

# Where the Magic Happens:

*A Guide to Grassroots Organizing for Consumer-Driven Delivery Reform*

Jessie Zimmerer, State Advocacy Manager



# UNDERSTANDING THE NEW GUIDE

Available as a PDF on the Center website – [www.healthinnovation.org](http://www.healthinnovation.org)



## WHAT'S IN THE GUIDE?

- **This is a guide to the how, who, what, when, where, and why of HST**
- **Organizing around delivery reform is about moving issues forward**
- **Consumers with chronic conditions make the best HST advocates**
- **Effective HST organizing will require a greater investment in a smaller group; rather than a shallower investment in a larger group**
- **Strategies for how to Engage Your Base In Advocacy Activities**

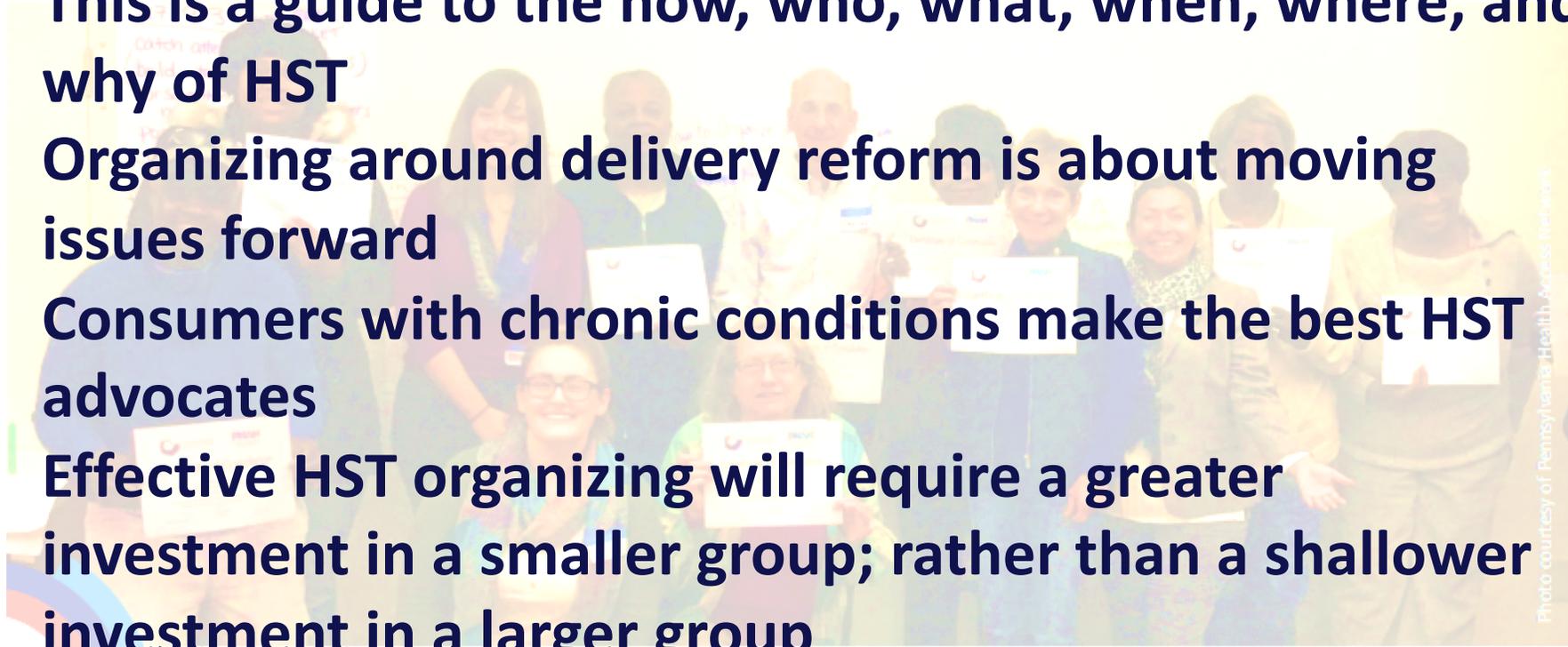


Photo courtesy of Pennsylvania Health Access Network

# Thank you!

Jessie Zimmerer  
State Advocacy Manager,  
Center for Consumer Engagement in Health Innovation  
Community Catalyst  
Boston, MA 02110  
617-275-2893 | [jzimmerer@communitycatalyst.org](mailto:jzimmerer@communitycatalyst.org)

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