

# Growing Grassroots

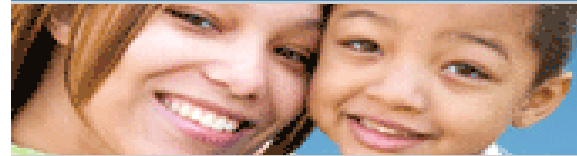
Anita Sarah Jackson, J.D.  
Director of Social Media and Blogging, MomsRising



<http://MomsRising.org>

Mamás Superándose

# MomsRising Is



# MomsRising.org

Where moms and people who love them go to change our world

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## Healthcare Blog Carnival!

Posted September 14th, 2010 by Anita

Welcome to our Healthcare Blog Carnival! We've rounded up some of the most interesting, useful healthcare reform, focusing on posts that speak to the impact something for everyone through and enjoy. We've got all around the country policy analysis, from writers change, to provide healthcare system to

### Real Life Support

personal story of jobs

### MissLori writes on the Chicago Mom

and keep health insurance, a struggle with daughter's enlarged pancreas.

A Portland, OR mama asks "Health care and your family's She describes how every single one of her career choices has depended not her family would be able to get coverage through her work.

The Activistas are mobilizing moms in Oregon on healthcare reform, with a treasure trove of 52 posts and counting on healthcare reform and the ways moms can get involved with spreading the word about reform within their communities. Highlights include re-posting a powerful letter to the editor on the high cost of birth without healthcare; commenting on Rolling Stone's article "Sick and Wrong," which, as you might, guess cuts to the chase of what's wrong with healthcare as it is, as well as Bill Murray's frank assessment of the less-than-splendid that hospitals hold for patients of

## Moms Are Talking

BPA Children food Food Safety health health care healthcare local maternity leave Media momsrising motherhood motherhood manifesto nursing Paid Sick Days politics social change toxics winning women's issues

Tags fueled by the MomsRising Blog



## BLOGROLL

A Monkey Girl's Existential Drama Absolutely Bananas Activistas



**MomsRising.org**

**TOGETHER**

**WE CAN BUILD a NATION  
WHERE CHILDREN, PARENTS and BUSINESSES THRIVE,  
and END DISCRIMINATION AGAINST MOTHERS...**

# Two Big Barriers

Now you want me to write a letter?



# Five Key Principles:



1. Stay nimble and responsive
2. Constantly test
3. Maintain the dialogue
4. Open as many engagement avenues as possible
5. Don't forget about joy and fun!

# 1. Synergistic Collaboration



## 2. One-Click Member Advocacy

Dear Donna,

My youngest son, Isaac, was born at 28 weeks. As a micro-preemie weighing only 2 pounds 5 ounces, Isaac was at risk for many, many life-threatening challenges. When he was five and half months old, he caught a cold and abruptly stopped breathing. After receiving a tracheostomy, a tube in his neck so that he could breathe, and spending a month in the hospital, our insurance along with Medicaid finally allowed us to have our son at home with nursing care. This allowed my husband and I to work, to pay taxes, and to be productive members of society.

My story is dramatic, but it isn't unusual. Medicaid helps so many families like ours just when they need the help the most. In fact, Medicaid covers nearly 33 million children, 11 million people with disabilities, and is the primary payer for 64 percent of all nursing home residents. [1]

But right now, that help is in jeopardy. Many in Congress are attempting to drastically cut funding for this lifesaving program. **Join me in sending a message to Congress telling them that Medicaid is a critical lifeline for Isaac and so many other children and families.**

[http://action.momsrising.org/go/929?akid=2736.86216.X5EM1\\_&t=4](http://action.momsrising.org/go/929?akid=2736.86216.X5EM1_&t=4)

### What's happening?

Right now, there are a number of proposals moving in Congress to massively cut federal support for Medicaid that would hurt children like Isaac. These proposals are easily overlooked because they have sneaky names, which make it hard to figure out what exactly is going on. For example, some members of Congress are trying to drastically cut Medicaid by converting it into a "block grant" or imposing a "global cap on spending" or repealing "maintenance of effort requirements." All these legislative measures, while cloaked in jargon, eventually will have the same result – **millions of children, as well as people who are disabled or elderly, will lose access to health care coverage that keeps them afloat and healthy.**



Right now, many in Congress are trying to massively cut health care coverage for children, people who are disabled, and the elderly.

**Join me in sending a message to Congress for my son Isaac and so many others helped by Medicaid!**

**Take Action**

[Take Action](#)



### 3. “Citizen Presence/Member Voice” Proxy



# 4. On-The-Ground Engagement



# 5. Traditional and New Media, Public Education & Engagement

The screenshot shows a Twitter post from Senator Patty Murray (@PattyMurray) dated February 21, 2011. The tweet reads: "Thanks to @MomsRising for coming in today. I am very encouraged by the work you are doing. -PM yfrog.com/khm2tffj". Below the text is a photo of four women, including Senator Murray, standing together. The background of the tweet shows a banner for "United States Senator Patty Murray Working for Washington State".

Below the tweet is the homepage of MomsRising.org. The website header includes the logo "MomsRising.org" and the tagline "Where moms and people who love them go to change our world". The navigation menu includes: Home, National & State Campaigns, M.O.T.H.E.R.S., Blog, Keep Informed, Store, Media, About, and a red "Donate" button. A search bar is located in the top right corner.

The main content area features an article titled "No Esperen a Asegurar a Sus Hijos en California" (Don't Wait to Insure Your Children in California) by Guillermina Ruiz, posted on February 21st, 2011. The article text includes: "A veces cuando uno no tiene seguro médico, parece imposible encontrar cobertura económica. Yo sé porque cuando mi marido cambió de trabajo hace tres años atrás, perdimos nuestro seguro médico. Supimos de 'Healthy Families' por una clínica en Berkeley. El proceso para aplicar fue muy fácil. Solamente llené la aplicación que me dió la clínica y llevé un talon de cheque para comprobar los ingresos de nuestra familia. El precio del seguro era muy accesible ya que la prima del seguro depende de los sueldos de los padres. Mi marido y yo pagamos \$32 mensual para cubrir nuestros dos hijos, un niño de 10 años y una niña de 14 años. Ellos han sido cubiertos por este seguro desde que nacieron y van al hospital de Kaiser que es muy bueno."

On the right side of the website, there are several promotional boxes: "MomsRising badges for your blog" with a link to "MomsRising.org", "Moms Are Talking" with a link to "affordable care act blog carnival", and a "READ OTHER MOMSRISING STORIES" section featuring "Rex Flexibility on Hitting Retirement Age and Still Doing the Work-Life Juggle".

**San Francisco Chronicle** May 20, 2007

## THE MOTHERHOOD MOVEMENT

They'd come because of MomsRising, a political action group that reaches members through cyberspace, where they can join in on their own time, when they have any.

**CNN Money.com** January 11, 2007

## MOMS RISE UP, FIGHT FOR WORKPLACE RIGHTS

Mothers, fed up with work-life balance options, join Moms Rising to seek reforms.

**MomsRising.org**



## #HERVotes Blog Carnival: Health Care

Posted October 11th, 2011 by [Kristin Rowe-Finkbeiner](#)

Welcome to the third #HERVotes Blog Carnival! This time, the focus is on women and health care. The blog posts below share personal stories and details about the new benefits from the health care reform law, while also offering original insights on what's at stake for women and health care. You'll also find personal stories and analysis delving into the health care services we've all gained—and will gain—through the passage of the new health care reform law.

Some of the most impactful new health care services for women and families that have come about because of the new health care reform laws include:

- All new health care plans now must cover certain preventive services such as mammograms and colonoscopies without charging a deductible, co-pay, or coinsurance.
- Young adults are now allowed to stay on their parent's health care plan until they turn 26 years old.
- Insurance companies are now prohibited from imposing lifetime dollar limits on

MomsRising **badges** for your blog.



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A better life for mothers & families with children.

### Moms Are Talking

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# The MomsRising Stories Program

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## Member Stories

Is health care reform already helping you? Tell us about it!

Lawmakers and the public need to know how health reform is benefiting people. Are you someone who is now able to cover their young adult children on their plans? Or do you have a small business that is better able to afford health coverage for employees because of health care tax credits? Or are you just sleeping better at night knowing that your child can not be denied health care coverage because of a pre-existing condition? **Tell us about it here:**

Read member stories by using the view bar below, or [read all stories](#) on a separate page.

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# Online Forms Make Story Sharing Easy

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Where moms and pe

Home Take Ac

## Member

Is health care reform

Lawmakers and th  
who is now able to  
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## Share Your Story! collapse

### 1 Your Information

First Name:

Last Name:   
(optional)

E-mail:

Cell:

City:

State:  Zip:

### 2 Preferences & Terms of Use

- Please share the information I have provided above, and share my email address with the media and decision-makers.  
*(It's super important that we find people who can speak to the media.)*
- Please share the information I provided

### 3 Your Story

Story Title:

Your Story:

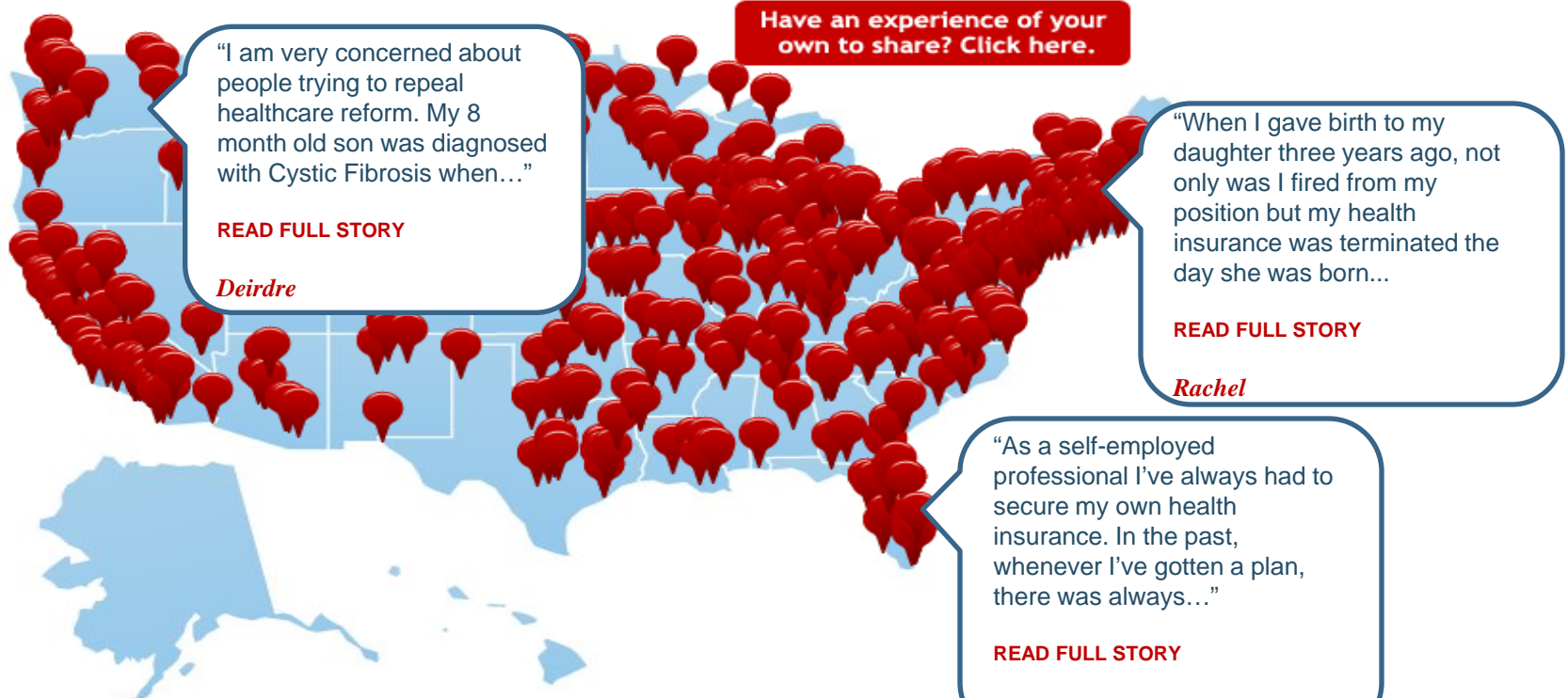
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# Stories Across the Nation

Click on a red thumbtack below to read the story of a MomsRising member near you:



# Reaching Key Decision-Makers

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## Stand up for my son, Wesley. Say NO pre-existing condition exclusions!

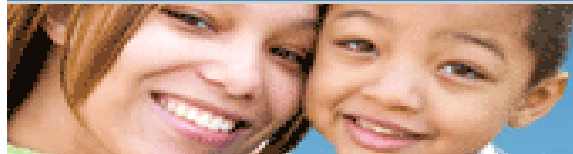
Posted October 21st, 2010 by **Dawn Josephson**

*“Everything is covered. Your family is fully covered.”* I son Wesley has an eye condition called strabismus, and already had one insurer drop us and another exclude W coverage. Then, as the new patient protections under health reform began to take effect, we finally had the option of buying affordable health insurance without any





# Huffington Post Column



## HUFFPOST POLITICS

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299K

### [Dawn Josephson](#)

*Proud mother and speaker at the Healthcare Affordability Act six-month anniversary*

Posted: September 27, 2010 03:45 PM

[This is the print preview: Back to normal view »](#)

## My Backyard Meeting With President Obama

Who would have thought that a [short one-paragraph post on MomsRising.org](#) about my personal experience with the new healthcare reform act would lead to me meeting President Obama! But that's exactly what happened. About a week after I posted the exciting news that my family's new health insurance cannot exclude my son's pre-existing condition (thanks to the new law), I received a call from the White House asking me for more information about my situation.

Over the next few weeks, several people from the White House and the Department of Health and Human Services called me to ask questions. I even went through a thorough vetting process. When I asked why all this was necessary and how my information would be used for the upcoming six-month anniversary of the Healthcare Affordability Act, no one was sure yet. During all this I remember my husband jokingly saying, "Wouldn't it be great if you got invited to a White House dinner or something?" Sure, that would be great, I

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# Thank You

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