



Colorado Consumer  
Health Initiative

**PROTECT OUR CARE COLORADO**

## Successful Collaboration in Action



Protect Our Care  
Colorado

In November 2016 it was immediately clear that repealing the ACA or Obamacare would be the first priority on Congress' agenda. Within days of the election, CCHI began conversations with partner organizations about forming coalitions to defend against repeal. One of the efforts that grew out of those early meetings was the **Protect Our Care Colorado Coalition**.

CCHI served as a backbone organization for the Protect Our Care Colorado Coalition providing coalition management, administration, fundraising and

communications support. CCHI

hired Hilltop Public Solutions to

support strategy and coalition management. Protect

Our Care Colorado benefited from the strengths that coalition members brought to the table: networks; ability to mobilize; campaign savvy; policy expertise; grassroots organizing capacity; strategic communications; and media relationships. The success of the coalition depended on the ability and willingness of the various members to capitalize on those strengths and deploy their unique tactics, while working toward a common set of goals and with a common set of messages.



**Protect Our Care Colorado cultivated the groundswell of opposition that ultimately halted ACA repeal and Medicaid restructuring**

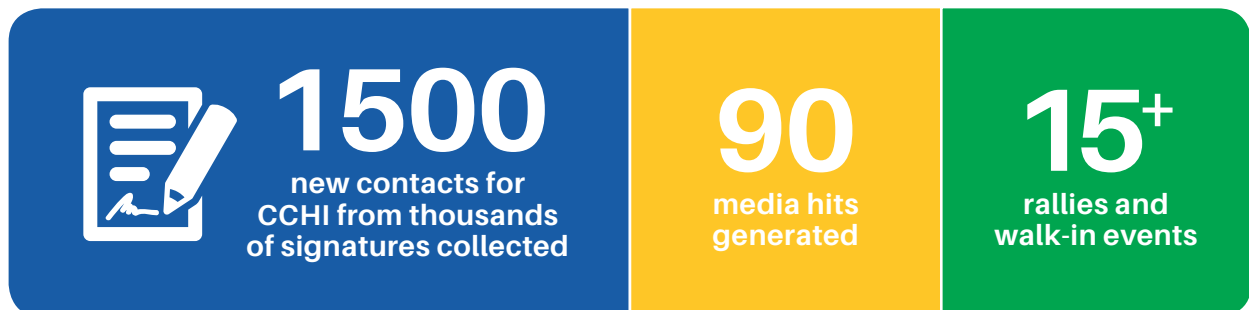
[See Our Accomplishments →](#)

## PROTECT OUR CARE COLORADO

# Accomplishments

With the dedicated collaboration and generous partnership of dozens of committed organizations and a variety of advocacy strategies, Protect Our Care Colorado:

- ✓ Produced **3 story videos** about the impact of the ACA and Medicaid on Coloradans
- ✓ Hosted or collaborated on **over 15 rallies and walk-in events**
- ✓ **Produced thousands of social media posts** which generated thousands of views
- ✓ Created **dozens of graphics and fact sheets** communicating the effects of the repeal bills
- ✓ Collected thousands of signatures, creating **over 1500 new contacts for CCHI**
- ✓ Generated **thousands of phone calls** to members of Colorado's congressional delegation
- ✓ Placed radio, newspaper, and digital ads
- ✓ Generated **over 90 media hits** through op eds, press releases and statements, and interviews
- ✓ Actively lobbied Members of Congress to reject the repeal efforts
- ✓ Held in-person meetings with Members of Congress or their staff members and the Governor's staff and created opportunities for our members to meet with these policymakers
- ✓ Cultivated the groundswell of opposition that ultimately halted ACA repeal and Medicaid restructuring
- ✓ Conducted **two dozen educational presentations** in communities throughout the front range



Through the number of tactics and sheer volume of voices raised, Colorado constituents were able to exert enough influence to shift Rep. Mike Coffman's vote in the US House. While this did not change the outcome of the House repeal bill—it passed the House—Rep. Coffman clearly felt enough pressure from his district to become one of only a few Republicans to vote against it.

Ultimately, the US Senate failed to secure the necessary votes to repeal the ACA. Even though Senator Cory Gardner voted with his caucus to repeal the ACA, the failure of repeal overall can in no small part be attributed to the massive advocacy effort across the country, including here in Colorado.

Because ACA repeal failed, 600,000 Coloradans will not lose coverage. However, the advocacy effort continues as Congress and the Administration continue to actively undermine the ACA and seek to de-fund Medicaid.

