

Medicaid Expansion Campaign Coordinator

CDF invites proposals for the coordination of a multi-year grassroots campaign for Medicaid expansion. We seek proposals from contractors and individuals looking for part- or full-time engagement.

Organizational Background

The Children's Defense Fund Leave No Child Behind ® mission is to ensure every child a Healthy Start, a Head Start, a Fair Start, a Safe Start and a Moral Start in life and successful passage to adulthood with the help of caring families and communities.

Children's Defense Fund-Texas

The Children's Defense Fund is a 501(c)3 nonprofit child advocacy organization that has worked relentlessly for more than 45 years to ensure a level playing field for all children.

The Children's Defense Fund-Texas (CDF-Texas) began in 1999 and has offices in Houston, Austin and McAllen with programs in several East Texas counties. CDF-Texas raises awareness about the challenges facing Texas children; connects children and families to services to help meet their needs; works with community partners to develop innovative programs; and builds broad-based support for legislative action on behalf of children. Through research and advocacy, CDF-Texas champions policies and programs that lift children out of poverty and ensure that every child has an opportunity to succeed.

Issue Background

Texas is home to the largest number and highest rate of [uninsured people and children](#) in the country. In 2017 the country saw a reversal in a decade-long trend of lowering our nation's child uninsured rate, with [Texas representing one of the largest increases in the country](#). Today, one in five uninsured children in our nation lives in Texas. The majority of states where the largest increases in child uninsured rates occurred are also states that have not yet expanded Medicaid to low-income adults. It has been [well documented](#) that ensuring parents have access to healthcare coverage helps more children get covered and stay covered.

Texas' high rate of uninsured is not only hurting our children and families — reducing access to needed preventive care, chronic-disease management and access to financial stability for Texas families who face a healthcare emergency or mounting medical bills — it is also stifling our ability to address many of the healthcare challenges facing our state. Without ensuring more Texans have access to healthcare coverage, our state will not be able to make the necessary strides in [reducing our maternal mortality rate](#), curbing the [rising opioid and substance abuse crisis](#), and increasing the number of Texans in dire need of [mental health services](#).

To make the matter more urgent, our state is poised to [begin running out of 1115 Medicaid waiver](#) funds in 2020 that provide critical stabilizing funding to Texas' hospital infrastructure on

which every Texan relies. Texas' refusal to accept Medicaid expansion funding is one important reason for our state's leading rate of [rural hospital closures](#).

Despite the urgent need, and poll after poll saying [healthcare is a top priority for Texans](#) — especially in the 2018 elections — Texas policy makers have been unwilling to prioritize coverage as a legislative issue. With three [successful ballot initiatives](#) for Medicaid expansion in Idaho, Utah and Nebraska and the potential for several more conservative states to expand coverage in the next year, Texas is falling further out of step. It is time for Texans to rise up in every corner of our state and demand that Texas policy makers expand Medicaid.

Campaign/Project Description

Our campaign seeks to build a statewide grassroots infrastructure in House districts across Texas to ensure that local and state policy makers know there is a growing demand and constituency for Medicaid expansion. We seek a campaign coordinator who will help identify, empower and provide ongoing support to regional healthcare leaders who will serve as local organizing leads for the campaign. The campaign coordinator will receive guidance from CDF in overall campaign strategy, input from an expert advisory committee, and content support for monthly calls with regional healthcare leaders.

We envision this being an ongoing campaign until Texas secures Medicaid expansion. Short-term goals include increased local participation in Medicaid expansion advocacy efforts as well as increased constituent contact in district offices and with pertinent local policy makers and community leaders. The two-year goals would be to ensure that anyone running in 2020 recognizes they will not be a successful candidate without addressing the need to expand healthcare coverage. The four-year goal will be to build the political will for Medicaid expansion or an alternative coverage solution by the 2021 legislative session.

Responsibilities

- Strategy development and execution
- Branding development and execution (name, imagery, Web site creation)
- Securing regional healthcare leaders and building campaign membership lists
- Technical assistance support and ongoing communication with regional healthcare leaders
- Coordination of monthly campaign strategy calls with regional healthcare leaders
- Material and toolkit development
- Drafting and placing op-eds and letters to the editors proactively and as part of a rapid-response strategy
- Delivering guidance to healthcare leaders on action items or plans of action

Qualifications

- Bachelor's degree or equivalent experience
- Grassroots and/or digital organizing experience
- Communications experience (Web site development, digital-communications skills)
- Ability to capitalize on post-election momentum, volunteer recruitment and organizing opportunities
- Strong oral and written communication skills
- Able to work effectively and build relationships with others
- Good organization and planning skills, and demonstrated experience with effective project coordination
- Excellent attention to detail and ability to prioritize and conduct multiple tasks in fast-paced environment
- Team player, but with the ability to work independently
- Willingness to work flexible hours as needed
- Commitment to improving the lives of children and families

Time Line and Application Process

Interviews will be conducted on a rolling basis. We wish to hire someone before the end of January 2019. Please submit applications to canderson@childrensdefense.org.