

VOTING FOR YOUR HEALTH!

2022 GENERAL ELECTION REPORT

September - November 8, 2022

Summary

Although final election results have taken days and in some cases weeks, one thing is for certain – this was a historic midterm election with increased turnout across the board. At AltaMed Health Services we held firmly to our message – “Your health is on the ballot – vote for your health!” and with this message we reached millions of people and potential voters in our communities. We did so through direct voter outreach, mass outreach, and our internal efforts to inform, educate, and mobilize over 400,000 patients, 3,800 staff, and community in all of our service areas throughout Los Angeles County, Orange County, and beyond.



Chief Outcomes

- Reached **505,728** Latino voters in the counties of Los Angeles, Orange, and San Diego via door-to-door, phone, and text canvassing.
- Reached **107,281** Latina voters in Los Angeles County via two mailer campaigns.
- Reached an additional **49,222** voters through a concierge test model.
- Ensured that close to **1,123** voters in Los Angeles and Orange Counties casted or dropped off their ballot at an AltaMed location.
- Reached **120,956,540** people nationally via earned media news coverage.
- Reached **91,336** e-mail and text subscribers with key election related information.
- Secured over **2,984,889** impressions via our paid social media efforts and 1,129 via direct voter conversations on Facebook Messenger.
- Generated a total of **28,511,700** impressions through our paid radio and streaming media efforts.
- Distributed **15,168** materials to all clinic sites.
- Generated **336,536,640** impressions via screensavers and jumbotrons.
- Registered close to **40** patients to vote online using our provider badges QR codes.

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Canvassing

Through our direct canvassing efforts which included door-to-door canvassing, phone banking, and peer-to-peer texting operations we contacted 505,728 low propensity Latino voters throughout Los Angeles County, Orange County, and San Diego County. Surpassing our initial goal by close to 200%. In Los Angeles County we partnered with Mi Familia Vota, SELA Votes, and Fourth Street Bridge Strategies. In Orange County we partnered with Orange County Communities Organized for Responsible Development (OCCORD), and in San Diego County we partnered with Casa Familiar and San Ysidro Health.

PHONE BANKING

33,873

voters contacted



Los Angeles County: 19,300
Orange County: 14,573

DOOR-TO-DOOR CANVASSING

14,468

voters contacted



Los Angeles County: 11,269
Orange County: 2,746
San Diego County: 453

PEER-TO-PEER TEXT CANVASSING

456,549

voters contacted



Los Angeles County: 408,328
Orange County: 48,221

Direct Mail

During our final push efforts, we sent out two mailer pieces targeting 107,281 newly registered and/or mid-to-low propensity Latina voters in Los Angeles County, with particular focus on the southeast LA cities of Commerce, Unincorporated East LA, Boyle Heights, Huntington Park, Walnut Park, Maywood, Bell Gardens, and Bell.

MAILER 1 Reached 54,357 mid-to-low propensity and/or newly registered voters

- Message: Vote for our *madres* and *abuelas* who have worked hard to give us a better life.
- Design: Mailer 1 8x10: This mailer was an 8x10, double-sided jumbo postcard



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focusing on the message: It's time for us to carry the legacy of our mothers and *abuelas* forward by making our voices heard in this election.

MAILER 2 Reached 52,924 mid-to-low propensity and/or newly registered voters, minus any voters who had submitted a ballot

- Message: It's our turn to fight for the next generation. Ballot education.
- Design: Mailer 2 11x17: This mailer was an 11x17, center-folded brochure focusing on the message: It's our turn to fight for the next generation, especially for health care that is accessible for all, especially women. This mailer was a "how to" guide to submit a ballot and vote.



Voting Concierge Testing

During this election cycle we had the opportunity to test out a concierge assistance model, where we reached out to potential voters in our service area and inquire on whether there was any election related questions we could help answer to get them to vote. This was a new experiment conducted in partnership with Project West Media call center and concierge operations in light of lessons learned from our mass vaccine outreach mobilization campaign –***¡Andale! ¿Qué Esperas?*** Through this concierge test we were able to contact an additional **49,222 voters.**

- Outbound Phone Calls (Voting Concierge): 11,513
- Outbound SMS: (Voting Concierge): 28,709
- Voting Reminder Voicemail and Text Delivered: 5,939

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Voting at AltaMed

AltaMed hosted a total of 11 vote centers and one mobile voting site in Los Angeles County in partnership with the LA County Registrar of Voters, and one drop box location in Orange County in partnership with the OC Registrar of Voters. According to preliminary counts, **over 196 ballots were cast at our vote center locations in Los Angeles County and 927 ballots** were dropped off at our ballot drop box location in Orange County.

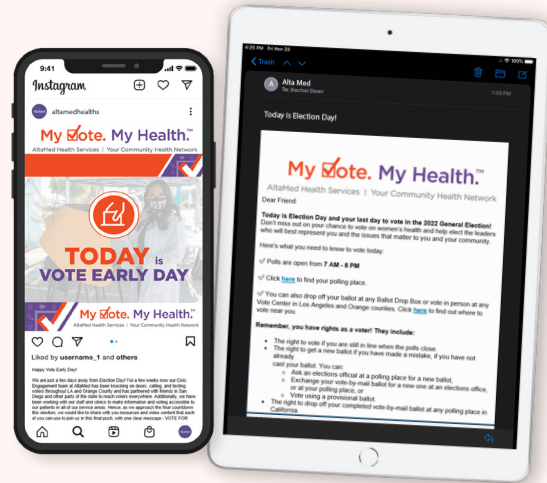


| LOCATION | DATE | VOTES CASTED |
|--|--------------------------|--------------|
| AltaMed Medical and Dental Group – Boyle Heights | 10/31/2022 | 0 |
| AltaMed Youth and Senior Care Management – Indiana | 10/31/2022 | 8 |
| AltaMed PACE – East LA | 10/31/2022 | 10 |
| AltaMed PACE/Medical – Huntington Park | 11/1/2022 | 7 |
| AltaMed Medical and Dental Group – South Gate | 11/1/2022 | 7 |
| AltaMed PACE – Lynwood | 11/2/2022 | 22 |
| AltaMed PACE – South Los Angeles | 11/2/2022 | 5 |
| AltaMed PACE – Covina | 11/3/2022 | 38 |
| AltaMed PACE/Medical – El Monte | 11/3/2022 | 23 |
| AltaMed Medical and Dental Group – Goodrich | 11/4/2022 | 16 |
| AltaMed University/Corporate | 11/7/2022 | 35 |
| AltaMed PACE – Norwalk | 11/7/2022 | 25 |
| AltaMed Medical and Dental Group – Santa Ana, Main | 10/10/2022 11/08/2022 | 927 |
| Total Votes Casted | | 1,123 |

Subscriber Reach

AltaMed launched **four e-blast campaigns** and **three mass texting campaigns** to reach it's My Vote. My Health. subscriber lists with a **total reach of 91,336**.

- E-blasts themes: Early voting day, vote for our *madres y abuelas*, and Election day
- SMS themes: Early voting day, vote now, voting ends soon



Digital Media

Our digital media efforts included our myvotemyhealth.org and mivotomisalud.org websites and paid and organic social media reach via our @myvotemyhealth Facebook, Instagram, and Twitter accounts. **Through our paid social media, we secured over 2,984,889 impressions and 1,129 direct voter conversations via Facebook Messenger.**

My Vote. My Health.™ Website

Visits: 2,151 Unique Users / 2,654 Visits

PAID SOCIAL MEDIA

- Paid Social Lead Generating Impressions: 2,984,889
- Inbound Social Media Messaging Conversations: 1,129
- Top Performing Ads:
 - 1) Inspirational – generations that came before us fought for our rights (Spanish)
 - 2) Voter-Assistance (Spanish)
 - 3) Women's Health – vote for your health and your rights (Spanish)
- Top interactions:
 - 1) Messaging Interaction - Ballot Drop Box Location
 - 2) Messaging Interaction - Register to Vote
 - 3) Messaging Interaction – Check Voter Registration Status

Organic Social Media

FACEBOOK

- Facebook Page Reach: 39,644, increase of 236.8%
- Facebook Posts Reach: 861, increase of 255.8%

INSTAGRAM

- Instagram Page Reach: 101, increase of 236.7%
- Instagram Posts Reach: 2.4K, increase of 95.7%



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Paid Media

AltaMed embarked in a comprehensive and robust paid traditional media efforts under the My Vote. My Health.™ brand with specific focus on radio and streaming broadcast. Through these paid efforts we not only invested in traditional advertisements but we also sponsored a live streamed mayoral debate between the two candidates for Los Angeles mayor. **Through our paid media efforts, we generated a total of 28,511,700 impressions.**



Radio Network Campaign Highlights:

- Entravision: 4,821,000 Total Impressions on KLYY & KDLD
- Audacy: 14,493,500 Total Impressions (via KNX, KPTH, KTWV, KCBS, KROQ, and HD SubChannels, and Facebook targeted posts)



Events

Throughout our My Vote. My Health.™ campaign we had the opportunity to host various educational, informational, and mobilization activities throughout our communities, including:

- 10/6/22, LA Mayoral Debate at KNX sponsored by My Vote. My Health.™
- 10/13/22, City of Santa Ana Candidate Virtual Forum
- 10/29/22, Provider White Coat Canvassing, South Gate
- 10/30/22, Provider White Coat Canvassing, Indiana Youth Services, Boyle Heights
- 11/04/22, AltaMed Medical and Dental Group - Goodrich Vote Center Press Conference w/LACCRR
- 11/08/22, SELA Votes! Press Conference





Internal Engagement

A key component of our Integrated Civic Engagement Model is ensuring we are activating and utilizing AltaMed's infrastructure to educate patients and staff about the importance of voting and how the process works. **While we are still working with our internal teams to gather final analytics, to date we can report that we were able to reach patients and staff through the distribution of 15,168 materials and 336,536,640 impressions. Additionally, through our provider voter registration badges which include a voter registration QR code we were able to register 38 patients to vote online.**

In-Clinic Outreach

A total of 15,168 materials were distributed to our various clinic sites, including:

- MVMH Stickers: 2,200
- Mujeres Vote Stickers: 500
- MVMH Table tops: 300
- MVMH t-shirts: 900
- Rally signs: 600
- Posters: 200
- Vot-ER Buttons: 2000
- Mujeres Vote Buttons: 1000
- PACE Table Tops: 500
- PACE Word Search: 500
- PACE Color Pages: 500
- Voting Locations Table Tops: 70
- Mirror Clings: 1000
- Pledge Cards: 5,000
- Voter Registration Badges for Providers and Staff
- Badges distributed: 24
- Voter Registrations: 38

Staff Outreach

Through our internal staff network we accounted for over 336,588,480 impressions

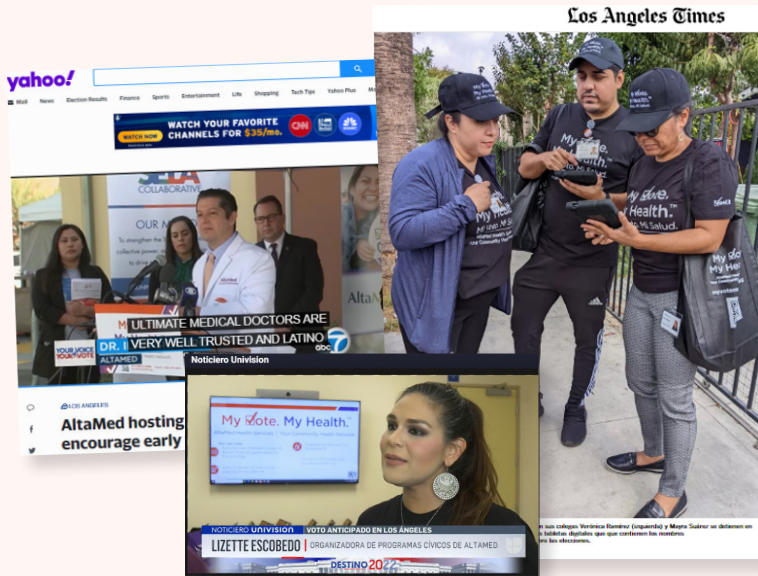
- AltaMed University Jumbotron in Commerce: 51,840 impressions
- Screensavers: 336,536,640 impressions
 - Clinics and Corporate Monitors
 - Number of screens: 3,541



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Earned Media

Our earned media efforts were historic and unprecedented, receiving daily coverage from October 31 through Election Day with **close to 30 press clips and one editorial piece which was published on Scientific American for a total reach of 120,956,540**. Coverage included news wire, print, online, television, and radio broadcast at the local, state, and national level.



- 11/8 - Los Angeles Times - *Voluntarios electorales quieren que los latinos sepan que votar es bueno para su salud* <https://www.latimes.com/espanol/california/articulo/2022-11-08/voluntarios-electorales-quieren-que-los-latinos-sepan-que-votar-es-bueno-para-su-salud>
- 11/8 - Politico (Newsletter) - *Election canvassers want LATinos to know voting is good for their health* <https://www.politico.com/newsletters/california-playbook/2022/11/08/five-california-election-day-questions-00065613>
- 11/8 - Physician's Weekly - *Election Canvassers Want Latinos to Know Voting Is Good for Their Health* <https://www.physiciansweekly.com/election-canvassers-want-latinos-to-know-voting-is-good-for-their-health/>
- 11/8 - The Hill - *Election canvassers want Latinos to know voting is good for their health* <https://thehill.com/policy/healthcare/overnights/3723833-health-care-congress-to-address-cybersecurity-in-health-care/>
- 11/7 - CNN en Espanol - *Cuenta Regresiva para los comicios en todo el pais* <https://app.criticalmention.com/app/#clip/view/a78a47c7-7274-4ae5-98e3-eb88ca8be5dd?token=910059db-e160-486c-ab74-511d03b4ac93>
- 11/7 - Chicago Tribune - *Voluntarios electorales quieren que los latinos sepan que votar es bueno para su salud* <https://www.chicagotribune.com/espanol/sns-es-voluntarios-electorales-quieren-que-latinos-sepan-voto-bueno-salud-20221107-thsholc5o5ckbbuvj6qqqv5p54-story.html>
- 11/7 - Modesto Bee - *California election canvassers want Latinos to know voting is good for their health* <https://www.modbee.com/news/california/article268410012.html>
- 11/7 - Sacramento Bee - *California election canvassers want Latinos to know voting is good for their health* <https://amp.sacbee.com/news/california/article268410012.html>

- 11/7 - Excelsior - *Voluntarios electorales quieren que latinos sepan que votar es bueno por su salud* <https://www.excelsiorcalifornia.com/2022/11/07/voluntarios-electorales-quieren-que-los-latinos-sepan-que-votar-es-bueno-para-su-salud/>
- 11/7 - Kaiser Health News - *Election Canvassers Want Latinos to Know Voting Is Good for Their Health* <https://khn.org/news/article/election-canvassers-want-latinos-to-know-voting-is-good-for-their-health/>
- 11/7 - California Healthline (ENG) - *Election Canvassers Want Latinos to Know Voting Is Good for Their Health* <https://californiahealthline.org/news/article/election-canvassers-want-latinos-to-know-voting-is-good-for-their-health/>
- 11/7 - California Healthline (SP) - *Voluntarios electorales quieren que los latinos sepan que votar es bueno para su salud* <https://khn.org/news/article/voluntarios-electorales-quieren-que-los-latinos-sepan-que-votar-es-bueno-para-su-salud/>
- 11/7 - North Denver News - *Voluntarios Electorales Quieren Que Los Latinos Sepan Que Votar Es Bueno Para Su Salud* <https://northdenvernews.com/voluntarios-electorales-quieren-que-los-latinos-sepan-que-votar-es-bueno-para-su-salud/>
- 11/7 - The SLO Tribune - *California election canvassers want Latinos to know voting is good for their health* <https://www.sanluisobispo.com/news/california/article268410012.html>
- 11/7 - LAist - *Election Canvassers Want Latinos To Know Voting Is Good for Their Health* <https://laist.com/news/health/election-canvassers-want-latinos-to-know-voting-is-good-for-their-health>
- 11/6 - Scientific American - *How Medical Systems Can Help People Vote* <https://www.scientificamerican.com/article/how-medical-systems-can-help-people-vote/>
- 11/5 - Univision 34 Los Angeles (starts at 4:48) - *Everything you need to know about the midterm voting elections* (starts at 4:48) <https://www.facebook.com/Univision34/>
- 11/4 - Yahoo! - *AltaMed hosting mobile polling places to encourage early voting* <https://www.yahoo.com/now/altamed-hosting-mobile-polling-places-012428290.html>
- 11/4 - KCAL 9 Los Angeles - *AltaMed to Host Early Voting Sites* <https://app.criticalmention.com/app/#clip/view/62c1c765-98b2-43db-bb20-6da8f7fc88f9?token=aba8f61e-8de7-4740-a035-f3b182692eb5>
- 11/4 - CBS Los Angeles - *AltaMed to Host Early Voting Sites* <https://app.criticalmention.com/app/#clip/view/645f540f-1dc8-44a2-ac27-ef509a2364db?token=109e0d74-53b4-44e0-916f-73b2d0d31f24>
- 11/4 - KTLA Los Angeles - *Early Voting at AltaMed Clinic Mobile Vote Centers* <https://app.criticalmention.com/app/#clip/view/074b0ca9-e072-46c4-b9cc-2aa00b806638?token=109e0d74-53b4-44e0-916f-73b2d0d31f24>
- 11/4 - Estrella 62 Los Angeles - *Se une servicios de salud antes de eleccion* <https://app.criticalmention.com/app/#clip/view/9b8ceacd-53ae-47da-922a-35e3a0ac1678?token=aba8f61e-8de7-4740-a035-f3b182692eb5>

- 11/4 - ABC7 (syndicated) - *For early voting, new mobile centers opening throughout LA County* <https://abc7.com/mobile-vote-center-commerce-election-day-where-to/12417479/>
- 11/4 - MSN - *For early voting, new mobile centers opening throughout LA County* <https://www.msn.com/en-us/news/us/for-early-voting-new-mobile-centers-opening-throughout-la-county/ar-AA13L7LS>
- 10/31 - Estrella TV News Los Angeles - *La Votacion Anticipada Ya Esta en Marcha* <https://app.criticalmention.com/app/#clip/view/aff5c13e-2e2c-4834-973e-07522ed1f55?token=109e0d74-53b4-44e0-916f-73b2d0d31f24>
- 10/29 - Univision (Al Punto) - *Lizette Escobedo on the importance of voting in the General Election* <https://app.criticalmention.com/app/#clip/view/a8b7e824-3f44-4761-b7bd-c624842ea852?token=6c32905a-b3c1-470c-a3de-da3e7ef01af8>
- 10/29 - Univision Noticias - *Comienzan las votaciones anticipadas en California: líderes latinos instan a la comunidad a sufragar desde ya* <https://www.univision.com/shows/noticiero-univision/comienzan-las-votaciones-anticipadas-en-california-lideres-latinos-istan-a-la-comunidad-a-sufragar-desde-ya-video>
- 10/26 - El Show Piolin - *Lizette Escobedo on voting with El Show Piolin* <https://www.instagram.com/p/CkOVwyOjNAf/>
- 10/27 - Telemundo 52 Los Angeles - *Medical group offers information on voter registration* <https://www.telemundo52.com/fotosyvideos/grupo-medico-ofrece-informacion-sobre-registro-para-el-voto/2337096>
- 10/26 - Univision 34 Los Angeles - *Elecciones 2022 Lizette Escobedo* (starts at 14:15 22:40) https://www.facebook.com/watch/live/?ref=watch_permalink&v=485911430262690

Our campaign successfully reached and mobilized underserved communities through our integrated civic engagement model in reaching mid-to-low propensity voters in Los Angeles and Orange Counties, specifically targeting Latina voters. This campaign extended our civic engagement infrastructure to organize around social determinants of health and provide resources and access with collaboration from our partners.

Special thanks to...

Our community partners, local leaders, AltaMed clinic sites, AltaMed civic engagement champions, including executive leaders, providers, medical residents, cross departmental collaborators, amongst many others within and outside the organization who made this possible.

Shall you have any questions about this report or how to join our efforts, visit myvotemyhealth.org or mivotomisalud.org or contact Lizette Escobedo, Associate Vice President of Civic Engagement at AltaMed Health Services at lescobedo@altamed.org



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