

August 2024

# Free & Charitable Clinics: Transforming Access to Care



IAFCC

Free and Charitable Clinics Month 2024 Toolkit

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#IFCCMonth24

#ILFreeClinicsMonth2024

Visit our Website



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## ICON KEY:



**Health Equity PRO TIP**



**Takeaway or action item**



**Click the link to navigate to the webpage**

# A Message from the IAFCC

01

## Director of Health Justice and Equity

Markisha J. Woodson, PhD, MSPH, MBA, MCHES

**The Illinois Association of Free and Charitable Clinics has made a major step in addressing diversity, equity, inclusion, and racial justice with the addition of a Director of Health Justice and Equity on their team.** This role is crucial in addressing systemic issues that cause health inequity. While the primary function of my role will be with the IAFCC, I will also be a support to the member clinics.

As the Director of Health Justice and Equity, I am steadfast in my commitment to **transforming access to care for all individuals**, regardless of their background or circumstance. My commitment is rooted in the belief that **healthcare is a fundamental human right**, and I strive to **dismantle systemic barriers** that have historically **marginalized** and **underserved** communities.

**First and foremost, our approach is centered on addressing the root causes of healthcare disparities.** We recognize that inequities in access to care stem from a complex interplay of socioeconomic factors, discrimination, and inadequate infrastructure. Education and outreach are fundamental pillars of this strategy. With this new role, we'll seek to raise awareness about healthcare disparities and **empower communities** to advocate for their rights. Through culturally sensitive and linguistically appropriate outreach and education, we ensure that underserved populations have the information and resources they need to make informed decisions about their health.

**Collaboration is key to our success.** We cannot do this work without our member clinics. You are the ones in the community working with the people and hearing their voices. Your input will be key in developing innovative solutions that address the unique challenges faced by marginalized communities. By working together, we leverage collective expertise to implement sustainable changes that improve access to care.

**Data-driven decision-making is at the heart of our efforts.** We will conduct research and analysis to identify disparities, measure progress, and inform recommendations. Ultimately, our goal is to create a healthcare system where access to quality care is not determined by race or ethnicity. We envision a future where every individual has the opportunity to achieve their highest level of health and well-being. Together, through unwavering dedication and collective action, we will continue to pave the way towards a more just and equitable healthcare system for all.

# Free & Charitable Clinics Month

02

August is Illinois Free & Charitable Clinics Month and we want to make sure every Illinoisan knows about it!

## Three Tried & True Tasks

-- more on each of these throughout the toolkit --



Reach out to  
local and state  
officials



Join the month long social media campaign  
and mark your posts with  
#IFCCMonth24 #ILFreeClinicsMonth2024



Wear Blue on  
Wednesday,  
August 14th!

## Five Fast Facts

1

**52+** Free Clinics  
across the  
state of Illinois

2

**48,000+**  
patients served

3

**\$22 million**  
worth of Medical, Dental,  
Behavioral Health, and other  
wrap around services

4

**74.1%**  
of patients served self-  
identified as Black,  
Indigenous, People of  
Color (BIPOC)

5

**\$35.9 million+**  
saved for health systems by providing access  
to health care services in over 36,000 VISITS  
for patients that would have gone to the  
emergency department

# Free & Charitable Clinics Month: Mini Grant




This August, the Association is spearheading Illinois' 10th annual Free and Charitable Clinics Month because we want everyone to know the critical and vital role you play in the safety net health care system in Illinois.

This year, the maximum potential grant award has been increased to \$1,000 and will be determined based on alignment of your project with the IAFCC values as defined in question #1. Additional priority will be given to efforts that involve local state legislators.

**The due date for the mini grant is Monday, July 15, 2024.**

**Apply Now!** 



Read the definitions of the four IAFCC values  (Justice, Equity, Community & Disruption) to help craft a winning proposal.



Apply for the mini-grant to receive up to \$1,000 towards your event or outreach project.



# What can you do?

04



Inform the community of the impact of the clinics with data and patient testimony

## How can you increase awareness?

- Declaration of **August** as Free & Charitable Clinics Month in your community through your local leaders and governments
- Thank your legislators and invite them to your clinic
- **Inform the community** of the impact of the clinics with data and patient experience
  - Host an open-house for your community
  - **Patient and Provider Testimony Form**
  - **IAFCC Impact & Response Form**
- Hold Events for Patient and Volunteer Recruitment
- Participate in a local health fairs
- **Stay up to date** on all relevant news, bills, and resources and share with your networks
  - **Advocacy & Policy**
  - **FCCM 2024**



# How to Contact Legislators



**Contact your elected officials through their official social media accounts.**

Please contact your state and federal legislators about the importance of free and charitable clinics. Free and charitable clinics are included in Illinois FY 2024 budget for the first time. To contact your representatives please follow the steps below:

## Find My Elected Officials



**Enter the address for which you are attempting to locate districts/officials, then click "Find Address"**



**Once you have determined the correct location is being displayed, click "Confirm Address" to see the associated districts/officials**

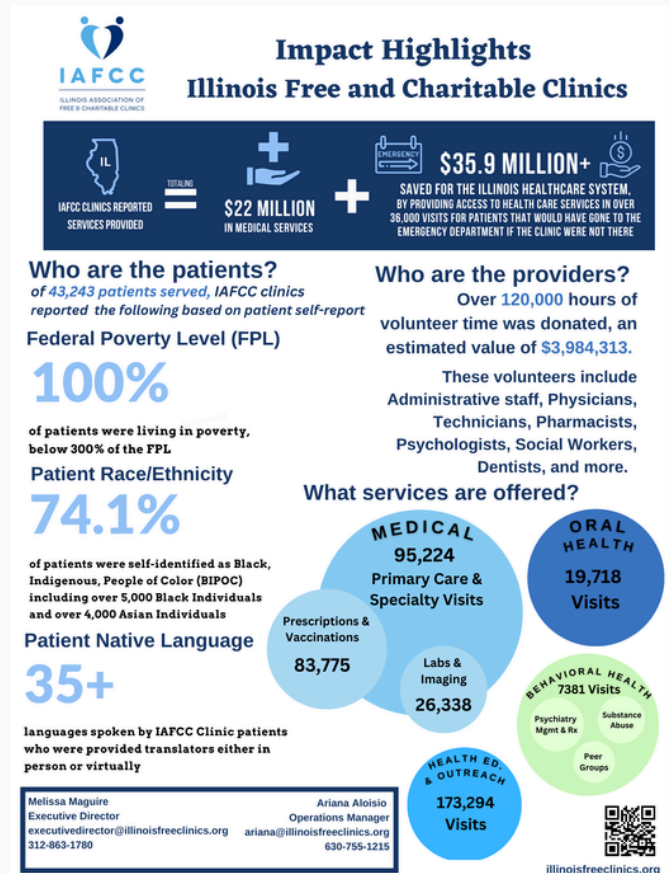


# Fact Sheet & Infographic

## Talking Points

You can use the fact sheet or Infographic in a variety of ways:

- Share them in a **Facebook** post
- Add them to your **website**
- Send them as attachments to **emails** to donors and legislators
- Print and **mail** to stakeholders, or post them in your clinic
- Create a packet of information to **send to legislators**, including these sheets and information on your clinic



**Make sure to include details on your clinic, volunteers, and patients.**

It is always powerful to add a **patient or provider story** as long as permission is granted by the individual before sharing publicly AND the personal information such as name and age are de-identified.





# Spread the Word

07



Be proud of your work, day in and day out.  
Participate in this year's social media campaign.  
Below are ideas for what to post.

## Clinics

### Share the great work of your clinic!

Highlight how free and charitable clinics strengthen the healthcare safety net by **posting stories** of how your clinic addresses critical healthcare needs. Present data on the benefits of your clinic to patients in the state of Illinois.

Share the **number of patients** seen in a year, COVID **vaccines or tests administered**, or if your clinic has specialists.

## Volunteers

### We couldn't do anything without our volunteers!

This is a great way to engage our volunteers to spread the word and **share their stories** about why they volunteer, **what they gain**, and what they **provide** in our communities.

Share testimonials and quotes from volunteers working in clinics across the state on their stories, experiences, & their impact.

## Patients

### Share patient stories from your clinic!

It is crucial for clinics to shine a spotlight on the individuals they serve. By highlighting patient stories, clinics can vividly demonstrate the **impact** of their work, foster **empathy**, and **inspire** potential funders to invest in their mission.

Share how a patient has managed their hypertension because of your care or how a patient received needed dental care because of your clinic.

## Collaborations

### Thank you to our donors/partners!

Highlight how free and charitable clinics **strengthen** the healthcare **safety net** by posting stories of how your clinic addresses **critical healthcare needs**. Present data on the benefits of your clinic to patients in the state of Illinois.

For example, the **number of patients** seen in a year, COVID **vaccines or tests administered**, or if your clinic has specialists.



Tag us and use the hashtags  
**#IFCCMonth24**  
**#ILFreeClinicsMonth2024**



Teach your audience about the customs of a certain native culture or religion that might interfere with how an individual interacts with or views health care providers



# Example Social Posts



Here are example posts your clinic could make to highlight the great work your clinic does! Use the hashtag **#IFCCMonth24** to spread the word!

## Clinics



"Illinois Free and Charitable Clinics take a **holistic approach** in the provision of health care to those who can't afford it. Many healthcare centers provide **health education, social services, exercise classes, counseling, dental**, and much more in addition to providing care.

#IFCCMonth23 #ILFreeClinicsMonth2023



Highlight the SDOH barriers that you work to tear down daily. For example, highlight the percentage of patients seen that are provided with a translator, or a provider, that speaks their native language at every visit.

## Collaborations



"This year IAFCC formed a relationship with the Illinois chapter of NAMI, a national organization to provide help to those with mental health issues"

#IFCCMonth23"

## Patients/Volunteers



Other partners - whom we could not exist without - are our medical providers: generous people who volunteer their time outside of their busy workdays. These include **physicians, nurse practitioners, PAs, and DOs.**

#IFCCMonth23 #ILFreeClinicsMonth2023"

# Wear Blue Day

To celebrate Free and Charitable Clinics Month, IAFCC encourages our clinics to participate in a color day on **Wednesday, August 14th, 2024**



Wear any shade of blue! Wear a blue wig or hat or paint your nails.  
**Have fun with it!**



Share your photos on social media using  
**#IFCCMonth24**  
**#ILFreeClinicsMonth2024**  
**#WearBlueDayIL**



Send your photos to  
**[ariana@illinoisfreeclinics.org](mailto:ariana@illinoisfreeclinics.org)**

