



**LATINO  
COMMUNITY  
FOUNDATION**  
|||||



**AltaMed**

**MY ☒ VOTE. MY HEALTH.**  
**MI VOTO. MI SALUD.**

**VOTER TOOL KIT**

# FORWARD

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AltaMed's Get Out the Vote (GOTV) campaign was designed to urge our Latino residents to be proactive about contributing a voice to their community. We know that the Latino population does not suffer from apathy, rather that its members may be less likely to participate if they do not feel their concerns are going to be addressed.

Regardless of how our constituents vote, we want them to understand what they are voting for, how our representatives and propositions may affect them, and further, how those representatives and propositions may affect their neighbors and families.

Voter turnout in Los Angeles County during the 2014 midterm election was a low 25.25 percent, less than half of that in midterm elections prior. So in 2018, we sought to spread the word about voter eligibility and encourage eligible residents to take advantage of a right to which they are already entitled. This meant informing residents of where to register, offering transportation to the polls on Election Day, and perhaps most importantly, providing information in the appropriate language.

California's population has been majority-minority for nearly two decades, but this is not reflected in our rates of civic engagement. Unequal Voices (June 2016), a report released by Advancement Project and the University of California, Riverside School of Public Policy, found that Latino midterm election voting rates in California had steadily decreased from 2006 to 2014<sup>1</sup>. Likewise, its February 2017<sup>2</sup> follow-up established that while Latinos were among those most likely to attend a protest, they were also one of the least likely ethnic groups to contribute to a political campaign, attend a public meeting, or engage in consumer activism.

All of the above are acts of civic engagement, as are contacting public officials, protesting, and signing petitions in person or online. But voting is the best possible way to proactively contribute to a political climate, and knowing that there are an estimated 1.7 million Latino registered voters in Los Angeles County, and that Latinos are expected to make up more than half of California's voters overall by 2030, we would be increasing the disparity in voter engagement by not encouraging the vote.

I thank the Latino Policy & Politics Initiative at UCLA for committing their time and energy to studying Latino voting patterns, and for including the work of AltaMed's team in their research.

Cástulo de la Rocha  
President and CEO  
AltaMed Health Services

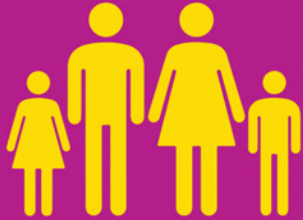
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<sup>1</sup> Current Population Survey Civic Engagement Supplement. U.S. Census Bureau

<sup>2</sup> Unequal Voices, Part II. Advancement Project, UCR School of Public Policy, American Majority Project Research Institute



# LET'S MAKE HISTORY



**La Familia**

Civic participation by low-income communities of color in the form of voting and advocacy has the power to directly impact policy. From health care to education and public safety, voting affects every aspect of our lives and those in our communities.

Research proves that there is a strong correlation between communities' lack of civic participation and the prevalence of health and social disparities. That's why as a health care provider, and an organization rooted in a history of social justice, AltaMed has invested in those communities most impacted by the issues that we address on a daily basis.

**MOBILIZING UNDERSERVED COMMUNITIES OF COLOR TO VOTE IS FUNDAMENTAL TO OUR VERY NOTIONS OF RACE, POWER AND DEMOCRACY.**

Latinos, now 60 million strong in the U.S., will continue to have a major impact on the outcome of every single election. That is why we can no longer ignore the politicization of vital health care and necessary social service programs. That is why we must invest in low propensity voters to dramatically increase voter turnout. And that is why we must mobilize our communities to have a powerful voice in the political decisions that impact our lives.

Our time is now. Let's invest in each other. Let's invest in our health. Let's make history.



**La Salud**

# MY VOTE, MY HEALTH

MI VOTO, MI SALUD™



## WE KNOW WHAT WORKS:

Culturally competent and community-relevant outreach by trusted messengers dramatically increases voter turnout.

The purpose of AltaMed's non-partisan, civic engagement program My Vote, My Health | Mi Voto, Mi Salud™ was to provide a model – and an actual blueprint – for how to best mobilize Latinos and underserved populations to turn out and vote.

The following toolkit provides precinct level data that shows dramatic increases in voter turnout. AltaMed's civic engagement strategy resulted in an average Latino voter turnout Increase of 137%..

In some precincts, AltaMed documented dramatic increases of 200%, 300% and 400% in ballots cast from 2014 to 2018

These results, however historic, are replicable. Our hope is that you integrate and build upon AltaMed's civic engagement program so we could radically transform power and politics in America.



# FIVE STEP GOTV BLUEPRINT

01

## UTILIZE HEALTH CLINICS AS VOTER ENGAGEMENT HUBS

AltaMed became a voter drop off center, utilized the clinic as a call center and incorporated GOTV messaging and videos into all clinic computer screens and waiting room televisions.

02

## INCORPORATE HEALTH CARE EMPLOYEES

AltaMed's got buy-in from company leadership that provided the appropriate staffing to conduct targeted outreach to AltaMed employees and overall GOTV efforts.

03

## ENGAGE LOW PROPENSITY VOTERS AT LEAST 5 TIMES

AltaMed contacted low-income, Latino and underserved communities a minimum of five times. The program provided transportation to polling locations, pledge cards, door hangers, voter guides, and GOTV text reminders.

04

## UTILIZE TRUSTED MESSENGERS

As a result of AltaMed being a trusted partner, community members generally opened their doors and were more receptive to GOTV canvassers. AltaMed also produced commercials that aired on Spanish language media, specifically Univision and Telemundo.

05

## UTILIZE COMMUNITY PARTNERSHIPS

AltaMed partnered with community partners to leverage their existing partnerships and produce GOTV Town Halls and Educational Forums.





# THREE COMPONENTS OF THE GOTV STRATEGY

## Voter Pipeline Development

Aims to increase voter registration and voter turnout among underrepresented groups in AltaMed's service areas to protect and exercise their right to shape policies that affect their communities.

## Base-Building, Leadership & Advocacy

Creates opportunities for low-income residents, regardless of citizenship status, to engage in advocating for and implementing policy, systems, and environmental change that create and sustain healthy communities.

## Employee Mobilization

Build social responsibility among AltaMed's employee base and empowers employee's most of whom are originally from AltaMed's service areas of similar communities, to give back to those very communities.



# THE RESULTS

My Vote, My Health | Mi Voto, Mi Salud™ aimed to engage, educate, empower and mobilize AltaMed patients, employees and communities to protect access to their health care through the power of their vote.

In partnership with Civica Latino, AltaMed led a 3-week, 24/7 Get Out The Vote (GOTV) campaign. Concentrated in Southeast Los Angeles, East Los Angeles, and Boyle Heights, AltaMed focused heavily on Latino households, and some of the lowest propensity voters in California.



**The results are incredible:**

**AltaMed targeted precincts saw a 137% increase in voter turnout compared to 2014.**

**Some of AltaMed's highest achieving precincts in East and South Los Angeles saw an increase of up to 432%.**

# THE NUMBERS

**AltaMed was able to reach low propensity voters who historically don't get contacted and are generally ignored by political parties.**

**OVER \$770 MILLION WAS SPENT BY ALL PARTIES AND CANDIDATES DURING THE PRIMARY ELECTION AND ZERO WAS SPENT ON TARGETING LOW PROPENSITY VOTERS.**

The numbers prove that we can make a substantial impact on local, statewide and national voter turnout if we intentionally and strategically invest in the most underserved communities.

## campaign results:

**65,090 VOTER  
CONTACTS**

**16,363 VOTER  
PLEDGES**

**52,512 GOTV TEXT  
MESSAGES**

**2,800 + EMPLOYEE  
TARGETED GOTV  
MESSAGES**

**37,466 GOTV  
PHONE MESSAGES**

**13,416 GOTV  
VIDEO VIEWS IN  
CLINIC WAITING  
ROOMS**



# UCLA STUDY:

## LATINO VOTE 2018

Data provided by Matt Barreto, Ph.D at the UCLA Latino  
Policy & Politics Initiative

UCLA compared data to the June 2014, an equivalent election. The study shows that majority-Latino precincts showed the largest increase in ballots cast in 2018. Increased Latino vote also shifted countywide voting patterns to be more heavily Democratic than 2014.

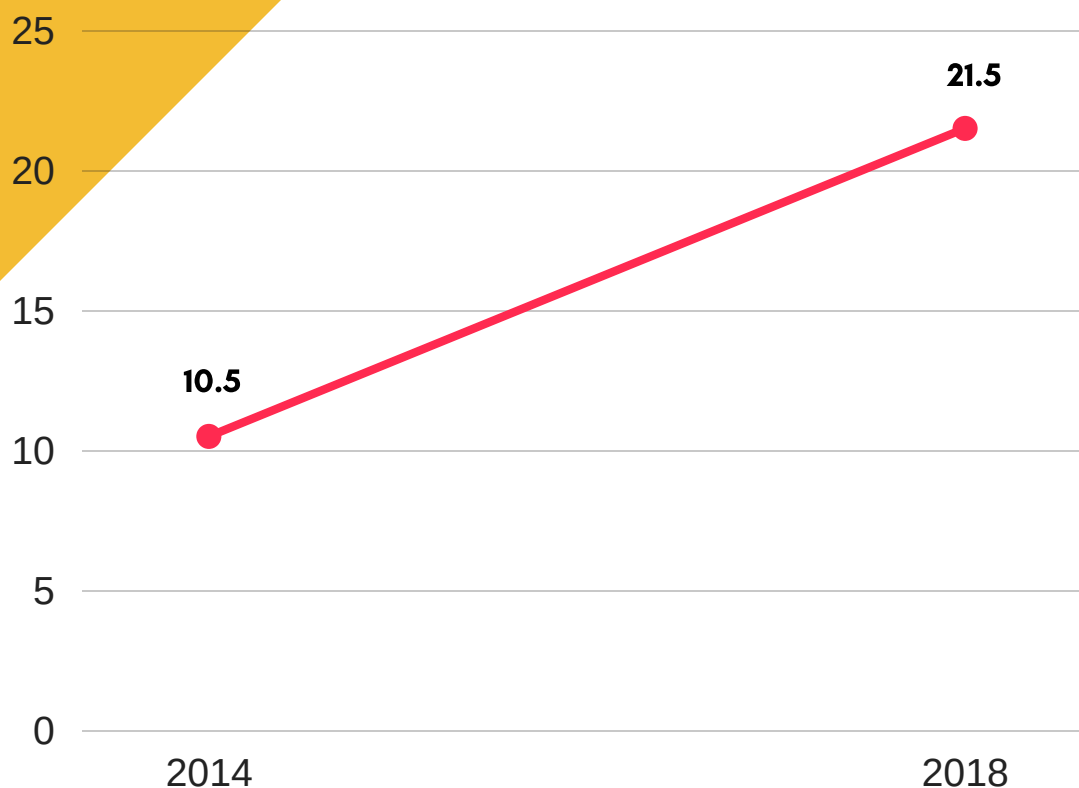
Although 118,000 voters were left off the voter roster on election day in Los Angeles, the Latino vote played a key role in deciding the top-two finalists in many important elections including races for Congress, Lieutenant Governor, State Senate and local Board of Education elections.



# EVALUATION OF ALTAMED MOBILIZATION

GOTV TYPE	VOTERS	HHS	PREC	2014 VOTES	2018 VOTES	CHG	PCT
Elec Day	4,952	2,740	45	4,983	11,878	6,895	138%
Weekend	9,247	5,329	96	10,699	25,321	14,622	137%

## CHANGE IN VOTER TURNOUT RATE 2014-2018 IN ALTAMED CONTACTED PRECINCTS



# EXAMPLES OF HIGHEST ACHIEVING PRECINCTS

CITY	Precinct	Registered Voters	2014 Ballots	2018 Ballots	Increase	% Chg
South Gate	6550016	1178	71	378	+307	432%
Boyle Heights	9000275	992	93	400	+307	330%
South Gate	6550047	772	93	348	+255	274%
South Gate	6550003	1169	64	236	+172	269%
Huntington Park	2850001	688	85	282	+197	232%
South Gate	6550052	1147	84	260	+176	210%
Montebello	445003	1002	90	270	+180	200%
Huntington Park	765003	1222	82	242	+160	195%
South Gate	6550001	809	127	374	+247	194%
East Los Angeles	2000002	839	113	325	+212	188%

## COUNTY LEVEL VOTE CHANGE

Analysis of Party Preference for Ballots Cast in Governor's Race  
June 2014 (All Votes) versus June 2018 (Among Early Votes)

California County	June 2014: % of Democratic Ballots Cast for Governor	June 2018: % of Democratic Ballots Cast for Governor	% Change
Alameda County	77%	80%	+3%
Fresno County	42%	49%	+7%
Los Angeles County	61%	67%	+6%
Merced County	41%	53%	+12%
Orange County	39%	49%	+10%
Riverside County	42%	49%	+7%
Sacramento County	57%	60%	+3%
San Bernardino County	40%	48%	+8%
San Diego County	47%	55%	+8%
Santa Barbara County	53%	57%	+4%
Tulare County	33%	38%	+5%
Ventura County	46%	55%	+9%



# APPENDIXES

## ENGLISH & SPANISH VOTING GUIDE

### California General Election Voter Guide

November 6, 2018



As we learned in last June's Primary Election, it only takes a few thousand votes to change an outcome. Those outcomes can have a major impact on our community. Voting affects every aspect of our lives—from health care to education and public safety—and as a health care provider organization, we recognize how voting impacts California's health care and social services.

The upcoming General Election will have a great deal of impact on the communities we serve. You will have the opportunity to vote on measures related to the welfare of farm animals, permanent supportive housing to potentially reduce homelessness, and the expansion of our state's children's hospitals. You will also have the opportunity to elect a new governor, and impact a wide variety of offices at both the state and local levels. This election is extremely important in 2018, as we have much at stake.

Over the past two years, communities nationwide and the programs they rely on have been under attack. We ask you to join us by using your voice in support of your family and community—vote in the General Election on November 6, 2018.

*Cástulo de la Rocha*

Cástulo de la Rocha  
President and CEO, AltaMed Health Services

"Together we are stronger, and together we will make a difference!"

#### Are you signed up to vote?

- 1 REGISTER**  
October 22, 2018  
Last day to register to vote in this election.
- 2 VOTE BY MAIL**  
October 30, 2018  
Last day to request a "Vote by Mail" ballot.
- 3 ELECTION DAY**  
November 6, 2018  
Polling locations open: 7:00 a.m. to 8:00 p.m.

#### Your vote can make a difference!

Register to vote:  
[bit.ly/MyVoteMVoto](http://bit.ly/MyVoteMVoto)

Find your polling place:  
[sos.ca.gov/elections/polling-place](http://sos.ca.gov/elections/polling-place)

As a voter, you have rights. If you encounter any issues on Election Day, please call:

**(800) 345-VOTE (8683)**  
or email [elections@sos.ca.gov](mailto:elections@sos.ca.gov) for assistance.



FOLLOW US



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Your community health network

### PROPOSITIONS

#### Vote November 6, 2018

##### Proposition 1 Affordable Housing Bonds

Legislative Statute  
Allows the state to sell \$4 billion in new bonds to pay for existing affordable housing programs. Proposition 1 bonds would provide up to \$30,000 low-income households and 7,500 farmworker households each year. Money from Proposition 1 would also help 15,000 homebuyers with down payments and provide home loans to about 3,000 veterans every year.

##### Proposition 2 Mental Health Housing Program

Legislative Statute  
Allows the state to sell up to \$2 billion in bonds to help pay for the No Place Like Home Act, which provides permanent supportive housing for those with mental illness. Up to \$140 million per year from the Mental Health Services Act could be used each year to pay for these bonds. The state would like to use money from Proposition 63 to help pay for No Place Like Home. This requires voter approval or permission from the courts.

##### Proposition 3 Water Bonds

Initiative Statute  
Allows the state to sell \$8.9 billion in new bonds to pay for water and environmental projects. \$1.398 billion would be spent on projects benefiting what the state defines as disadvantaged communities and an additional \$2.637 billion be prioritized for disadvantaged communities.

##### Proposition 4 Children's Hospital Bonds

Initiative Statute  
Allows the state to sell an additional \$1.5 billion in bonds to build, improve, and expand hospitals serving children. To receive funding, hospitals must prove that they will use the money to help children from low-income families and those who do not have health insurance. Thirteen hospitals in our state are considered "children's hospitals." These hospitals provide specialized care to infants and children with severe injuries and illnesses. Many children receiving care in these hospitals are from low-income communities.

##### Proposition 12 Farm Animal Cages

Initiative Statute  
Would create specific rules about the size of cages and crates for pregnant pigs, egg-laying hens, and veal cows. It would be illegal to sell meat or eggs from animals kept in cages that do not meet these rules, beginning in 2020. Beginning in 2022, farmers would also be required to keep egg-laying hens in cage-free housing. The California Department of Food and Agriculture would enforce these rules.

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For questions regarding the information included in this voter guide, please contact [myvotemyhealth@altamed.org](mailto:myvotemyhealth@altamed.org) or (310) 462-1682

### Guía del votante para la Elección General en California

6 de noviembre de 2018



Como pudimos ver en las Elecciones Primarias de junio, se necesitan solo unos miles de votos para cambiar un resultado que puede tener un gran impacto en nuestra comunidad. Votar afecta todos los aspectos de nuestra vida, desde la atención médica hasta la educación y la seguridad pública y, como organización proveedora de atención médica, reconocemos que la votación afecta la atención médica y los servicios sociales de California.

Las próximas Elecciones Generales tendrán un gran impacto en las comunidades a las que brindamos nuestros servicios. Tú tendrás la oportunidad de votar por medidas relacionadas con el bienestar de los animales de granja, por medidas de apoyo permanente que permitan reducir la carencia de vivienda y por la ampliación de hospitales infantiles en nuestro estado. También contarás con la posibilidad de elegir a un nuevo gobernador y tener un impacto en una amplia variedad de cargos tanto a nivel estatal como local. Estas elecciones son sumamente importantes en 2018, ya que muchas de estas medidas afectan a nuestra comunidad.

Durante los últimos dos años, nuestras comunidades y los programas en los que se apoyan han sido objeto de ataques. Te invitamos a unirse a nosotros usando tu voz en apoyo de tu familia y la comunidad: vota en las Elecciones Generales del 6 de noviembre de 2018.

*Cástulo de la Rocha*

Cástulo de la Rocha  
Presidente y director ejecutivo, AltaMed Health Services

"¡Juntos somos más fuertes y juntos haremos la diferencia!"

#### ¿Ya te registraste para votar?

- 1 INSCRÍBETE**  
22 de octubre de 2018  
Último día para inscribirse como votante en estas elecciones.
- 2 VOTA POR CORREO**  
30 de octubre de 2018  
Último día para solicitar una papeleta de "votación por correo".
- 3 DÍA DE LAS ELECCIONES**  
6 de noviembre de 2018  
Horario de los centros de votación: 7:00 a.m. a 8:00 p.m.

#### ¡Tu voto puede hacer la diferencia!

Inscríbete para votar:  
[bit.ly/MyVoteMVoto](http://bit.ly/MyVoteMVoto)

Cómo encontrar tu centro de votación:  
[sos.ca.gov/elections/polling-place](http://sos.ca.gov/elections/polling-place)

Como votante, tienes derechos. Si tienes algún inconveniente el Día de las Elecciones, lláma al:

**(800) 345-VOTE (8683)**  
o envía un correo electrónico a [elections@sos.ca.gov](mailto:elections@sos.ca.gov) para solicitar asistencia.



SÍGUENOS EN



**AltaMed**  
La red de salud de tu comunidad

### PROPUESTAS

#### Vota el 6 de noviembre de 2018

##### Propuesta 1 Bonos de Vivienda Accesibles

Estado Legislativo  
Le permite al estado vender \$4 mil millones en nuevos bonos para pagar los programas de viviendas accesibles existentes. Con los bonos de la Propuesta 1, un total de 30,000 hogares de bajos ingresos y 7,500 hogares de trabajadores agrícolas al año podrían obtener una vivienda. El dinero de la Propuesta 1 también ayudaría a 15,000 compradores de viviendas con anticipos y brindaría préstamos para viviendas a alrededor de 3,000 veteranos al año.

##### Propuesta 2 Programa de Viviendas para Enfermos Mentales

Estado Legislativo  
Le permite al estado vender hasta \$2 mil millones en bonos para ayudar a pagar la Ley "No Place Like Home Act", que ofrece viviendas de apoyo permanente para las personas que tengan una enfermedad mental. Se podrían utilizar hasta \$140 millones por año de la Ley de Servicios de Salud Mental (Mental Health Services Act) para pagar estos bonos. Al estado le gustaría utilizar dinero de la Propuesta 63 para ayudar a pagar la Ley "No Place Like Home". Esto requiere la aprobación de los votantes o el permiso de los tribunales.

##### Propuesta 3 Bonos de Agua

Ley por Iniciativa  
Le permite al estado vender \$8.9 mil millones en nuevos bonos para pagar los proyectos de agua y medio ambiente. Se destinarían \$1.398 mil millones a proyectos en beneficio de lo que el estado define como comunidades desfavorecidas y se priorizarían \$2.637 mil millones adicionales para las comunidades desfavorecidas.

##### Propuesta 4 Bonos para Hospitales Infantiles

Ley por Iniciativa  
Le permite al estado vender \$1.5 mil millones adicionales en bonos para construir, mejorar y ampliar los hospitales para niños. Para recibir financiación, los hospitales deben demostrar que utilizarán el dinero para ayudar a los niños de familias de bajos ingresos y a los que no tengan seguro médico. Son trece los hospitales de nuestro estado que se consideran "hospitales infantiles". Estos hospitales brindan atención especializada a bebés y niños que tengan lesiones y enfermedades graves. Muchos de los niños que reciben atención en estos hospitales provienen de comunidades de bajos ingresos.

##### Propuesta 12 Jaulas para Animales de Granja

Ley por Iniciativa  
Crearía normas específicas sobre el tamaño de las jaulas y corrales para cerdas preñadas, gallinas ponedoras y vacas para carne. Sería ilegal vender carne o huevos de animales alojados en jaulas que no cumplan con estas normas, a partir de 2020. A partir de 2022, también se les exigiría a los agricultores alojar a las gallinas ponedoras en gallineros sin jaulas. El Departamento de Alimentos y Agricultura de California haría cumplir estas normas.

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Si tienes preguntas sobre la información incluida en esta guía para el votante, favor de contactar a: [myvotemyhealth@altamed.org](mailto:myvotemyhealth@altamed.org) o (310) 462-1682



# APPENDIXES

## DOOR HANGERS

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**YOUR VOTE,  
YOUR HEALTH,  
MATTERS!**



For more information visit:  
[myvotemyhealth.org](http://myvotemyhealth.org)

Paid for by Latino Community Foundation  
and AltaMed Health Services Corporation

**VOTE NOVEMBER 6TH!**

AltaMed

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MI VOTO. MI SALUD.

**YA ES HORA DE**

**VOTAR**

Vota para proteger a

✓ Tu familia

✓ Tu salud

✓ Tu comunidad

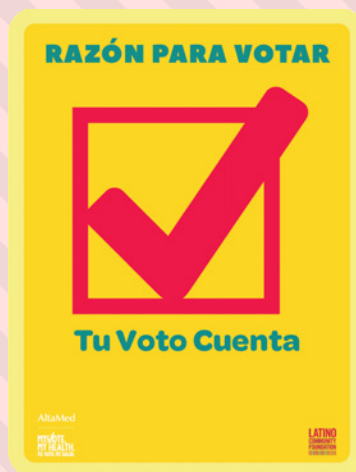


**VOTA EL 6 DE  
NOVIEMBRE**

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FUNDACIÓN LATINA

# APPENDIXES

## LOTERÍA STICKERS





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Thank you to the Latino Community Foundation for  
your generous support and partnership of the  
My Vote. My Health. Mi Voto. Mi Salud campaign.

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