



CHILDREN'S  
HOSPITAL  
ASSOCIATION



# FAMILY ADVOCACY DAY

Welcome FAD Families!  
Wednesday, May 21, 2025

# Agenda



THE FAMILY  
ADVOCACY  
DAY HUB

LEGISLATIVE OVERVIEW



SOCIAL MEDIA



PROGRAM OVERVIEW



SHARING YOUR STORY



QUESTIONS

# About Our Advocates

## Class of 2025

- 58 patient advocates
- 60 children's hospitals
- 31 states & DC
- Youngest – 22 months old
- Oldest – 22 years old
- Favorite activities: building Legos, listening to music, basketball, dancing, gaming, arts & crafts, and hanging out with friends and family

## Trading Cards



### CHARLOTTE SCHMITT

**Home:** Oakdale, CA

**Hospital:** St. Jude Children's Research Hospital

**Insurance Status:** Private Health Insurance

**Diagnosis:** Ataxia Telangiectasia

**Age at Diagnosis:** 2.5

**Number of Pediatric Specialists:** 7

**Favorite activity:** Playing outside, dressing up, dancing, reading books, pestering her big brother James

**"My children's hospital is a place where impossible dreams are fought for every single day, where miracles are given the chance to grow, and where love and determination fill the space that no cure yet can."**



# The Family Hub



QR CODE TO FAMILY HUB

RESOURCES  
▼

One-stop shop for:

- Detailed schedule
- Key resources
- Social media content for download
- Storytelling Guide
- Guide to DC



[familyadvocacy.childrenshospitals.org](https://familyadvocacy.childrenshospitals.org)





# Program Overview

Schedule and More!

# Schedule at-a-Glance

## Wednesday, June 11:

### Check-in and FAD Activities

9 a.m. – 5 p.m.	Congressional Meetings **
12 – 2 p.m.	FAD Science Fair
2 p.m. – 8:30 p.m.	Check-In / Information Table / Snacks and Drinks Provided
2:00 p.m. – 6:30 p.m.	Optional Family activities at Westin DC Downtown
5 – 8 p.m.	Welcome Dinner and Opening Remarks

## Thursday, June 12:

### Capitol Hill Day and FAD Reception

7 a.m. – 6 p.m.	Check-in / Information Table / Snacks and Drinks Provided
7 a.m. – 9 a.m.	Welcome Breakfast at Westin DC Downtown
8 a.m. – 8:15 a.m.	Group Photo (Families will be given a t-shirt at registration to wear for the photo.)
8:15 a.m. – 9 a.m.	Family & Legislative Briefing
9 a.m. – 6 p.m.	Hospitality Room on Capitol Hill – Rayburn 2044 & 2045 / Snacks and Drinks provided
9:30 a.m. – 4 p.m.	Congressional Meetings **
11 a.m. – 1 p.m.	Lunch Provided on Capitol Hill in Hospitality Room
5:30 p.m. – 9 p.m.	Family Advocacy Party and Dinner at Westin DC Downtown

## Friday, June 13:

### FAD Wraps

7 a.m. – 11 a.m.	Help Desk/ Snacks and Drinks Provided
7:30 a.m. – 9 a.m.	Breakfast at Westin DC Downtown
9 a.m. – 11:30 a.m.	Optional Family Activities at Westin DC Downtown
9 a.m. – 5 p.m.	Congressional Meetings **

\*\* = Meetings to be scheduled by individual hospitals

**June 11 from 12-2 pm in Rayburn Foyer**



# Made Popsicle\* By Your Children's Hospital

June 11 and 12

11 am – 5 pm

First and D St  
SE








# April Lockhart



aprillockhart   
dudebs • Garden






aprillockhart  bunk beds? so easy  relate to all of these answers, and couldn't have said it better 

[#disabilitypride](#) [#limbdifference](#) [#onehand](#) [#luckyfinproject](#)  
[#representation](#) [#limbdifferenceawareness](#)

3w



jessicasantander\_designs Yes!! You CAN DO amazing things  
  

3w 10 likes Reply

— View replies (1)



radiantlygolden  You CAN do amazing things! 

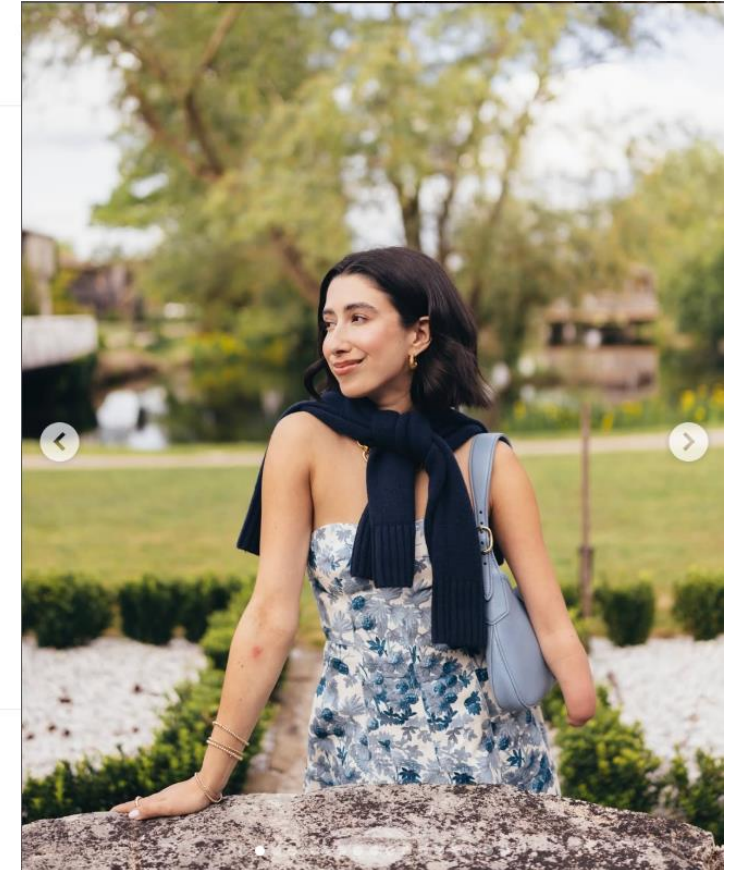


Liked by [speaknowforkids](#) and others

April 23



Add a comment...



Post

9



# Attire



## Sub-header Text & Description



# Key Messages for Hill Meetings

- **Protect and strengthen Medicaid** policy to improve child health.
- **Bolster the pediatric health care workforce**, including doctors, nurses, and allied health professionals, to ensure the timely delivery of comprehensive and specialized care to children and teens across the country.
- Preserve and enhance federal investments to **address the children's mental health crisis**.





# Social Media & Share Your Story

Sample Social Media Content

# Sharing Your Story with Lawmakers

- Practice and rehearse
- Only answer questions you know the answers to
- Avoid highly technical language
- Repeat – don't be afraid to repeat key messages
- Summarize – provide your main message again
- Pause – take your time





# Social Media



Children's Hospital Association  
@hospitals4kids

Boost

Meet #TeamCHA star, Reign!

Reign, 10, lives with Sickle Cell SS & asthma. Thanks to the care she receives at @Nemours, they stay ahead of any potential medical needs to reduce any "post" hospitalizations. Her family is sharing her story at #FAD2025. [stories.childrenshospitals.org/reign/](https://stories.childrenshospitals.org/reign/)



**Age:** 10 years old

**Enjoys:** Music, dancing, singing, fashion

**Diagnosis:** Sickle Cell SS & asthma

**Hospital:** Nemours Children's Health

"My children's hospital is important to me because they know what I need before I need it."



speacknowforkids and archildrens



View insights

Boost post

46 2 2

Liked by spkourminds and others

speacknowforkids Meet #TeamCHA champion, Dean! ✨



Children's Hospital Association



Posted by Sprout Social

23h · 🌐

Say hello to #TeamCHA champ, Denver! 🙌

When Denver was diagnosed with Vein of Galen malformation (VOGM) in utero, her family was desperately looking for answers. Thankfully, a consultation with a Neuro Interventional Radiologist led Denver and her family to [Boston Children's Hospital](#), where they learned about a groundbreaking utero clinical trial designed for her condition. Two weeks later, Denver made history as the first patient in North America to successfully undergo this procedure. Thanks to Denver's care team, she is doing exceptionally well in every category of her neurological assessments! In fact, she has been discharged from speech therapy, physical therapy, and cardiology services. Now, Denver is a happy, sassy two-year-old who continues to defy the odds.

She and her family will be participating in #FAD2025 to advocate for children's health care and bring Denver's story right to lawmakers' desks to share why #MedicaidMatters.



**Age:** 2 years old

**Enjoys:** Dancing, playing outdoors, pretend play & bossing her older siblings around

**Diagnosis:** Vein of Galen malformation (VOGM) & Ventriculomegaly

**Hospital:** Boston Children's Hospital

"My children's hospital is important to me because they took an innovative approach to my care and saved my life."





# Social Media Toolkits

- Sample social copy to use before, during and after FAD
- Pre-Event graphics



Social Toolkit QR Code



## PRE-EVENT

Please copy and paste the suggested copy below and pair with this suggested [graphic](#).

### X/Twitter

- We're heading to DC with [@hospitals4kids](#) & [#TeamCHA](#) to share [\[insert patient name\]'s](#) story and stand up for pediatric care, a stronger health care workforce, and better access for all kids. [#FAD2025](#) here we come!
- Our family is proud to join [@hospitals4kids](#) & other advocates in DC for [#FAD2025](#)! We're ready to share [\[insert patient name\]'s](#) story and push for policies that support kids' health care and the teams that take care of them. [#TeamCHA](#)
- So honored to join [#TeamCHA](#) in Washington with [@hospitals4kids](#)! We'll be lifting up [\[insert patients name\]'s](#) story and showing Congress why families across the country need continued support and care for our kids. [#FAD2025](#)
- My family is proud to be heading to DC for [#FAD2025](#) to tell Congress why [#MedicaidMatters](#) for our family, and families across the country. We're not just a data point on a white paper. We're going to share our story and how their decisions impact real families' lives. [#TeamCHA](#)

### Facebook

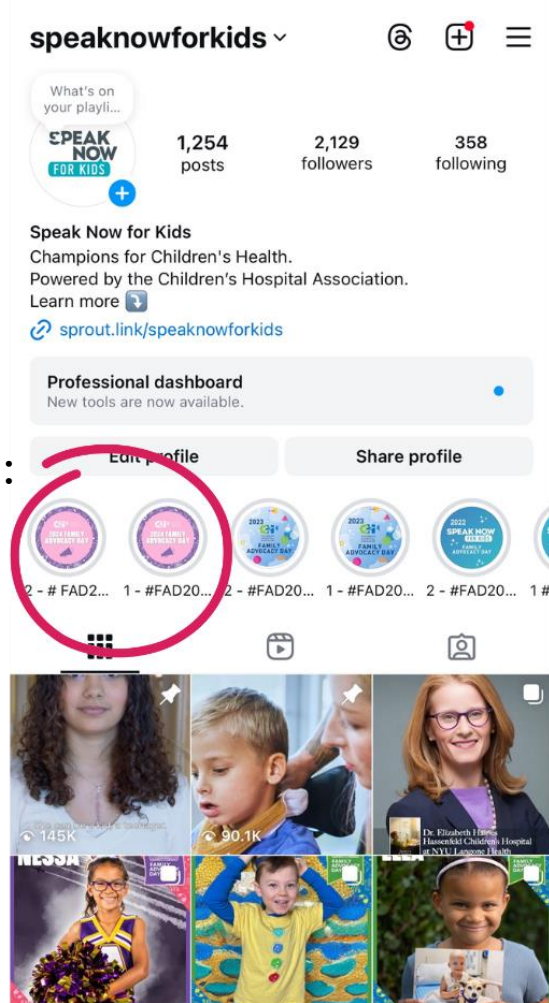
- We're packing our bags for Washington, D.C.! Our family is honored to join [@childrenshospitals](#) and other incredible [#TeamCHA](#) families at [#FAD2025](#). We'll be sharing [\[insert patient name\]'s](#) story with lawmakers and speaking up for policies that support pediatric care. These stories matter, and we're proud to raise our voices for change.
- It's almost time for our family to visit Capitol Hill with [#TeamCHA](#) and meet with lawmakers to share [\[insert patients name\]](#), and push for meaningful change. From access to specialized care to a strong pediatric workforce, we're showing up for [\[insert patient name\]](#) and kids like him/her—and we can't wait! Thanks to [@childrenshospitals](#) for making [#FAD2025](#) possible.
- As we get ready for [#FAD2025](#), we're reflecting on how far [\[insert patient name\]](#) has come and the care that helped get us here. We're proud to join [@childrenshospitals](#) and speak up for kids like ours who deserve every opportunity to thrive.
- My family is proud to be heading to Washington, D.C. to meet with federal lawmakers during [#FAD2025](#) to tell Congress why [#MedicaidMatters](#) for our family, and families across the country. We're not just a data point on a white paper. We're going to share our story and how their decisions impact real families' lives. Let's go [#TeamCHA](#)!

### Instagram

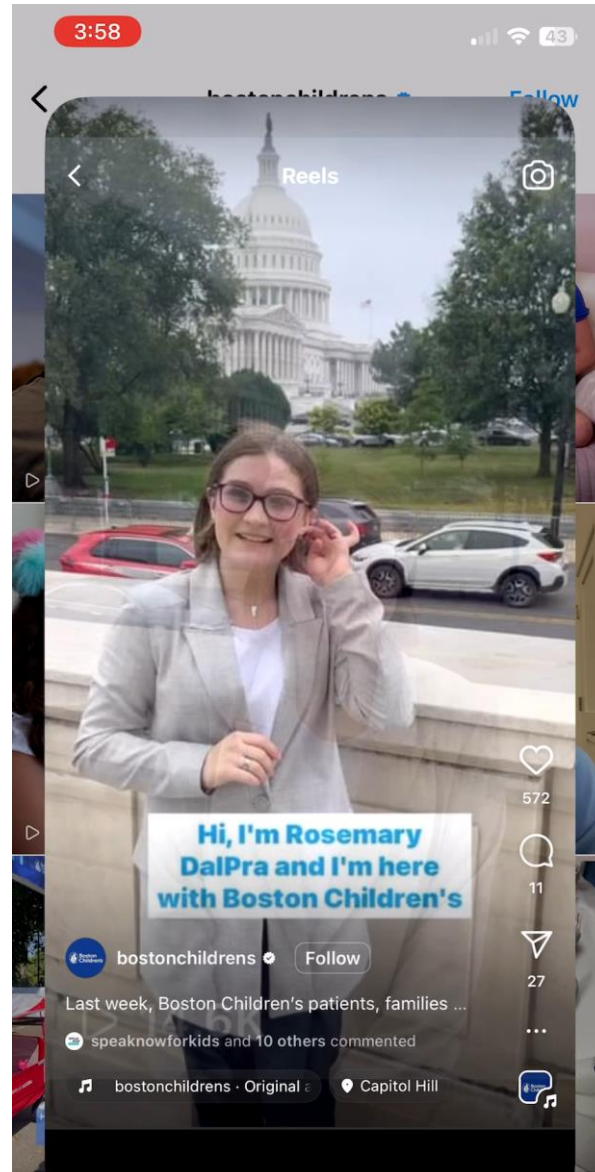
- We are getting ready to head to D.C. with [@speaknowforkids](#) for [#FAD2025](#)! We're beyond excited to join [#TeamCHA](#), share [\[insert patient name\]'s](#) story with federal lawmakers, and advocate for high-quality pediatric care, continued education for life-saving providers, and strong support for families like ours!



# Social Media

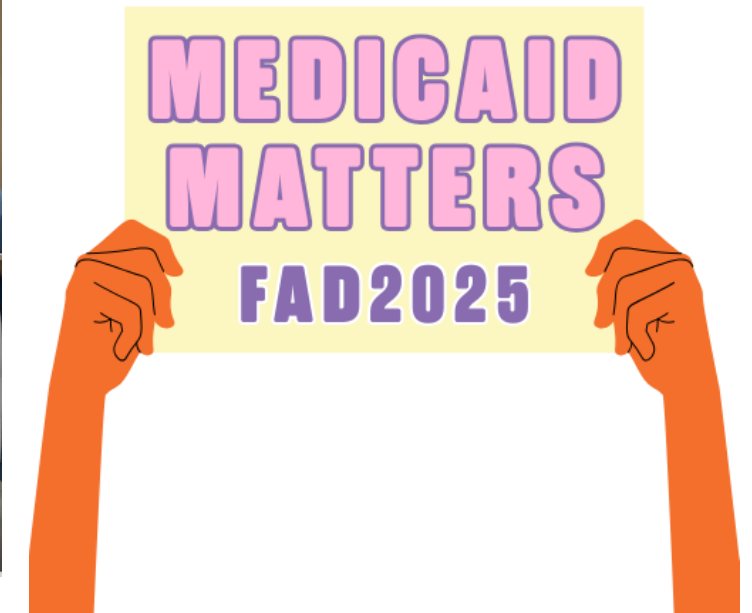


For Inspo:



## IG Stickers:

GIF Search Bar:  
Family Advocacy Day, FAD2025, or  
Children's Hospital Association



# Tag Us! Collaborate with Us!



@ChildrensHospitals



@SpeakNowForKids



@Hospitals4Kids



## #TeamCHA and #FAD2025



# CHA Ambassador

CHA staff and affiliates can be made available as Ambassadors.

In past years Ambassadors have been helpful for families:

- With members of their group who utilize a wheelchair
- With young children who may need added distraction/support during Hill meetings
- Large families combined with small hospital teams.

Talk with your hospital staff if you think your family could benefit from a CHA Ambassador.



# Resources Recap

- **Family Advocacy Day online hub**
- Issue briefs for families
- Tips for meeting with legislators
- Media tips
- Family hub can be found at [familyadvocacy.childrenshospitals.org](https://familyadvocacy.childrenshospitals.org)
- Attire







Featuring Leah, Bryan and Colin Evangelista with former member of Congress, Jaime Herrera Beutler.











*We can't wait to see you!*

**Children's Hospital Association**

600 13th St., NW | Suite 500 | Washington, DC 20005 | 202-753-5500

16011 College Blvd. | Suite 250 | Lenexa, KS 66219 | 913-262-1436

[www.childrenshospitals.org](http://www.childrenshospitals.org)



# Sharing Your Story with Press

## Resources:



Media Kit



Key Messages





# Public Relations Support

- Media Kits on [ChildrensHospitals.org](https://www.ChildrensHospitals.org) Community
  - Template press release
  - Talking points and storytelling guide
  - Sample social media
- Promotion by CHA
  - Patient advocate social media posts
  - Press at Wednesday Science Fair and Made Popsicle on the Hill. Select reporters for the celebration dinner
  - Potential radio interviews – to be announced