Outreach Toolkit

Spark Conversations About Needs Navigation in Your Community

Background

Before you can take action in your community, we want you to have an understanding of what **needs navigation** is and why we want to make it accessible for patients and caregivers everywhere.

What is Needs Navigation?

We use "needs navigation" to describe the array of services that help people navigate the complex systems that can address their most pressing financial, social or other essential needs.

At its heart, **needs navigation is about hands-on support from people who know how to help patients and caregivers address their cost concerns.**

At NPAF, we are actively advocating for needs navigation to be a core part of our healthcare system and communities, with the goal of making it accessible to all. This means that we want patients and caregivers to:

- Be asked about any concerns they have about their costs of care or about financial hardship (and to feel comfortable talking about them)
- Access trained navigators in their health system or community—no matter where they live— who will address their worries and connect them to the supports they or their families need
- Gain peace of mind knowing they do not have to fall into debt because of their or their loved ones' diagnosis

To make this a reality for all of us, we need more people to understand what Needs Navigation is and to speak openly about how financial hardship hurts health. That's why we created this toolkit - to help you help us! Read on to learn more about what grassroots actions you can take.

For more information about needs navigation, check out the following resources:

- Needs Navigation Issue Brief | Download
- Needs Navigation White Paper | Download

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What You Can Do...

Our aim is to raise awareness about needs navigation in your communities, both among those who could benefit from these services and those who can help make them a recognized and essential part of healthcare.

To meet this goal, we need your help to reach the people where you live. Here are some easy actions you can take:

Sign Our Petition... and Get Others to Sign It, too

Showing the names and organizations who support needs navigation is one way for us to show our community and healthcare leaders all the **real people** who want needs navigation as a standard part of healthcare. Read and sign the petition using this link.

This action is ideal for volunteers who may not have a lot of spare time but want to show their support.

Make Noise On Social Media

Social media is an incredible advocacy tool. We need your help to use your go-to social media platform to help amplify our needs navigation message, expand our reach, and inspire action. Check out the Social Media Quick Guide for more details.

This action is ideal for volunteers who are avid social media users.

Spark Conversations

Conversations are the seeds of advocacy. Talking about needs navigation in everyday settings with people you know helps move it from an abstract policy idea to something people can connect with personally. Take a look at our Conversation Guide to help you start these conversations with your family, friends, co-workers, or fellow patients in the waiting room.

This action is ideal for volunteers who may feel more comfortable making a difference through one-on-one or small-group conversations.

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What You Can Do (continued)...

Tell Us How Needs Navigation Helped You

Sharing your personal story about how needs navigation helped you (or could've helped you) is another way to humanize the issue and show others that they're not alone in their experiences. You can share your story with us in written- or video-form using this secure Boast link.

This is the ideal action we want you to take! Whether it's recording a short video or writing your story, this action is a secure way to share your experiences with those who can effect change.

How To Use This Toolkit...

Decide the action(s) you want to take from the options above and use the corresponding resources to help you.

For any questions, email **action@npaf.org** or sign up for our **Office Hours**.

Tools to Help You	Resources to Share with Your Community
• NPAF Talking Points | Download • Outreach checklist | Download • Social media guide and sample posts | Download • Conversation guide | Download • Share your story using Boast.io	• Petition | Sign & Share • Needs Navigation FAQ | Download • Needs Navigation Fast Facts | Download

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