



Fourth Annual *Leadership in Advocacy Award*

ACAP's annual *Leadership in Advocacy* award is presented to an individual whose work goes beyond the norm and whose advocacy is recognized as having made a significant difference in the safety net environment.

BACKGROUND

ACAP is an association of 60 health plans whose mission is to improve the health of vulnerable populations through the support of Medicaid-focused, community affiliated health plans. ACAP-member health plans believe in the value of managed care to promote continuity and quality of care. ACAP plans continually strive to offer innovative programs to address the health care and other needs of the populations they serve.

ACAP plans share a collective mission to improve the communities they serve through:

- Community health and health promotion;
- Access to quality care; and
- Quality of care and equity for low-income and disenfranchised populations.

The Leadership in Advocacy award will be given to an individual that *clearly exceeds the norm* in advocating for Medicaid and other safety net health programs, and on behalf of the vulnerable populations that these programs serve.

ELIGIBLE NOMINEES

Individuals that advocate for Medicaid or other low-income health programs are eligible for nomination. These include, but are not limited to:

- Individuals (e.g., leader of a community coalition) who have clearly benefited the safety net by engaging in advocacy.
- Leaders in local health departments.
- Providers who advocate for individual patients, or advocate for the programs as a whole.

Previous nominees may be re-nominated, provided they have not won the award in a prior year.

APPLICATION PROCESS

Letters of application are due to ACAP by **5 p.m. Wednesday, November 25, 2015**. A committee of representatives from outside organizations will review the applications and select a winner by mid-December.

A letter of no more than two pages submitted to ACAP will serve as the application for qualified nominees. The following questions should be addressed:

- For what specifically did the nominated individual advocate? Discuss what his or her work helped to achieve.
- For what populations did the nominee advocate?
- What program(s) did the nominee's advocacy support?
- How does the nominee partner with other advocates to support and promote Medicaid and the Medicaid population?
- Was the nominee's advocacy original or unique in any way? For example, was the nominee the first to partner with certain providers in advocacy, the first to use social media, or otherwise groundbreaking in his or her efforts?
- What challenges did the nominee have to overcome to conduct his or her advocacy?

If the applicant self-nominates, or an organization other than an ACAP plan submits a nomination, a letter of support from an ACAP-member plan should accompany the letter of application.

ACAP member plans may also submit nominations. However, only one nomination may be submitted or endorsed by an ACAP-member health plan.

SELECTION CRITERIA

The award recipient will be determined based on the following criteria:

- *Mission alignment.* Does the advocate's work reflect the core mission of Medicaid and other safety net health programs? (25%)
- *How did the advocacy improve the program?* Did the nominee's advocacy improve the program? If so how? (40 %)
- *Number and difficulty of challenges the advocate faced.* Did the nominee overcome particular challenges? Examples include shrinking budgets, or the opposition/indifference of entrenched interests or perspectives (20%)
- *Innovation.* Did the nominee advocate in a new and original way? Have other advocates been able to duplicate the approach taken? (15 %)

AWARD ANNOUNCEMENT

The award recipient will be notified in mid- to late December and invited to an award ceremony at ACAP's Fly-In February 9-10 in Washington, D.C. ACAP will pay for travel and hotel expenses. A press release highlighting the key accomplishments of the winning individual will be posted on ACAP's Web site and distributed to local and national press. ACAP will also donate \$500 to a charity of the winner's choice.

CEO SUMMIT ATTENDANCE

All nominees—including the 2016 Award winner—are, at the nominating plan's discretion, invited to attend ACAP's 2015 CEO Summit which will be held June 28-29 in Washington, D.C.

ACAP will waive the conference registration fee for any attending nominee; travel and hotel expenses will be the responsibility of the nominee or plan.

HOW TO APPLY

Each application package must include:

- The two-page letter addressing the questions outlined above;
- For self-nominations or nominations from organizations other than ACAP plans, a letter of support from an ACAP-member plan.

Applications should be submitted via e-mail to Jenny Babcock, ACAP V.P. for Medicaid Policy & Director of Strategic Operations, by **November 25, 2015**.

Submit your applications to jbabcock@communityplans.net.

For more information, contact:

Jenny Babcock
VP for Medicaid Policy & Director of Strategic Operations
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