be accessed below.

- Consent for Texts
  - Ok if texts have previously programmatic
    - oral health screening
    - general programs
Health centers help patients get registered to vote, one text at a time

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

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

- 20 Community Health Centers
- SMS prompts:
  - register to vote
  - request a mail in ballot
- Aggressively expanding because of the success
Hi Dawn this is Mary from 14th St Health Center. Did you know our health center can now help you get registered to vote? Register to vote on your phone at voter.org/pchc OR if you are already registered request a mail in ballot at voter.org/mailin.

Thank you. This is awesom.
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
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

VOTE SAFELY

REGISTER TO VOTE OR REQUEST A MAIL IN BALLOT AT

VOT-ER.ORG/NIORA
Learn More

Contact us - https://vot-er.org
@vot_ER_org