

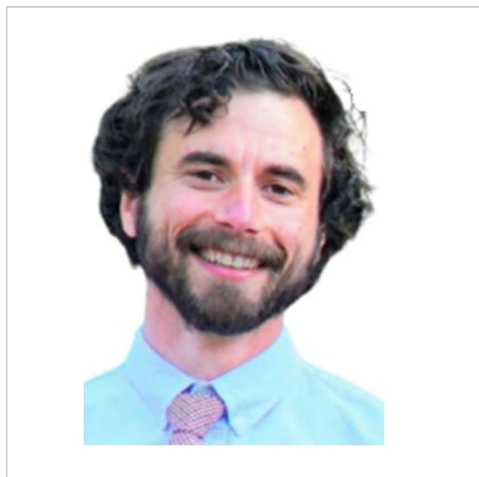
NCCHCA Annual Primary Care Conference: Moving Health Forward

How to Build an Advocacy Core Team

June 4–5, 2026 • Washington Duke Inn & Golf Club (Durham, NC)



Speaker Spotlight



Devin Ross, Policy and Engagement Director

Devin Ross leads advocacy and leadership development strategies at NCCHCA that help community health centers build effective relationships with lawmakers and advance key policy priorities at the state and federal levels.

Session: How To Build an Advocacy Core Team

2:15 PM – 3:30 PM

Designed for participants with some advocacy experience, this advanced training explores practical community organizing strategies for building an effective Advocacy Core Team that can develop leaders, strengthen relationships, and turn your health center's priorities into coordinated advocacy action.

Key takeaways

- Understand how power and leadership drive effective advocacy
- Learn how to identify and develop Advocacy Core Team leaders
- Practice Power Mapping to strengthen advocacy strategy and relationships



Northwest AHEC designates this activity for up to 12.0 Contact Hours

Credit Breakdown:

- June 4: 6.75 Contact Hours
- June 5: 5.25 Contact Hours

Participants must attend approved sessions and complete required evaluations. Certificates are issued electronically after verification.



Agenda at a Glance

Day 1 Thursday, June 4

- Opening Plenary
- Concurrent sessions
- Lunch plenary
- Closing panel
- Welcome reception

Day 2 Friday, June 5

- Morning plenary
- Concurrent sessions
- Lunch
- Awards / closing
- Adjourn



NCCHCA Advocacy Strategy

Low Barrier Advocacy: Accessible advocacy opportunities such as email campaigns, phone calls to policymakers, and petitions.

Advocacy Core Team Development: As leaders gain experience through advocacy participation and training, they often begin coordinating participation, leading meetings, and organizing others into action.

Advanced Advocacy: Coordinated engagement with policymakers and/or their staff, including in-person meetings, virtual briefings, site visits, testimony, and other coordinated public actions.

Advocacy Training: NCCHCA trainings help leaders build practical skills for coordinated advocacy efforts, including meetings with policymakers, leadership and turnout practices, testimony, and Advocacy Core Team development.



Organizing Paradigm

World as it should be	World as it is
In the world as it should be, every politician would support health center patients out of compassion and care for what's right	In the world as it is, people get the short end of the stick. They lose their Medicaid coverage, struggle to pay rent, and lack access to healthy food.
Primary currency: love	Primary currency: power



Basic Argument: If You Want Change, You Need Power

Power, defined: the capacity to act

Forms of power: organized people and organized money

Types of power: relational vs dominant



Why Power?

We exist in a competitive political arena

First challenge: no single CHC has the power alone to address the pressures facing them

Second challenge: most CHCs are not organized for power. Need leaders to reorganize.



Leaders and Advocacy Core Teams

Leaders are people with a following

Core Teams bring together the leaders that represent the main groups that compose your health center



Advocacy Core Team Functions

Re-organizes your CHC for power

Leads the CHC into action

Connects your CHC to NCCHCA's policy and advocacy agenda



Exercise: Power Mapping

A power map is a diagram of the key constituencies and groups that compose your CHC

A power map identifies the leaders of those groups (both formal and informal)

Start with listing the people with whom you already have a public relationship (people in your department, etc).

Invite the people on your list to participate in our next low-barrier action



Closing & Next Steps

Next Steps

- Review your health center's advocacy engagement report using the QR Code here:
- Sign up for low-barrier advocacy alerts here: www.ncchca.quorum.us



Contact

- Conference team: [email]
- Help desk: [location]
- Website/app: [link]



Thank You!

Thanks for joining us.

We're glad you're here—let's keep moving health forward.

