



The headlines can be overwhelming. In the area of health, Kentucky is ranked in the bottom tenth nationally (according to the 2010 America's Health Rankings® by the United Health Foundation). The Commonwealth has the highest number of smokers (25.6% of the population). Obesity has increased in Kentucky since 2005 from 25.8 to 32.3 percent of the population. Kentucky ranks 50th in the numbers of poor physical and mental health days. More than a third of the children under three have not received all of their immunizations. Asthma affects nearly one-fourth of high school students. ([www.healthyamericans.org](http://www.healthyamericans.org))

The challenge of improving this health picture has given birth to a coalition of organizations and individuals in Kentucky who have decided to collaborate and seek changes to build a healthy Kentucky.

Kentucky Voices for Health (KVH) is a coalition of concerned Kentuckians, including over 250 organizations and individuals, that believes the best health care solutions are found when everyone works together to build them. The coalition unites organizations and individuals around common areas for improvement such as access to affordable health care, prevention, efficiency and effectiveness in the health care delivery system, and children's health. By coming together, we are able to share information and develop consensus in messaging and policy papers. We seek to bring together a broad sector of advocates to speak with one voice on behalf of consumers and to bring about policy change to better the health of all Kentuckians.

Through this collaboration, KVH and its partners have already begun to have an impact in our state. In 2009, we advocated for increasing the tobacco tax, resulting in an increase to 60 cents in 2009. Legislation was passed in 2007 to authorize a Medicaid Smoking Cessation program but unfortunately had not been funded. At the urging of KVH and other advocates, the Governor

included funding in the 2010 budget to extend Medicaid coverage to include a Smoking Cessation Program. Kentuckians on Medicaid will now be eligible to receive counseling, doctor visits and prescription drug therapies to help end their smoking addiction.

KVH has also advocated to remove barriers to the enrollment of children eligible for KCHIP or Medicaid, but not yet enrolled. As a result of KVH's united front, Governor Beshear unveiled a plan to dramatically cut the number of children without health coverage by removing barriers to enrollment, retaining more children once they are enrolled and significantly increasing education and outreach regarding the program. KCHIP

provides health insurance to children whose family income is below 200 percent of the federal poverty level, about \$42,400 a year for a family of four.

Because of these accomplishments, Kentucky Voices for Health was honored to receive the MediStar Seven Counties Services Health Advocacy Award in 2011. This award is presented to an individual

or organization that is an effective advocate at the local, state or national level concerning issues such as, but not limited to, access to care initiatives that support healthy lifestyles.

KVH is committed to being the consumer voice in health advocacy efforts and addressing the changing landscape of healthcare in Kentucky guided by the following four priority areas (full details can be found on our website at <http://kyvoicesforhealth.org>):

- Assure that all Kentuckians have access to high quality, affordable health care
- Make prevention a priority for Kentucky's health policies and programs
- Improve the efficiency and effectiveness of health care for Kentuckians
- Improve the health of Kentucky's children

**Kentucky Voices for Health is committed to being the consumer voice in health advocacy efforts and addressing the changing landscape of healthcare in Kentucky to ensure access to affordable quality healthcare, greater emphasis on prevention, efficiency in the health delivery system, and improving children's health.**

**Will you join us?**

# Kentucky Voices for Health **PRIORITIES**

## **1** Assure that all Kentuckians have access to high quality, affordable health care

- Educate and engage the public in the implementation of federal health reform to ensure that Kentuckians realize the maximum benefits of the law
- Assure that current levels of Medicaid coverage and services are maintained as federal health reform is implemented
- Facilitate consumer involvement in developing health insurance exchanges

### **ISSUE BRIEFS:**

- Health Reform: What It Means for Kentuckians (July 2010)
- Expanding Health Coverage in Kentucky: Why it Matters (September 2009)
- Better Health Coverage for Kentucky's Children: Small Changes Mean Big Improvement (August 2008)

### **SUCCESSSES:**

- The Governor's Office, the Cabinet for Health and Family Services, and Department of Insurance met with KVH leadership to discuss health reform implementation and transition to Medicaid Managed Care as the consumer voice representative. The Administration presents updates at the KVH monthly meetings periodically to engage advocates.
- KVH is regularly invited to speak in communities across Kentucky as a non-bias source of information related to health reform.

### **CURRENT PROJECT:**

- Assure that access, quality and efficiency are not negatively impacted through the implementation of health reform and the transition to Medicaid managed care

## **2** Make prevention a priority for Kentucky's health policies and programs

- Promote comprehensive tobacco prevention and cessation programs and both statewide and local efforts to create smoke-free communities
- Champion prevention initiatives in the Medicaid program, including early health screenings
- Promote worksite and community wellness programs – especially addressing obesity, physical exercise, injury prevention, stress reduction and personal health habits

### **ISSUE BRIEFS:**

- Health Reform: What It Means for Kentuckians (July 2010)
- The Price of Smoking: A Case for Increasing Kentucky's Cigarette Tax (February/2008)

### **SUCCESSSES:**

- Advocated for increasing tobacco tax – raised to 60 cents in 2009
- Urged Governor to include funding for Medicaid Smoking Cessation Program (included in 2010 Budget)

### **CURRENT PROJECTS:**

- Support Smoke Free initiatives – specifically tobacco-free schools / school events
- Engage in promotion of worksite wellness programs

# 3

## Improve the efficiency and effectiveness of health care for Kentuckians

- Promote the integration of mental, dental and vision care with physical health care
- Encourage the expansion of community-based mental health and substance abuse treatment programs
- Reform delivery of long-term care to allow older Kentuckians and people with disabilities to live in Educate Kentuckians on the benefits and facilitate consumer input on the use of health information technology

### ISSUE BRIEFS:

- Health Reform: What It Means for Kentuckians (July 2010)

### SUCCESSSES:

- In 2011, legislation was passed that reformed the corrections system to provide for substance abuse treatment as an alternative to prison, an opportunity for Kentucky to create healthier citizens while easing the financial burden on the Department of Corrections' budget.

### CURRENT PROJECT:

- Developing an Issue Brief on long term care and waiver

# 4

## Improve the health of Kentucky's children

- Improve outreach, enrollment and retention so that all Kentucky children have health care coverage that includes comprehensive physical, mental, dental and vision care
- Encourage school districts to implement the components of Coordinated School Health

### ISSUE BRIEFS:

- Better Health Coverage for Kentucky's Children: Small Changes Mean Big Improvement (August 2008)

### SUCCESSSES:

- Sweeping changes to the way marketing and enrollment are conducted for the Kentucky Children's Health Program (KCHIP) to make it easier for eligible children to be enrolled and covered.

### CURRENT PROJECTS:

- Ensuring health reform implementation and transition to Medicaid managed care covers children appropriately and possible expands coverage of eligible children
- Support greater accountability for health and physical education in Kentucky schools
- Encourage school wellness committees at the local level to ensure implementation of school wellness policies

*We're a coalition of concerned Kentuckians who believe that the best health care solutions are found when everyone works together to build them. Right now, families and businesses in every county are facing rising costs, and too many of us go without needed health care. Healthy families create healthy economies. And a healthy Kentucky economy is something we all want. So we're working step by step to build a healthier Kentucky for everyone.*

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# Kentucky Voices for Health **LEADERSHIP**

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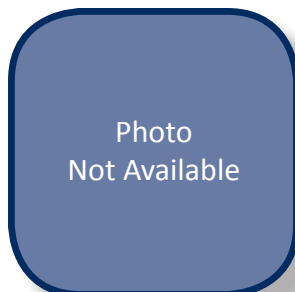


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## KVH PARTNERS ADVISORY TEAM

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AARP  
Advocacy Action Network  
American Cancer Society  
American Heart Association  
American Lung Association  
Catholic Conference of Kentucky  
Friedell Committee for Health System  
Transformation  
KY Association of Regional Programs  
KY Council of Churches

KY Equal Justice Center  
KY Health Department Association  
KY Injury Prevention and Research Center  
KY Primary Care Association  
KY Youth Advocates  
Purchase AHEC  
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# ANNUAL SPONSORSHIP OPPORTUNITIES

Kentucky Voices for Health takes tremendous pride in our relationships with our sponsor companies. Our sponsors are true partners, and our long-term relationships provide significant opportunities for these companies to show their support and increase their visibility among the over 250 organizations and individuals who participate in KVH's advocacy community!

Sponsorship is our highest level of corporate involvement and guarantees access and exclusive benefits reserved for only a select group of companies. There are four levels within the KVH Sponsorship program in which companies can participate on an annual basis.

## **KVH Distinguished Benefactor - \$25,000**

*(limited to 3 companies each year)*

**The elite level of sponsorship provides maximum visibility year-round and at the annual meeting, combined with a unique level of access to the KVH membership. A few of the benefits include:**

- Educational Webinar\*
- Corporate Allies Membership
- Legislative Tracking - Health Committee Coverage and Reports
- Networking with Kentucky Health Advocacy Community
- Year-Round logo recognition on the KVH website
- Logo recognition in KVH publications, including Issue Briefs
- Logo recognition on signage at the KVH Annual Meeting / annual conference
- Inclusion in KVH social media efforts (Facebook, Twitter, etc.)
- Introduce a Speaker at the Annual Conference
- Opportunity to present at a monthly meeting\*

## **Kentucky Circle - \$10,000**

- Educational Webinar\*
- Corporate Allies Membership
- Legislative Tracking - Health Committee Coverage and Reports
- Networking with Kentucky Health Advocacy Community
- Year-Round logo recognition on the KVH website
- Logo recognition in KVH publications, including Issue Briefs
- Logo recognition on signage at the KVH Annual Meeting / annual conference
- Opportunity to present at a monthly meeting\*
- Introduce a Speaker at the Annual Conference

## **Voices Circle - \$5,000**

- Corporate Allies Membership
- Legislative Tracking - Health Committee Coverage and Reports
- Networking with Kentucky Health Advocacy Community
- Year-Round logo recognition on the KVH website (rotating ad)
- Logo recognition in KVH publications
- Logo recognition on KVH signage

## **Health Circle - \$2,500**

- Corporate Allies Membership
- Legislative Tracking - Health Committee Coverage and Reports
- Networking with Kentucky Health Advocacy Community
- Year-Round logo recognition on the KVH website (rotating ad)

For more information, contact Jodi Mitchell, Executive Director, at [kvhexec@kyvoicesforhealth.org](mailto:kvhexec@kyvoicesforhealth.org) or 502-552-1406.

\* NOTE: Any materials to be presented or used must be approved by the Executive Director in advance.

# SPONSORSHIP AGREEMENT

Please print exactly as you wish your information to appear on signage and printed material.

Company Name: \_\_\_\_\_

Type of Business (health plan, pharmaceutical, health system, etc.) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Please indicate your choice for sponsorship:***

- KVH Distinguished Benefactor \$ 25,000
- Kentucky Circle \$ 10,000
- Voices Circle \$ 5,000
- Health Circle \$ 2,500

***Payment Information***

Return this sponsorship agreement with full payment (by check) to: Kentucky Voices for Health, 120 Sears Ave., Suite 212, Louisville, KY 40207.

Sponsorship Opportunities (see attached sheet for full benefits)

Purchase of a sponsorship indicates agreement with KVH's Advertising and Sponsorship Policy.

To have your company logo included in printed materials and the website, please send a jpg and eps file to [kvhexec@kyvoicesforhealth.org](mailto:kvhexec@kyvoicesforhealth.org)

***Questions or Need More Information?***

KVH is interested in your sponsorship ideas and are willing to work with you to create a situation of mutual benefit.

***Contact us:***

Jodi Mitchell at 502-552-1406 or [kvhexec@kyvoicesforhealth.org](mailto:kvhexec@kyvoicesforhealth.org).

***Mail or fax this form with full payment to:***

Kentucky Voices for Health, 120 Sears Ave., Suite 212, Louisville, KY 40207.

# SPONSORSHIP POLICY

To further our mission of building a healthier Kentucky, we accept sponsorship under strict guidelines. We will refuse any sponsorship from a company that we believe is incompatible with our mission. The presence of a logo on our site or in one of our newsletters does not imply endorsement of the company or product. Sponsors must not suggest that KVH has endorsed a product.

KVH maintains a distinct separation between sponsors and advocacy goals. Sponsored areas of the site are labeled as such, and the sponsoring organizations are identified.

Sponsorship Criteria, July 2011  
(Criteria subject to change without notice)

Sponsorships from the following types of companies are generally allowed, provided certain criteria are met:

- Companies producing over-the-counter medications approved by the Food and Drug Administration (FDA)
- Companies producing prescription drugs approved by the Food and Drug Administration
- Consumer products with a health connection
- Fitness product or service companies
- Medical product or device companies
- Pharmacies (retail and online — VIPPS program compliant)

Sponsorship criteria that must be met to allow the company to sponsor include:

- No implication of endorsement by KVH of product or sponsor may be made.
- KVH retains final approval of all logos to be placed on the site.
- KVH reserves the right to reject, cancel or remove at any time any sponsor logo from the KVH website for any reason. In such a case, KVH will provide prompt notice to the sponsor, together with an explanation.
- KVH maintains total editorial independence from sponsors. Sponsors have no influence over or input in our advocacy efforts.
- KVH does not endorse any sponsors (companies or products).

We believe that the following items are incompatible with our mission. Therefore we will not accept sponsorships from companies engaged in the production of:

- Alcohol
- Tobacco products
- Firearms and weapons
- Fireworks
- Pornography
- Gambling and lottery

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the KVH Board of Directors at any time.