

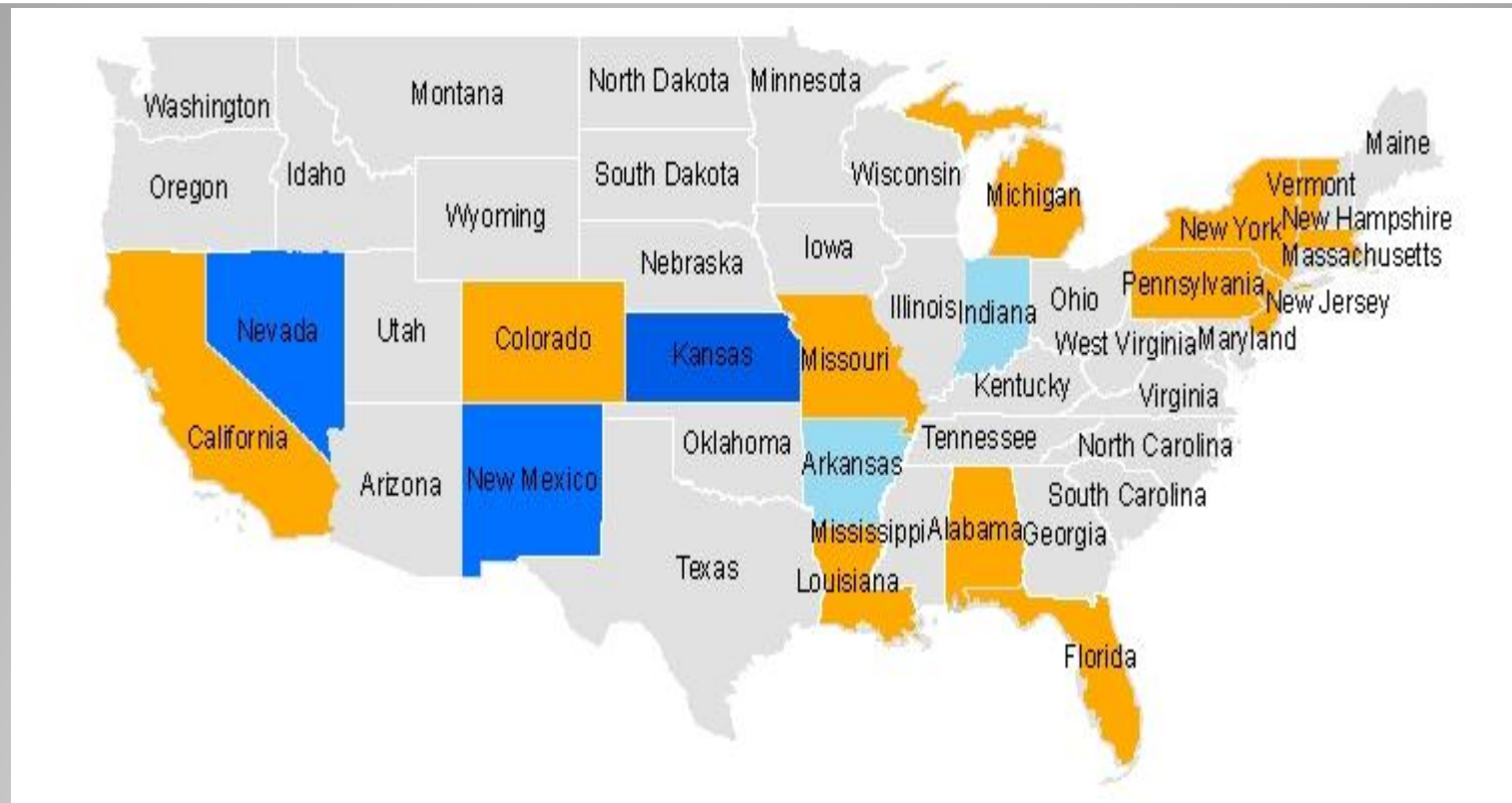


PICO National Network

Unlocking the Power of People

PICO National Network

- 45 member organizations
- 8 State Organizing Networks
- Policy office in DC



PICO National Network

45 federations, 17 states, over 150 towns/cities

Over 1000 congregations, over 40 religious traditions, over 1 million families nationwide

PICO and our member organizations are:

- 501c3 legal corporations;
- Non-partisan;
- Strictly adhere to IRS lobbying guidelines

Each member organization:

- Has a local governing board
- Hires, fires staff
- Raises their own budget
- Contracts with PICO

PICO and our member organizations are:

- Funded by grants, membership dues, and individual donors
- Not funded by government money

Funders

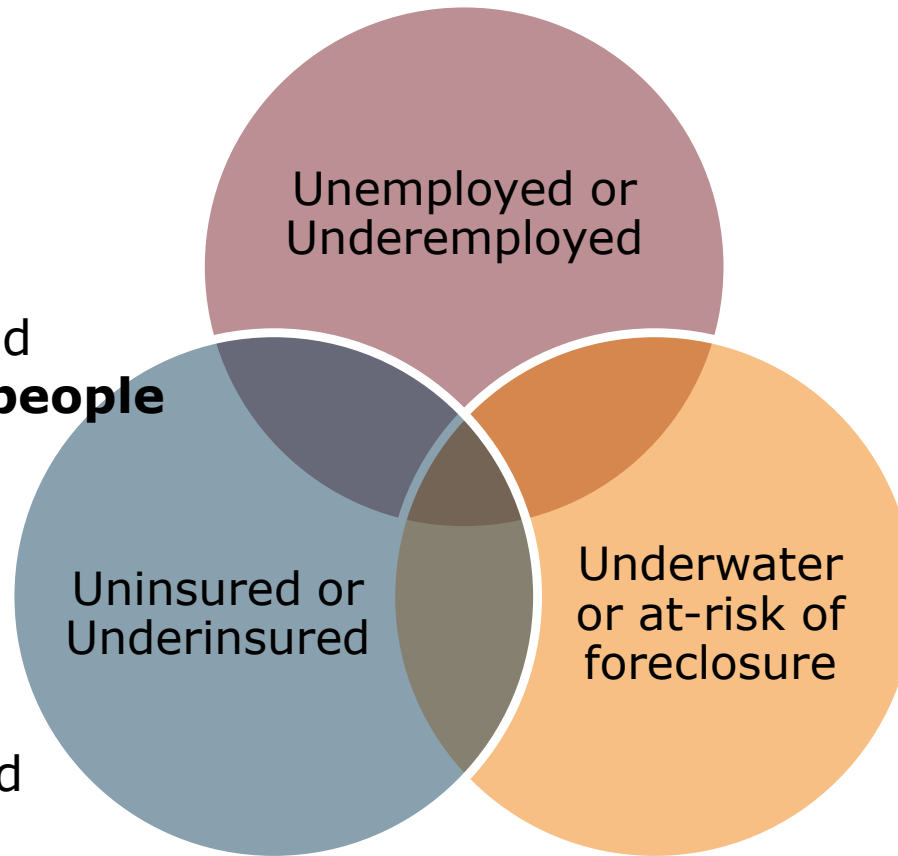
- Atlantic Philanthropies
- 21st Century Foundation
- Banamex USA
- Butler Family Fund
- California Consumer Protection Foundation
- California Province of the Society of Jesus
- Catholic Campaign for Human Development
- Charles Stewart Mott Foundation
- Citigroup Foundation
- Crescent Porter Hale Foundation
- David and Lucile Packard Foundation
- Edwards Mother Earth Foundation
- Evelyn & Walter Haas, Jr. Fund
- Four Freedoms Fund
- Marguerite Casey Foundation
- Nathan Cummings Foundation
- National Immigration Forum
- Open Society Foundations
- Panta Rhea Foundation
- Piper Fund, a project of the Proteus Fund
- Public Interest Projects
- Robert Wood Johnson Foundation
- Sandler Foundation
- Schott Foundation for Public Education
- The Arca Foundation
- The California Endowment
- The Campaign for Community Change
- The Evangelical Lutheran Church in America
- The Finnish Evangelical Lutheran Mission
- The Ford Foundation
- The Irvine Foundation
- The John S. & James L. Knight Foundation
- The Needmor Fund
- The U.S. Catholic Conference of Bishops
- Unitarian Universalist Veatch Program at Shelter Rock
- Walter and Elise Haas Sr. Fund
- Walton Family Foundation

CONTEXT

Families under pressure

15.1 million
unemployed
+9.0 million
underemployed
+2.5 discouraged
=26.6 million people

50.7 million
people uninsured
+25 million
underinsured
**=75 million
people**



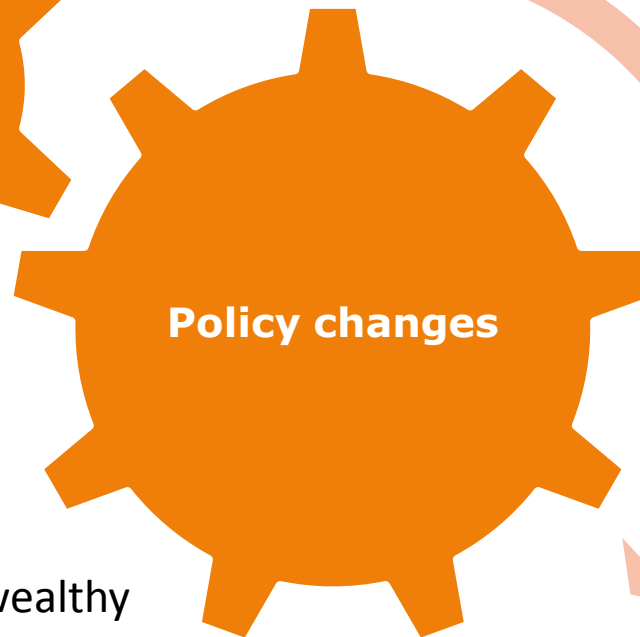
11 million families
underwater,
including
4.5 million more
than 150%
underwater

A vicious cycle

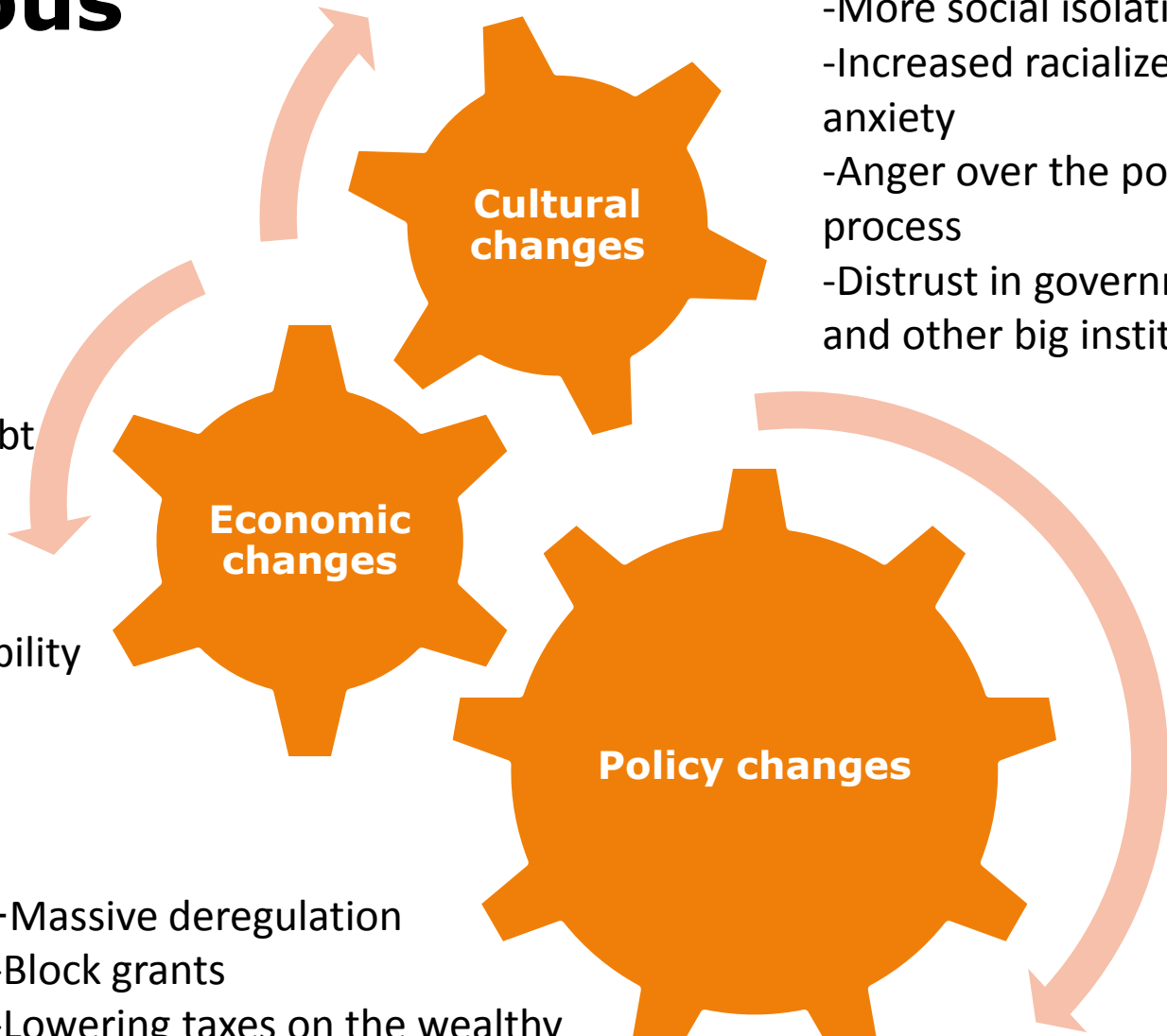
- Stagnating wages
- Increased debt
- Growing inequality
- Much less economic stability



- Massive deregulation
- Block grants
- Lowering taxes on the wealthy
- Harder to form unions



- More social isolation
- Increased racialized anxiety
- Anger over the political process
- Distrust in government and other big institutions



Big picture

1. What we are experiencing is not an aberration, but a culmination
2. It did not just happen; it was the product of 40 years of decisions
3. We can do something about it

GOOD ORGANIZING

Good community organizing

Equips people with skills and capacity to effectively enter public life in order to negotiate their interest and values

Good community organizing recognizes that

Public life is a competitive domain. It is in this domain that policy and resource decisions are debated. Power determines the outcomes of these debates.

SOLID ORGANIZING

Win with
others

Ideas &
Research

Learning
Community

Relational Culture

PICO EVOLUTION AND WHY

PICO's Vision

We imagine communities and a society that works
for all people...

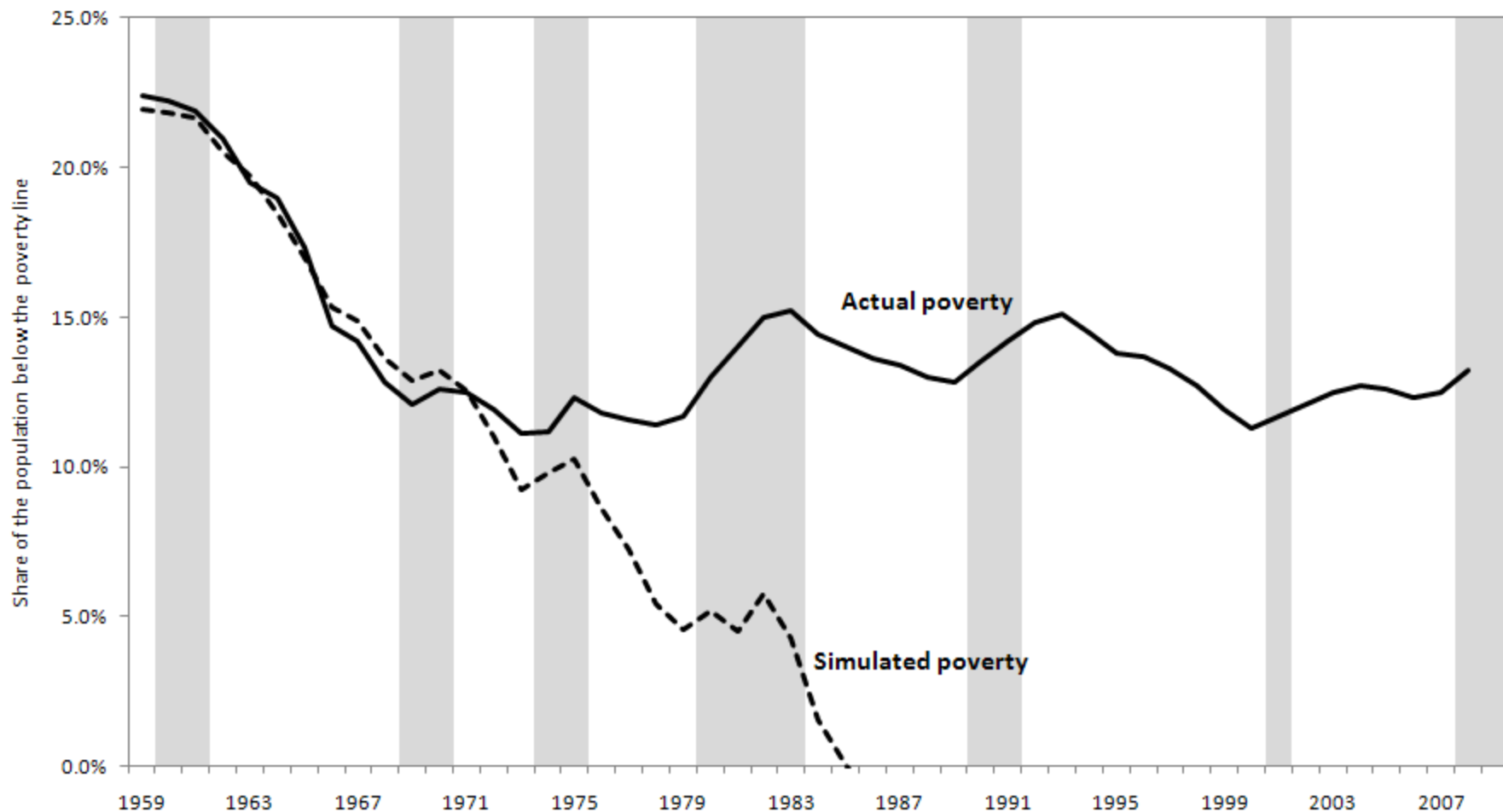
We imagine a network that brings people from
every corner of the country together to transform
lives, communities and the nation.

How PICO looks at the world...



Another inequality tax - poverty no longer falls as economy grows:

Actual and simulated poverty, 1959-2009



Note: Shaded areas denote recession.

Source: Actual poverty from U.S. Census Bureau. Simulated poverty based on regression of actual poverty with per capita GDP, from the Bureau of Economic Analysis, and then used to predict poverty rates from that model. For more on this method, see Danziger and Gottschalk (1996).

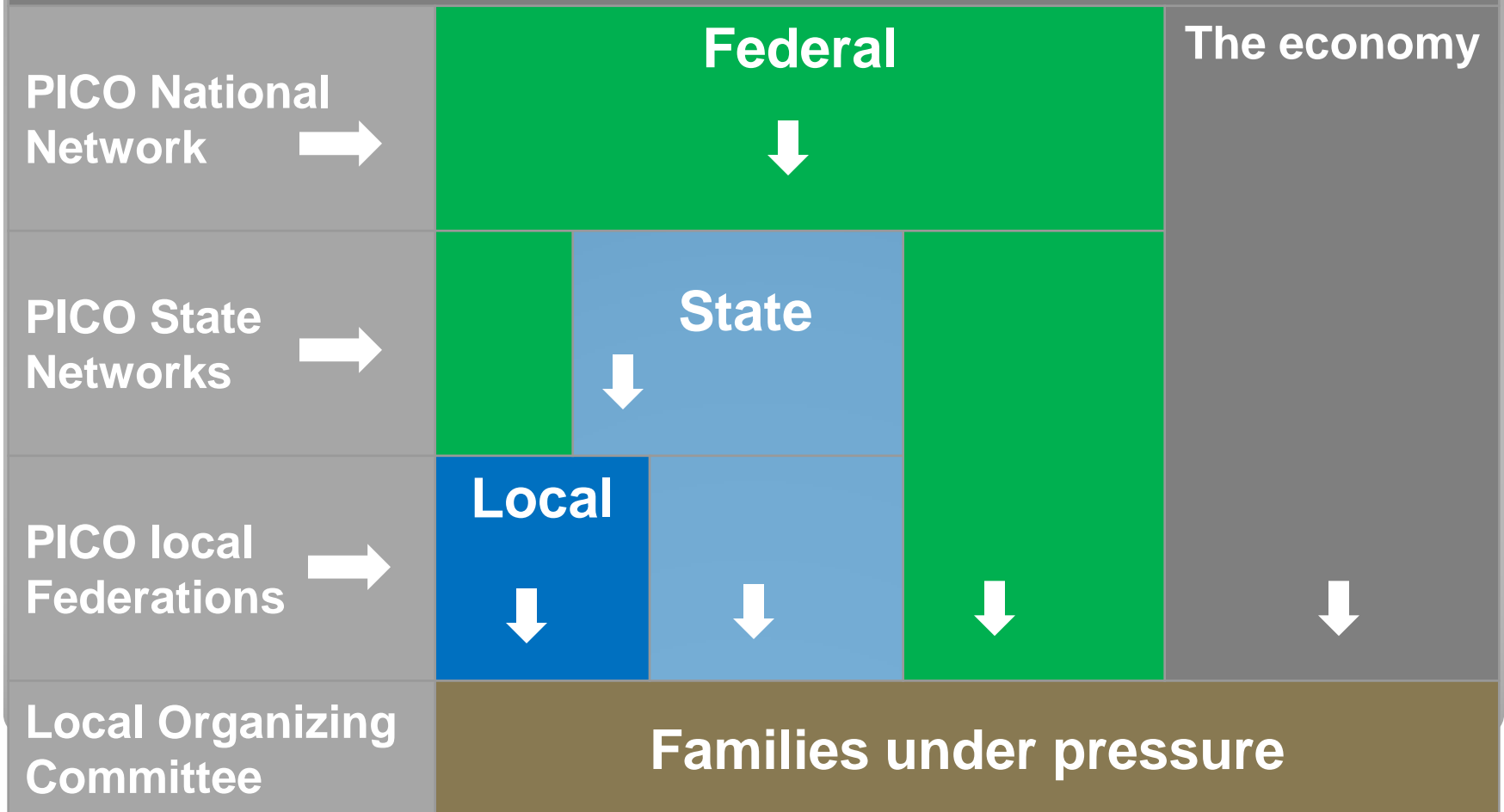
You change outcomes when you...

- Create powerful organizations rooted in relationships;
- Engage values & culture
- Move the middle
- Connect local, state, & national domains of decision making

The Organizing Process



Social change happens when people have the capacity to negotiate their interests...



Florida Clergy, Tell AG Bondi: Stop Siding with Wall Street Banks

Mayor of Allentown commits to help create 25 new jobs for Allentown teens

Union City celebrates the opening of a new community-designed small school



Massachusetts federation organizes 1000 youth to rally inside State House for increased youth jobs funding



LOCAL AND STATE ISSUE WORK

New York Federations Support the NYC Responsible Banking Act

Los Angeles leaders tell banks to "invest in us"

Kansas City works to create a viable alternative to payday loans

Parents from Hoover Elementary Hold "Support Our West Oakland Teachers" Action

AN EXAMPLE OF CONNECTED ISSUE CAMPAIGN

BRING HEALTH REFORM HOME

Relational Culture

PICO Organization in Camden, NJ – CCOP

- Reached out and met with hundred's of families to ask them what they cared about
- Health Care and Access

People want:

- Access to high-quality primary care
- To live in communities that offer conditions necessary for a safe and healthy life
- To experience real coordination among health care providers to meet their needs as patients

Learning Culture

Studied opportunities created
by Affordable Care Act (ACA)

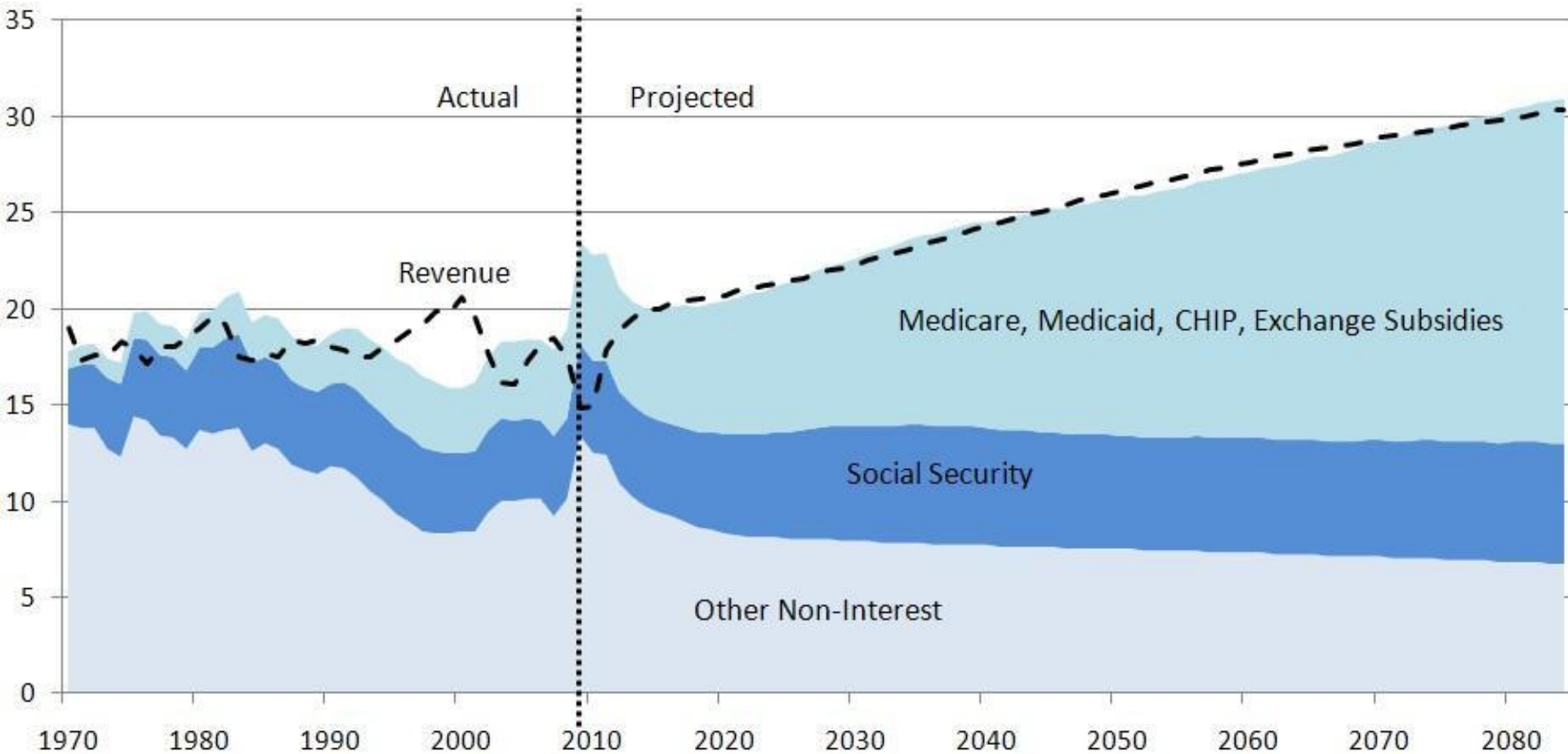
3 Elements of Affordable Care Act (ACA)

- A multi-city organizing campaign to build community support for transforming how local health care systems are organized
- Use the tools and resources of the Affordable Care Act to improve access, quality and affordability of health care in local communities
- Address the public health conditions and social determinants of health that cause inequities in life expectancy and quality of life by race, income and geography

Research Data and Collaboration

- **Residents researched the problem**
- **Formed Strategic Partnership with Dr. Jeff Brenner**
- **Collected Data**
- **Examined through system lens as well as what is unique to Camden**

Long-term Federal Debt



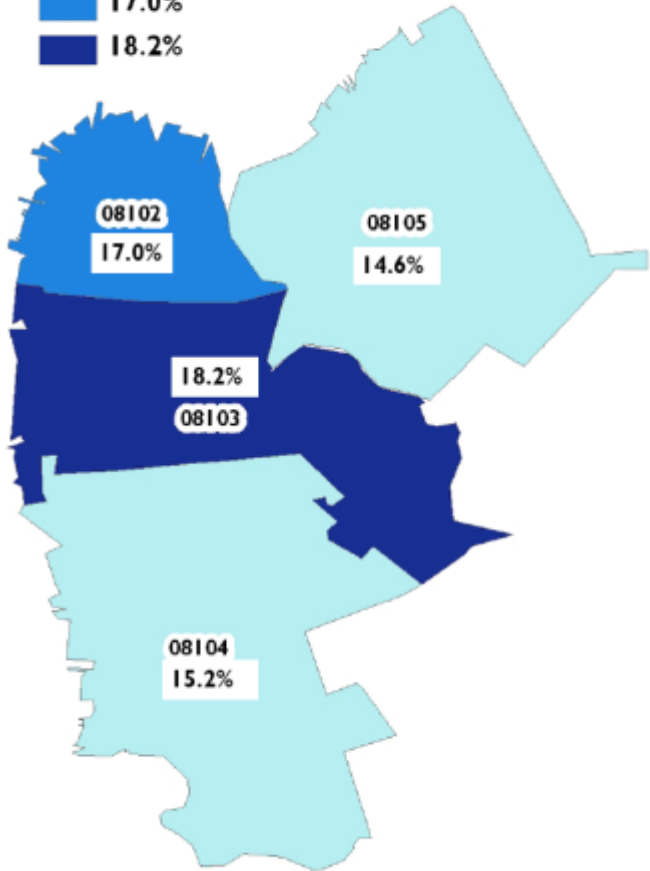
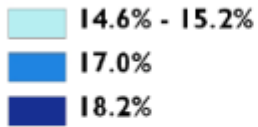
Camden Health Data

- 2002 – 2009 with Lourdes, Cooper, Virtua data
 - 480,000 records with 98,000 patients
 - 50 % population use ER/hospital in one year
- Leading hospital utilizers citywide
 - 324 visits in 5 years
 - 113 visits in 1 year
- Total revenue to hospitals for Camden residents \$460,000,000 + charity care
 - Most expensive patient \$3.5 million
 - 30% costs = 1% patients
 - 80% costs = 13% patients
 - 90% costs = 20% patients

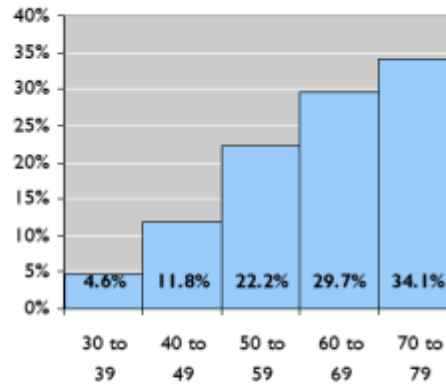
Top 10 ER Diagnosis 2002-2007 (317,791 visits)

465.9	ACUTE UPPER RESPIRATORY INFECTION (head cold)	12,549
382.9	OTITIS MEDIA NOS (ear infx)	7,638
079.99	VIRAL INFECTION NOS	7,577
462	ACUTE PHARYNGITIS (sore throat)	6,195
493.92	ASTHMA NOS W/ EXACER	5,393
558.9	NONINF GASTROENTERI (stomach virus)	5,037
789.09	ABDOMINAL PAIN-SITE NEC	4,773
780.6	FEVER	4,219
786.59	CHEST PAIN NEC	3,711
784.0	HEADACHE	3,248

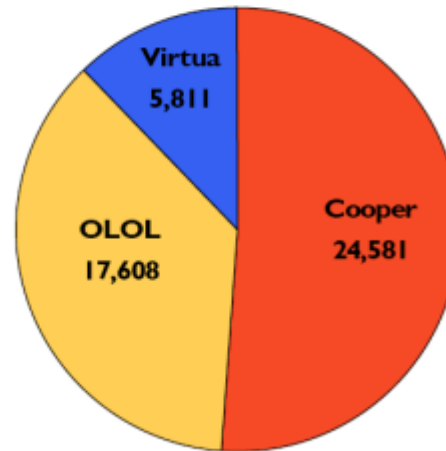
Percent of Population 30+ with Diabetes



Prevalence of Diabetes by Age



Diabetes Visits by Hospital



Diabetes
In Camden
2002 -
2007

Number of Visits	Total Visits	Total Patients	Charges	Receipts
1 to 10	19,930	4,992	\$606,910,340	\$84,943,020
11 to 20	12,475	875	\$328,629,988	\$43,928,131
Over 20	15,595	428	\$278,015,450	\$34,729,624
TOTAL	48,000	6,295	\$1,213,555,777	\$163,600,775

The Camden “Community Engagement” Model



Healthcare Cost Hotspots in Camden, NJ (Jan 2002-June 2008)



Map includes only blocks with at least 1 visit

High Cost Buildings...



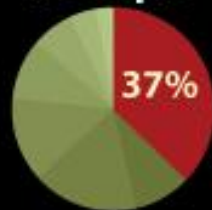
Northgate II
3,901 visits, 615 patients
\$83 million in charges
(\$21,000 per visit)
\$12 million in receipts
15% collection rate



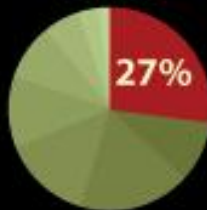
Abigail House
1,414 visits, 332 patients
\$92 million in charges
(\$65,000 per visit)
\$15 million in receipts
16% collection rate

Overview of High Cost Hotspots...

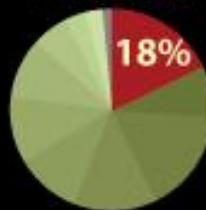
Receipts



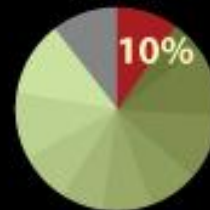
Visits



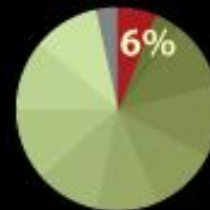
Patients



Area



Blocks



CamConnect.org



**Camden Coalition of
Healthcare Providers**

www.camdenhealth.org

Source: Cooper, Lourdes, and Virtua
Hospital and ER billing data
Jan 2002-June 2008



APRIL SAUL / Staff Photographer

Cutting the ribbon are (from left) U.S. Rep. Robert E. Andrews, Mayor Dana Redd, resident Pilar Perry, U.S. Sen. Robert Menendez, and Teikeita Rogers of Camden Churches Organized for People.

Current Network Campaigns

Bring Health
Reform
Home

New Bottom
Line

Immigration

Lifelines to
Healing

Education



PICO National Network

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