



# Advocacy for your Profession

American Cancer Society



# Advocacy Overview

- Advocacy is a team sport, but many sports have members that play different positions.
- You don't need to be a policy analyst or a lobbyist to contribute.
- Public support, from the district they serve, can make a difference to an elected official



# Nothing About You Without You

- Your Voice can help establish a profession in the eyes of stakeholders
- Allies can speak on your behalf but they cannot tell YOUR story as well as you can.



# Advocacy

**Advocacy** is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

Advocacy includes activities and publications to influence public policy, laws and budgets by using **facts**, **their relationships**, **the media**, and **messaging** to educate **government officials** and **the public**.



# Overview

- **Facts**
- **Relationships**
- **Message**
- **Media**
- Elected Officials **AND** the Public



# FACTS

1. What do you want others to understand about Community Health Workers?
2. What do you want them to do with this understanding?

# What does your audience know?

HPV Vaccination and Cancer Prev x | HPV Vaccine Parent Handout x | Community Health Workers - Mir x +

health.state.mn.us/facilities/ruralhealth/emerging/chw/index.html

**m** DEPARTMENT OF HEALTH

HOME TOPICS ABOUT US

**Emerging Health Professions**

- Home
- Community Health Workers
- Community Paramedics
- Dental Therapists
- Emerging Professions Toolkit Program RFP (PDF) 2014
- Office of Rural Health and Primary Care

## Community Health Worker (CHW)

**On this page:**

- [CHW Toolkit, 2016 \(PDF\)](#)
- [Background](#)
- [Definition](#)
- [Education and training](#)
- [Services provided](#)
- [Billing and reimbursement](#)
- [Toolkit Background Research](#)
- [Other Resources](#)

### Background

CHWs can work under many different job titles, including promotores de salud/promotora, community health representative, community advisor, outreach worker, peer educator, patient navigator, and other related titles. In January 2010, the role of Community Health Worker was officially recognized by the Bureau of Labor Statistics of the Department of Labor as [Standard Occupational Classification 21-1094](#).

[Top of page](#)

### Definition

According to the American Public Health Association, a [Community Health Worker \(CHW\)](#) is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the CHW to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competency of service delivery. A CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

The duties of a CHW include:

- Assisting individuals and communities to adopt healthy behaviors
- Conducting outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health
- Providing information on available resources
- Providing social support and informal counseling

Is anything missing from this version of the truth?



# Relationship

What is YOUR relationship to CHWs?

What is your relationship to the community that CHWs serve?

How can you build a relationship to the person or people you are trying to influence?





# How can you tell the story?

- **An idea** of what a community health worker is
- **An example** that makes it tangible, something a CHW does to help promote public health or public safety (even better if it is something YOU have done)
- **An action** that the audience can take to support CHWs.



# Practice: Your story

1) What is a CHW?

2) What is something a CHW does?

3) How could the person you are talking to be able to help CHWs?

- Legislator?
- Potential Employer?
- Person on the Street?

# Who is willing to share?



# Where do you want to start?



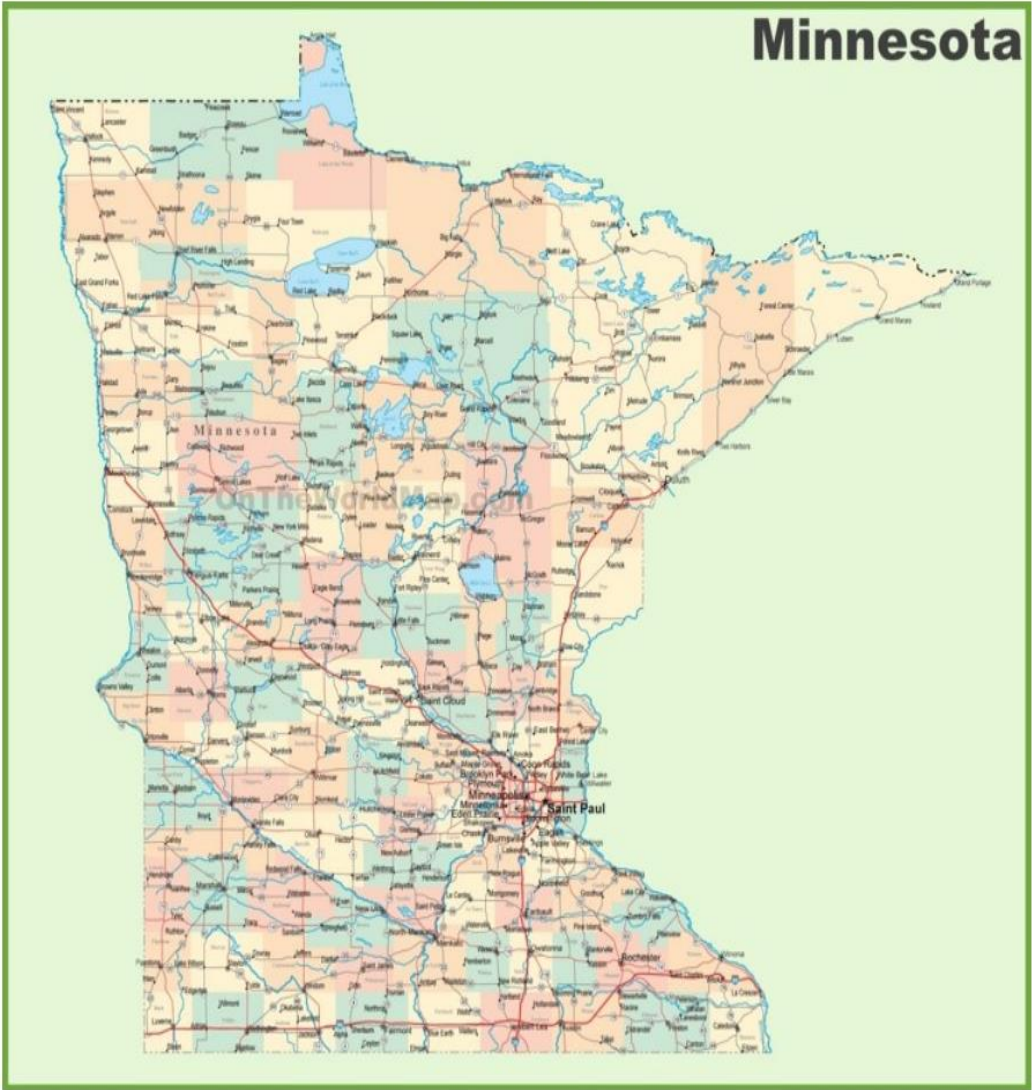


Who are these two?

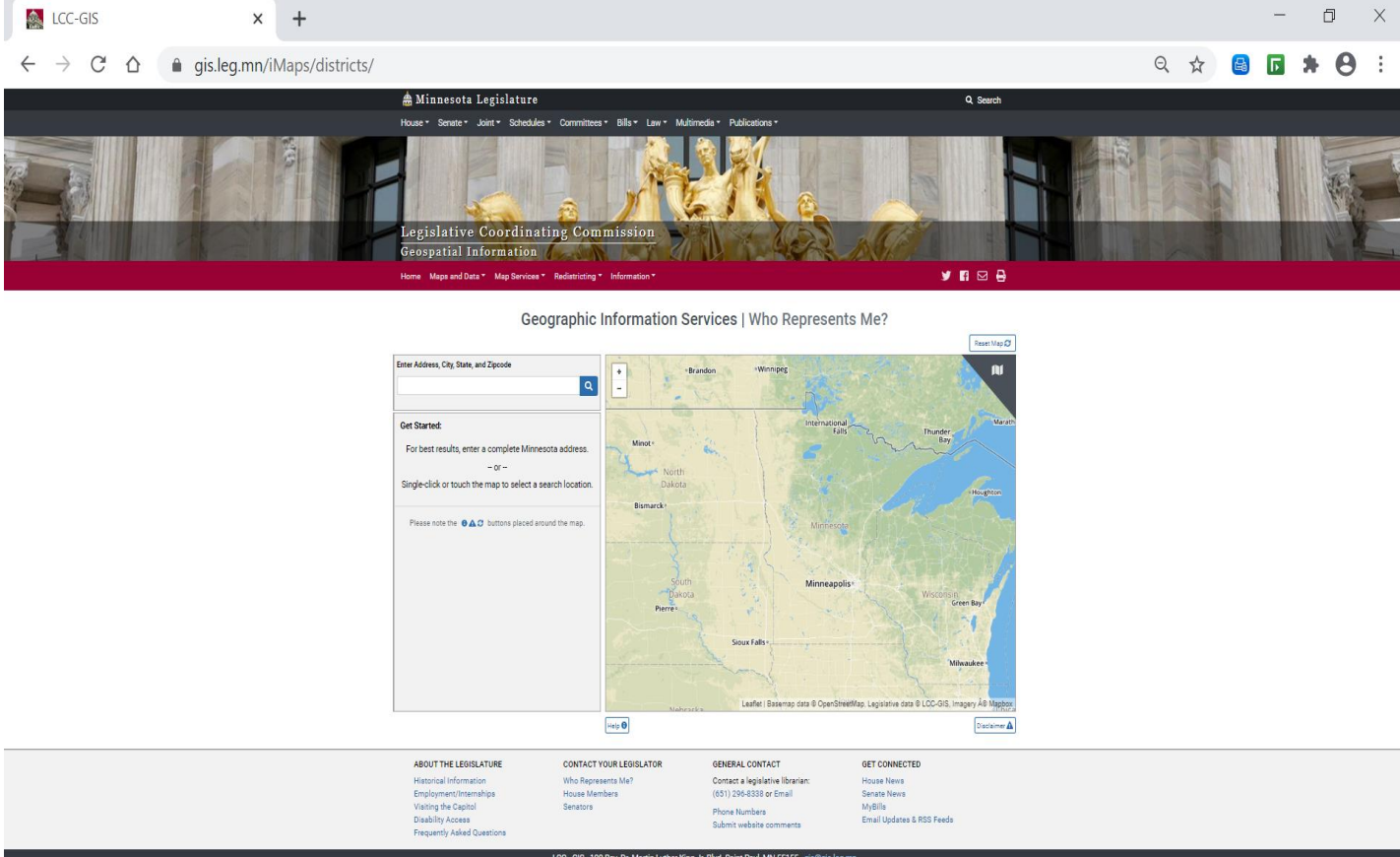


[Click to see large](#)

# Minnesota



# Who represents YOUR neighborhood?



The screenshot shows a web browser window with the URL [gis.leg.mn/iMaps/districts/](https://www.gis.leg.mn/iMaps/districts/). The page is titled "Minnesota Legislature" and features a navigation menu with links for House, Senate, Joint, Schedules, Committees, Bills, Law, Multimedia, and Publications. A search bar is located in the top right corner. Below the navigation is a banner image of the Minnesota State Capitol building with the text "Legislative Coordinating Commission Geospatial Information".

The main content area is titled "Geographic Information Services | Who Represents Me?". It contains a search interface with a text input field labeled "Enter Address, City, State, and Zipcode" and a search button. Below the input field, there is a "Get Started:" section with instructions: "For best results, enter a complete Minnesota address. - or - Single-click or touch the map to select a search location." and a note about map controls. To the right of the text is a map of Minnesota showing legislative districts. The map includes labels for major cities and regions such as Brandon, Winnipeg, International Falls, Thunder Bay, Marsh, Houghton, Green Bay, Milwaukee, Minneapolis, Sioux Falls, Pierre, Bismarck, North Dakota, and South Dakota. A "Reset Map" button is located in the top right corner of the map area.

The footer of the page is divided into four columns:

- ABOUT THE LEGISLATURE**
  - Historical Information
  - Employment/Internships
  - Visiting the Capitol
  - Disability Access
  - Frequently Asked Questions
- CONTACT YOUR LEGISLATOR**
  - Who Represents Me?
  - House Members
  - Senators
- GENERAL CONTACT**
  - Contact a legislative librarian: (651) 296-6333 or Email
  - Phone Numbers
  - Submit website comments
- GET CONNECTED**
  - House News
  - Senate News
  - MyBills
  - Email Updates & RSS Feeds

At the bottom of the page, the address is listed: "LCC - GIS - 100 Rev. Dr. Martin Luther King Jr. Blvd, Saint Paul, MN 55155 - [gis@leg.mn](mailto:gis@leg.mn)".

<https://www.gis.leg.mn/iMaps/districts/>

# Who represents me?

Enter Address, City, State, and Zipcode

3244 edgewood ave, saint louis park, mn



Address match!



**Cheryl Youakim** (DFL)  
MN House - 46B

Contact

District



**Ron Latz** (DFL)  
MN Senate - 46

Contact

District



**Ilhan Omar** (DFL)  
U.S. House - 5

Contact

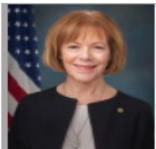
District



**Amy Klobuchar** (DFL)  
U.S. Senate

Contact

District



**Tina Smith** (DFL)  
U.S. Senate

Contact

District

+

-

Help



# How could I contact her?

## Rep. Cheryl Youakim



Rep. Cheryl Youakim (DFL) District: 46B

591 State Office Building \*

St. Paul, MN 55155

651-296-9889

**E-mail:** [rep.cheryl.youakim@house.mn](mailto:rep.cheryl.youakim@house.mn)

Email updates: [Click to subscribe](#)

[Full-size image](#)

**Legislative Assistant:** Eric Petersen 651-296-3869



# Where should I you start?

Email

Mail

Phone Number

Legislative Assistant

# Town Hall Meetings

← → ↻ 🏠 🔒 house.mn/members/profile/news/15450/29516

[Back to profile](#)

## Join me for a virtual town hall meeting this Thursday!

Tuesday, April 21, 2020

 Tweet



Dear Neighbors,

This is a friendly reminder to join me for a virtual town hall meeting on Facebook Live this Thursday from 7:00 – 8:00 p.m. It'll be a great opportunity to connect with neighbors online and to ask any questions you might have about what's happening at the state legislature. You can access the town hall by visiting Facebook's website and searching @StateRepresentativeCherylYouakim, or by clicking the link [here](#).

Please submit your questions in advance at [rep.cheryl.youakim@house.mn](mailto:rep.cheryl.youakim@house.mn).

I look forward to connecting with you on Thursday!

Sincerely,

Cheryl

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# Start with a Thank-You?

A bipartisan group of lawmakers, including **Senator Tina Smith (D-MN)**, have drafted letters to urge Secretary Alex Azar of the Department of Health and Human Services to more fully deploy community health workers in response to COVID-19, long-term improvement of public health, and lasting economic recovery.

# Then Ask Others

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klobuchar.senate.gov/public/index.cfm/contact



## Contact

Share This:

[Home](#) / [Contact](#)

- [Click here if you have an opinion or question on an issue](#)
- [Click here to get help with SBA & COVID relief, a passport, immigration, Medicare, veterans benefits or similar programs](#)
- [Click here to request a tour](#)

### Related

- [Offices](#)
- [Email Amy](#)
- [Casework Contact](#)
- [Privacy Act Release](#)



# Then Ask Others

LCC-GIS x Update vide x Microsoft St x Getting Esse x Getting Esse x (6) Calls | Mi x Congression x Representati x

← → × 🏠 🔒 https://omar.house.gov 🔍 ☆ 📄 ⚙️ 👤 ⋮



About Contact Issues Media Services **Coronavirus**

TAKE THE CENSUS



Rep. Ilhan Omar Releases Mid-Year Progress Report

Waiting for www.facebook.com...

Meeting with Matt...mp4 ... Meeting with Matt...mp4 ...  
Open file ... Open file ...

Show all X



# Establishing a Relationship?

- The people that have been elected want to be re-elected
- The people from the areas they represent are potential voters
- They want a relationship with these people, because they can help re-elect them
- **Many also want to hear from the people they represent so they can do a good job**

# Handgun Background Checks

“When colleagues suggest that I am not representing my constituents, it helps to have stories from my district that illustrate that I am standing up for what **they** believe”







# Relationship

- Connect yourself with the issue that you advocate for
- Multiple contacts that establish a connection
- Consider other issues that can help reinforce your standing as an active community member
- Be persistent and provide the opportunity for the other person to demonstrate good will



# Make an Introduction

I am Matt Flory and I live at 3244 Edgewood Avenue in Saint Louis Park.

I work in Health Promotions and I am concerned about health equity.

I am contacting you to ask for your support for Community Health Workers.



# Message

- Presume a blank slate, but acknowledge that they may have an idea of what a community health worker is
- Share your definition to create a “bridge” to your experience and to open a conversation about issues



What are you going to  
ask **YOUR** elected  
officials to support?

# Who is willing to share?





Community Health Worker?



# APHA Definition

A community health worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.



# MN CHWA Definition

***“Community Health Workers (CHWs) come from the communities they serve, building trust and vital relationships. This trusting relationship enables the CHWs to be effective links between their own communities and systems of care. This crucial relationship significantly lowers health disparities in Minnesota because CHWs: provide access to services, improve the quality and cultural competence of care, create an effective system of chronic disease management, and increase the health knowledge and self sufficiency of underserved populations.”***





# What is your definition?

- When someone asks you what a community health worker is, how do you explain it to them?
- If you wanted to explain it more formally, in an email or a letter, how would you describe what CHWs do?

# Elevator pitches



**How quickly can you communicate your message?**

# Who is willing to share?





What issue will you advocate for?

What do you have passion for?



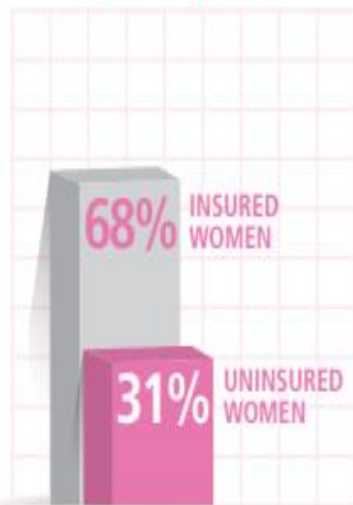
Example:

What does Matt advocate for?

# Early Detection Improves Survival Rates

## Breast and Cervical Cancer Facts and Figures

### MAMMOGRAM



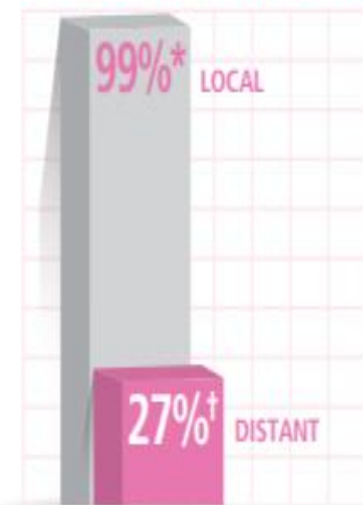
% OF WOMEN AGES 40+ WHO HAVE RECEIVED A MAMMOGRAM WITHIN PAST TWO YEARS

### BREAST CANCER

#### 2019 Estimates

- 268,600 new cases of breast cancer
- 41,760 deaths annually

### 5-YEAR SURVIVAL RATE



# What if you don't have insurance?

https://www.health.state.mn.us/diseases/cancer/sage/about/index.html

State of Minnesota [US]

Search...

Sage Screening Programs - ...

File Edit View Favorites Tools Help

ADP Employee Portal - eTi... Cancer.org Concur Google Service Desk Siebel Society Source Support Portal Cancer.org

**m** DEPARTMENT OF HEALTH

HOME TOPICS ABOUT US

Search

## Sage Cancer Screening

- Sage Cancer Screening Home
- Providers
- Services
- Screening
- About Sage


### Related Sites

- Comprehensive Cancer Control
- Scopes Cancer Screening Program
- Minnesota Public Health
- Data Cancer in Minnesota

## Sage Screening Programs

### About the Sage Screening Program

The Sage Screening Programs help keep Minnesotans healthy through screening and early detection of breast, cervical and colorectal cancers. Screenings are provided at participating locations free of charge to people who qualify.



Sage hosts screening events and does targeted outreach that both work to recruit and enroll patients into the Sage Programs.

### Toll free call center 1-888-643-2584

The Sage Program maintains a Call Center, staffed by patient navigators who speak several languages. The navigators answer calls Monday through Friday from 8 a.m. to 5 p.m. and assist Minnesota callers with program eligibility, identifying and addressing barriers to screening, scheduling appointments, and providing referrals to appropriate resources.

[Click here if you would like to be screened](#)

[Click here if you are or would like to be a sage provider](#)

### Screening services

Since 1991, the Sage provider network has grown to over 450 clinic sites across

### \*Update\*

Updated Sage Provider Manual eligibility criteria: [Eligibility \(PDF\)](#)

For a detailed explanation of eligibility, see the Sage decision Trees (broken down by age): [Sage Decision Tree \(PDF\)](#)

### Are you eligible?

If you would like to call and talk to someone who can tell you if you are eligible and even set up your appointment if you are, you can call toll-free 1-888-643-2584. If it is after business hours, leave a message and we'll call you back.

### Survivor Spotlight

Lily courageously battled cervical cancer: [Lily's Survivor Story](#).

### Questions?

Contact Sage: [health.sage@state.mn.us](mailto:health.sage@state.mn.us).

# What is covered?

[Screening](#)

[About Sage](#)

## Related Sites

[Comprehensive Cancer Control](#)

[Scopes Cancer Screening Program](#)

[Minnesota Public Health Data Cancer in Minnesota](#)

## Eligibility

- Breast – **Women** beginning at age **40 to 64**
- Cervical – **Women** ages **40 to 64**
  - Do not have insurance
  - Have insurance that does not cover screening or has a deductible or co-pay
  - Have income within program guidelines



## Screening services

- Office visit for breast and/or cervical exam
- Screening mammogram (breast exam required)
- Pap smear every three years

## Diagnostic services

- Office visit to review abnormal screening results
- Breast surgical consult
- Diagnostic mammogram
- Fine needle aspiration of breast lump, including pathology reading
- Colposcopy, including biopsy
- Endometrial Biopsy (when done as a follow-up for a Pap with abnormal result of Endometrial cells or Adenocarcinoma)
- High Risk HPV Panels (when done as a follow-up for a Sage-covered Pap with ASCUS or LSIL results)
- Breast ultrasound
- Breast biopsy

**Note:** *Treatment for non-insured, Sage patients may be covered by the Medical Assistance for Breast or Cervical Cancer (MA-BC).*

by age): [Sage Decision Tree \(PDF\)](#)

## Are you eligible?

If you would like to call and talk to someone who can tell you if you are eligible and even set up your appointment if you are, you can call toll-free 1-888-643-2584. If it is after business hours, leave a message and we'll call you back.

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## Questions?

Contact Sage:  
[health.sage@state.mn.us](mailto:health.sage@state.mn.us).






# Who pays for Sage?


- Federal dollars from CDC (Congress)
- State dollars from MN (State Legislature)
- Grants from Non-Profits (Public Donors)

# How do people learn about Sage?





What are other ways that CHWs reach people who could benefit from health services?

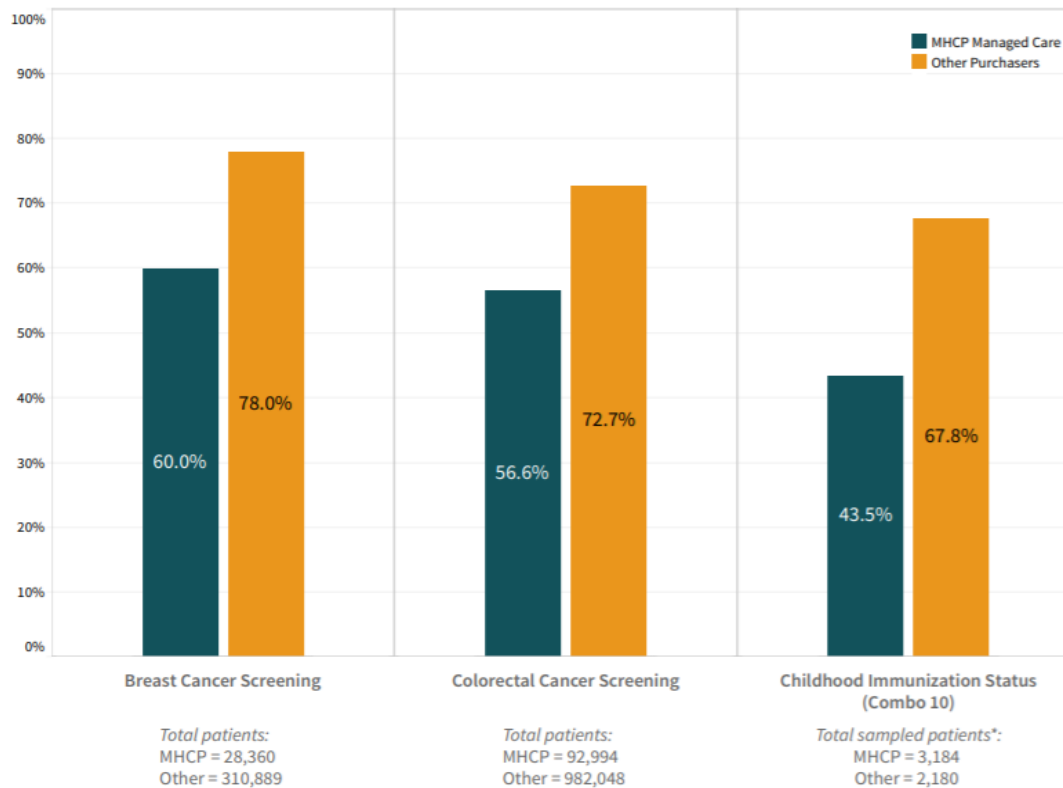


Why do we need Community Health Workers to help people learn about these services?

# Cancer Screening Before Pandemic

**FIGURE 1: Statewide Results by Insurance Type for Preventive Health Measures**

2019 report year (2018 dates of service)



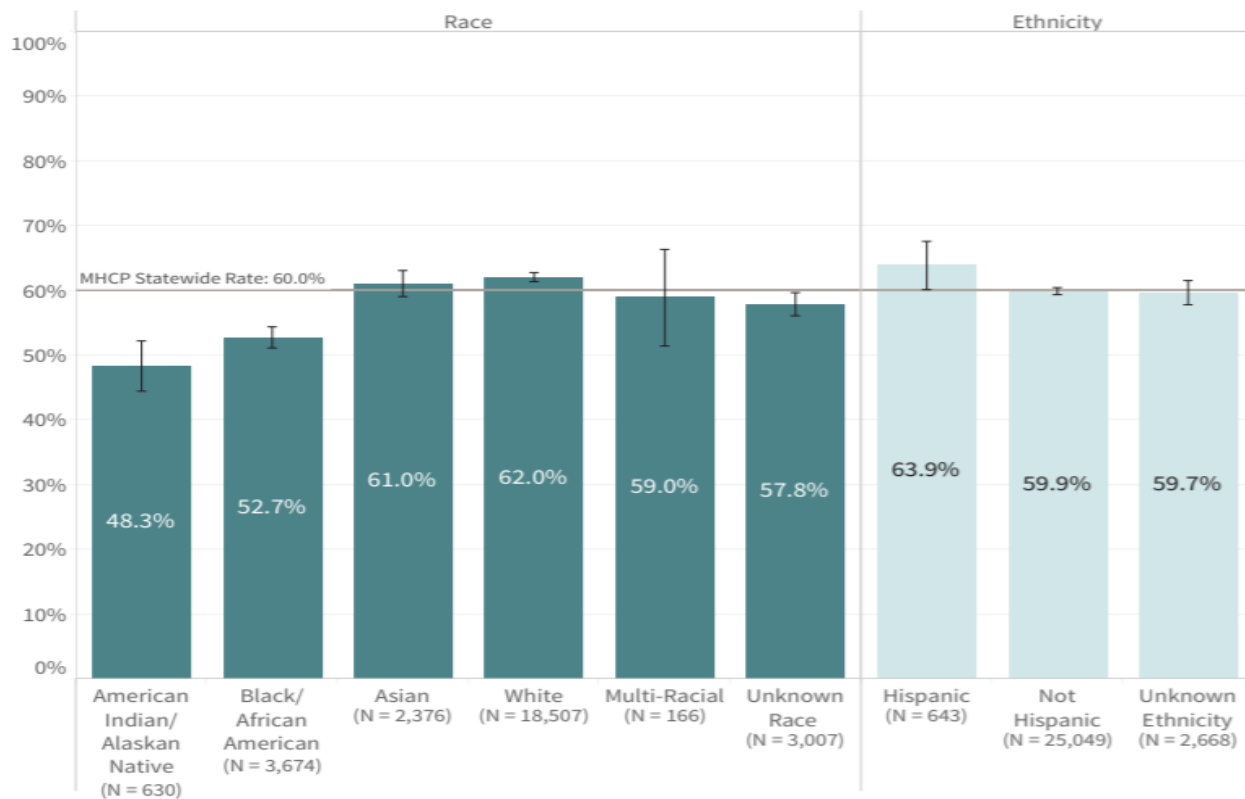
\*HEDIS hybrid measure. Total number of patients is a sample of total eligible patients. For more information on HEDIS measures, see Methodology and Definitions.

Results for all preventive health measures continue to illustrate room for improvement, regardless of insurance type. However, there are significant differences in performance rates by insurance type. In particular, the childhood immunization measure has the largest gap between insurance types, with a difference of approximately 24 percentage points.

# Cancer Screening Pre-Pandemic

**FIGURE 3: Breast Cancer Screening MHCP Rates by Race and Hispanic Ethnicity**

2019 report year (2018 dates of service)



NOTE: MHCP managed care statewide rate is recalculated for this figure to include only patients with race/ethnicity information available.



# Cancer Screening Now

- Patients have been discouraged from visiting clinics for fear of COVID19
- Some patients may have health concerns related to their employment and/or ability to care for family members
- The Medicaid disparities that existed pre-pandemic are likely worse now



# Issues

- We will need to maintain (and maybe increase) state funding to provide cancer screening to uninsured women
- We will need clinics to make cancer screening a priority for all women
- We will need community outreach and support to encourage uninsured women to contact Sage but we also need to encourage women on Medicaid to schedule appointments





# Story telling

- How could YOU connect CHWs to this?
  - Identify someone you know who needs help?
  - Identify how a CHW could help connect that person to cancer screening?
  - Identify what a CHW needs from decision-maker to make this easier?
    - More \$\$ for the program
    - Support for CHWs



# Media

- Media can help you raise issues in a public forum, to encourage public support
- Media which quotes you demonstrates your willingness to connect with other people (eg organize)



# Letters to the Editor

- Short (Less than 250 words)
- Response to something in the news
- Illustrates an opportunity that a CHW has made or could make a difference
- Notes a way that readers could support the profession

# Practice Writing Letters



## Readers Write: Health care provider tax, 20-week abortion ban proposal, paid family leave, organ donation, maple — get this straight — sugaring

The cases for continuing the provider tax.

APRIL 5, 2019 — 6:15PM



iStockphoto.com

Thank you for the continued coverage of the health care debate at the Minnesota State Capitol and the discussion about the potential sunset of the 2 percent provider tax. While the fate of health care programs hangs in the balance, Minnesota residents should also be aware of the many effective public health initiatives that also depend on this revenue.

Local efforts to reduce smoking and slow the growth of obesity can help cut health care costs. The State Health Improvement Program alone has helped Minnesota save hundreds of millions of dollars since 2011. As the House and Senate look for ways to resolve their differences, I hope both sides will think bigger than health insurance. Preventing illnesses before they happen is not only more cost-effective, it is also preferable for the people who never get sick in the first place.

Minnesota is one of the nation's healthiest states, but we should not take anything for granted. Working together, we can make a great state even better.

MATT FLORY, ST. LOUIS PARK



Top Stories



n\_sailor/free/letter-westwood-hills-nature-center-building-project-in-st-louis/article\_91386



Minnetonka, Hopkins, Plymouth, Wayzata, Eden Prairie, St. Louis Park, Deephaven, Excelsior, Medicine Lake, Tonka Bay, Shorewood, Greenwood

PUBLICATIONS HOME COMMUNITY NEWS SPORTS PUBLIC NOTICES OPINION OBITUARIES SUBMISSION FORMS ANNOUNCEMENTS CONTACT US PRINT DELIV

CLASSIFIEDS PRO FOOTBALL CONTEST PET OBITUARIES



## Letter: Westwood Hills Nature Center building project in St. Louis Park deserves to move forward

Mar 28, 2019



To the Editor:

I am writing to thank the Sun Sailor for the continued coverage of the new building at the Westwood Hills Nature Center. I also want to thank city staff and City Council members for engaging residents in a robust public discussion to help ensure this new facility will meet the needs of many different visitors.

The location, adjacent to and at-grade with the an expanded parking lot, will be more accessible than the current building at the top of a steep hill. The larger facility will have separate classroom and exhibit space to accommodate children there for programs and birthday parties without displacing casual visitors.

Together I think we are building something great, and I am pleased that the project is moving forward.

Matt Flory

St. Louis Park



Writing about other issues is good practice so you can make the most when writing about CHWs



# Advocacy is a Team Sport

- Look for other community members that share your interest in promoting CHWs and encourage them to contact your elected officials
- Include both CHWs and CHW allies
- Look for ways to work across district boundaries

# Local Example: Bridge in SLP

The screenshot shows the Sun Sailor website. At the top left is the Sun Sailor logo. To its right is a weather widget showing a sun icon, a temperature of 54 degrees, and the word "Sunny". Further right is a search bar with a "Search" button. Below the logo and weather is a list of service areas: Minnetonka, Hopkins, Plymouth, Wayzata, Eden Prairie, St. Louis Park, Deephaven, Excelsior, Medicine Lake, Tonka Bay, Shorewood, Greenwood. A navigation menu follows with links for HOME, COMMUNITY, NEWS, SPORTS, PUBLIC NOTICES, OPINION, OBITUARIES, LOCAL EVENTS, SUBMISSION FORMS, ANNOUNCEMENTS, CONTACT US, PRINT DELIVERY, CLASSIFIEDS, PET OBITUARIES, HOME DELIVERY, CORONAVIRUS (highlighted in red), and SUBMIT BUSINESS INFO. The main article is titled "St. Louis Park Council members split on trail bridge" with a sub-headline "Cost has increased to more than \$9.5 million". The author is Seth Rowe, dated Aug 25, 2020, with 0 comments. Social media icons for Facebook, Twitter, and Email are on the right. A "PREV" button is on the left and a "NEXT" button is on the right. Below the article are social sharing icons and three paragraphs of text. A "Support local journalism" sidebar is on the right with a "Contribute" button. At the bottom right is a "ENTER TO WIN" banner.

**SUN SAILOR**

54° Sunny

Minnetonka, Hopkins, Plymouth, Wayzata, Eden Prairie, St. Louis Park, Deephaven, Excelsior, Medicine Lake, Tonka Bay, Shorewood, Greenwood

HOME COMMUNITY NEWS SPORTS PUBLIC NOTICES OPINION OBITUARIES LOCAL EVENTS SUBMISSION FORMS ANNOUNCEMENTS CONTACT US

PRINT DELIVERY CLASSIFIEDS PET OBITUARIES HOME DELIVERY **CORONAVIRUS** SUBMIT BUSINESS INFO

## St. Louis Park Council members split on trail bridge

Cost has increased to more than \$9.5 million

Seth Rowe Aug 25, 2020 0

f t e

The fate of St. Louis Park's planned Dakota-Edgewood Trail bridge is in question after the City Council tabled the issue as costs increased again.

The bicycle and pedestrian bridge would cross the BNSF Railway tracks and connect Edgewood Avenue with Dakota Park near Peter Hobart Elementary School.

Redstone Construction offered the lowest bid for the work at \$7.34 million with SRF Consulting offering a construction administration services contract for an additional \$837,000.

Redstone Construction's bid is nearly \$700,000 higher than the city staff estimated in March, which itself represented a significant cost increase from previous estimates.

Support local journalism

Now, more than ever, the world needs trustworthy reporting—but good journalism isn't free. Please support us by making a contribution.

Contribute

ENTER TO WIN

# Phone-A-Friend: More Letters!

## LETTER: St. Louis Park needs to finish Dakota-Edgewood Bridge project



Aug 27, 2020 0



To the Editor:

The St. Louis Park City Council needs to finish what it started and fully fund the Dakota-Edgewood Bridge over the BNSF railroad tracks. Since incorporation, St. Louis Park has lacked reasonable north-south connections, especially for non-automobile trips. Anyone who has waited on multiple traffic signal cycles along Louisiana Avenue or made the unpleasant, dangerous trek up and down the narrow, exposed sidewalks along the Louisiana bridge has suffered for this.

For well over a decade, the community has craved a project like the Dakota-Edgewood bridge that would connect areas north of the tracks to the Cedar Lake Trail, Peter Hobart Elementary School and the rest of the city. To that end, city staff have worked admirably to present a solution, which the council previously approved and which several firms competitively bid to construct within engineering estimates, only to have the council delay over misguided and ill-timed cost concerns at its meeting Aug. 17. The project is in jeopardy of being delayed (yet again) or shelved completely over issues that have already been vetted and resolved because the community demands this bridge!

The longstanding need and community support for this bridge is reflected in the city's Connect the Park program, its 2040 Comprehensive Plan and its Climate Action Plan. If it ignores the will of the community, the City Council would be giving up nearly \$3 million in federal funds already granted for the project, would be wasting over \$1 million in local tax dollars and staff labor already spent and would gravely disappoint thousands of residents. I beg of the City Council: Build this bridge!



### Support local journalism

Now, more than ever, the world needs trustworthy reporting—but good journalism isn't free. Please support us by making a contribution.

Contribute



WE'RE OPEN DIRECTORY



PREV



NEXT



# Add E-mails

**Compose**

**Inbox** 411

**Starred**

**Meet**

- Start a meeting
- Join a meeting

**Hangouts**

Matthew +

lkraft@stlouispark.org

**Sent:** Tuesday, September 1, 2020 11:11 PM

**To:** Larry Kraft <LKraft@stlouispark.org>; Nadia Mohamed <NMohamed@stlouispark.org>; Jake Spano <jspano@stlouispark.org>; Rachel Harris <rharris@stlouispark.org>

**Subject:** Support Final Approval of the Dakota Bridge

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Honorable Council Members

I am contacting you to encourage your support for final approval of the Dakota bridge. This project has been in planning for over a decade, imagined as part of a robust community process that sought to "Connect the Park" by establishing more North-South alignments for bikes and pedestrians. Other bridge locations were evaluated but this one was selected because it completes a plan for crossings at one mile intervals and increases access to our schools.

elevator.jpg

Show all



# Victory!



Minnetonka, Hopkins, Plymouth, Wayzata, Eden Prairie, St. Louis Park, Deephaven, Excelsior, Medicine Lake, Tonka Bay, Shorewood, Greenwood

- HOME
- COMMUNITY
- NEWS
- SPORTS
- PUBLIC NOTICES
- OPINION
- OBITUARIES
- LOCAL EVENTS
- SUBMISSION FORMS
- ANNOUNCEMENTS
- CONTACT US
- PRINT DELIVERY
- CLASSIFIEDS
- PET OBITUARIES
- HOME DELIVERY
- CORONAVIRUS**
- SUBMIT BUSINESS INFO

## St. Louis Park City Council unanimously approves bid for trail bridge costing nearly \$10M



Seth Rowe Sep 15, 2020 0



The St. Louis Park City Council that had been undecided on the fate of the Dakota-Edgewood Trail Bridge instead voted unanimously in favor of bids for the project.

The bridge will cross the BNSF Railway tracks and connect Edgewood Avenue with Dakota Park near Peter Hobart Elementary School.

The council voted 7-0 Sept. 8 to approve contracts of \$7.34 million for Redstone Construction and about \$837,000 for SRF Consulting Group.

With other costs, engineering, tree replacement, art and utility relocation, the total cost of the bridge had been pegged at \$9.55 million in August. With a contingency for unexpected costs during construction, the



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# How does this apply to CHWs?

- Find an issue in the news which poses a challenge that could be answered by a CHW

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## COVID widens racial gap in Minnesota's health care system

Data help efforts to level care for people of color.

By Joe Carlson Star Tribune | SEPTEMBER 14, 2020 — 7:49PM



SHARI GROSS

Travis Smith received his first COVID-19 test administered by Hien Bui Hien Bui during a free testing event at New Salem Baptist Church in Minneapolis on Aug. 28.

AA TEXT SIZE

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Black Americans have about twice the risk as whites of developing a medical problem called peripheral artery disease, in which blood vessels in the legs become narrowed or blocked off. Severe untreated PAD can lead to amputation.



What other local newspapers are relevant and read in your community?



# What other “hooks” for Media?

- Thanks for reporting on \_\_\_\_\_, but people should also know about CHWs
- It’s national \_\_\_\_\_ month.



# October National Awareness

- **National Breast Cancer Month**
- **Domestic Violence Month**
- **Healthy Lung Month**
- **National ADHD Awareness Month**
- **National Dental Hygiene Month**
- **National Down Syndrome Month**
- **Pregnancy and Infant Loss Month**
- **Spina Bifida Month**
- **Sudden Infant Death Syndrome Month**

**Thank you!**