



CHAMPS/CCHN 2017
Outreach and Enrollment
Distance Learning Series



A Guide to Storytelling: Unleashing the Power of Personal Narrative

June 22, 2017

Presented By:

*Michele Ames, Michele Ames Consulting,
Jennifer Morse, Salud Family Health Centers, and
Stacey Anderson, Montana Primary Care Association*

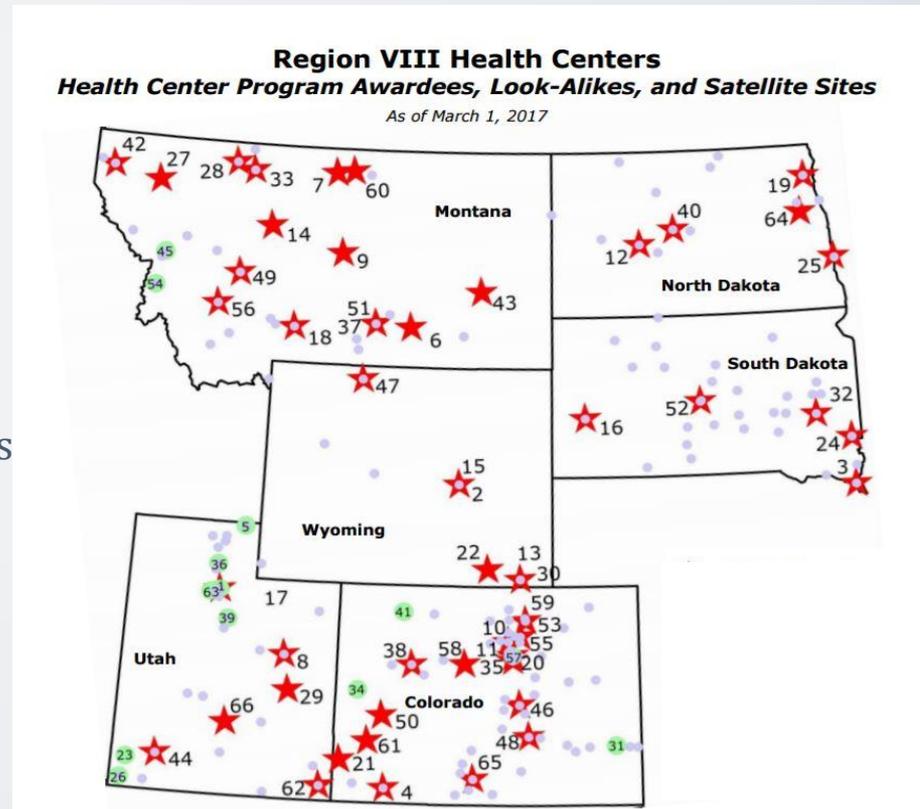
All lines are muted. Please use the chat box to ask the moderator a question.



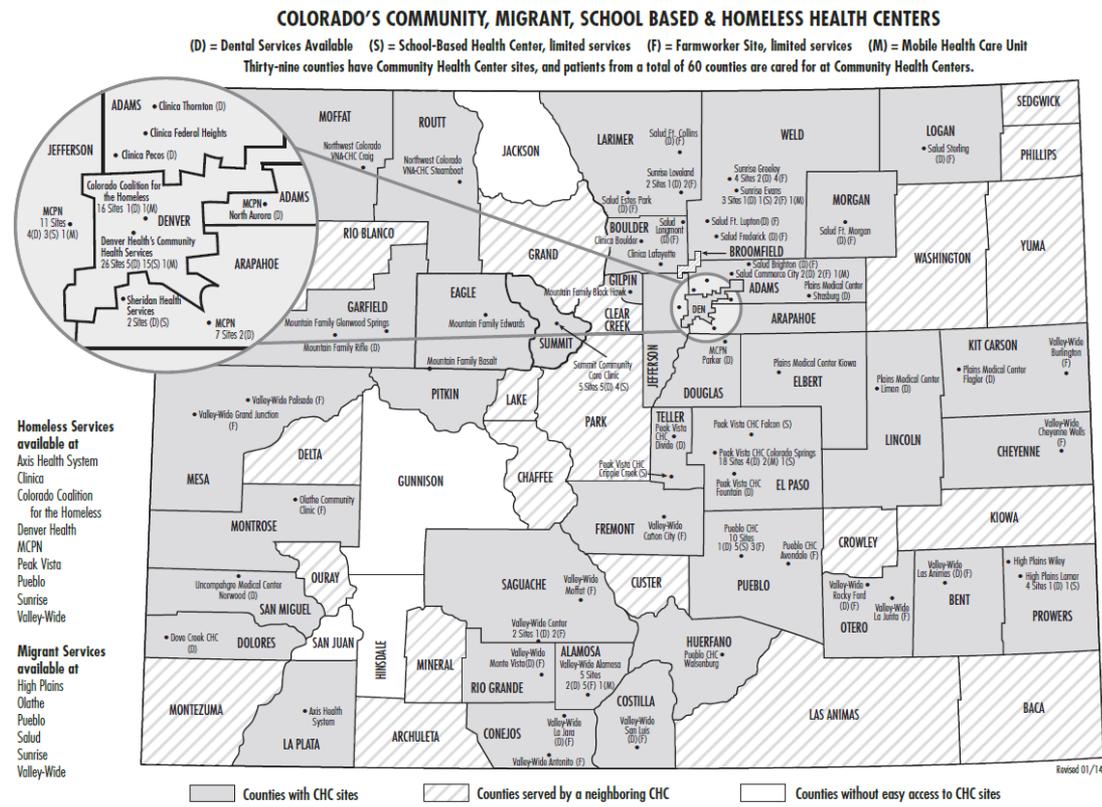
Community Health Association of Mountain/Plains States (CHAMPS)

Member Benefits

- Two seats on the CHAMPS Board of Directors
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- Two free copies of the 2017-2018 CHAMPS Region VIII Health Center Directory
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Colorado Community Health Network (CCHN)



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2017 O&E Distance Learning Series

Upcoming Events



- **A Guide to Storytelling: Unleashing the Power of Personal Narrative – *June 22, 2017***
- **Leveraging O&E Assisters in Community Health Centers– *July 27, 2017***
- **Strengthening Your Compassion Resiliency Toolkit– *August 24, 2017***
- **Preparing for OE5: Addressing Changes in the Marketplace– *September 21, 2017***

Presented by:

MICHELE AMES

Consultant, Michele Ames Consulting

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*“In order to win a man to your
cause, you must first reach
his heart, the great high road
to his reason.”*

Abraham
Lincoln

MEDICAID MATTERS



INSURING
OUR FUTURE



The lump in Cynthia Osborn's breast went ignored far too long. "I'm lucky. That was the difference between living and dying," says Cynthia, 61, of Fort Morgan. "If I hadn't stumbled on the program I did, if I didn't have Medicaid, if I didn't have my boss supporting me, I wouldn't have seen my great grandkids born. I wouldn't be here today telling you my story." In 2006, she felt a pea-sized lump in her left breast. Cynthia had no health coverage at the time because her non-profit employer could no

longer afford it. Partly out of financial concerns, partly because of her religious faith, and partly out of weariness, she waited nine months before being screened for cancer. After surgery and months of radiation, nearly six years later, her PET scans keep coming up clear. Cynthia credits Medicaid for saving her life.

» **Read more:** insuringourfuture.org/cynthia-osborn

Listen to more Medicaid stories:

[WWW.INSURINGOURFUTURE.ORG/MEDICAIDMATTERS](https://www.insuringourfuture.org/MEDICAIDMATTERS)

MEDICAID MATTERS



INSURING
OUR FUTURE



Tish Barber is a stay-at-home mom whose husband Brandon's job selling tires for Big O doesn't offer health coverage. She and Brandon have gone uninsured for nearly four years, and don't qualify for family Medicaid because his \$31,000 in pre-tax earnings exceeds the program's current income threshold. At 37, Tish wishes she could get a mammogram and pap smear every once in a while and a check-up that would be her first since high school. While their own health care needs go unmet,

Tish and Brandon are comforted by the fact that their three sons all have coverage. Each qualifies for Medicaid benefits that include an annual physical, eye and hearing exams, immunizations, flu shots, and unlimited treatment for the croup coughs, ear infections, and scrapes that come with boyhood.

» **Read more:** insuringourfuture.org/the-barber-family

Listen to more Medicaid stories:

[WWW.INSURINGOURFUTURE.ORG/MEDICAIDMATTERS](https://www.insuringourfuture.org/MEDICAIDMATTERS)

Storytelling



Why go to the trouble?

- **Cuts through the clutter**
- **Makes the story about people, not numbers**
- **Connects policy makers to their constituents**



COLORADO HEALTH POLICY COALITION

Mother of Two Counting on Help in Her Cancer Fight



You should not call Jessica Martin's nearly four-year battle with Stage IV colon cancer a journey. She does not appreciate the analogy.

"It sounds like something pleasant you chose to do," Martin said from her Denver home. "This is neither pleasant nor is it something I chose to do."

But in April 2013, Martin found out she was on this path, like it or not, and her medical odyssey began at the age of 38. When her diagnosis came, she thought her symptoms were the result of overwork and typical life stressors. Her husband was working full time as an IT manager and pursuing an advanced degree. She was working full time as an instructor at the University of Colorado, Boulder. She was raising a 4-year-old son and 6-year-old daughter. And like many overstretched moms, she somehow convinced herself that she could also find time to chair the PTA at her daughter's school.

Then the diagnosis came following a colonoscopy to get to the bottom of her nausea, diarrhea and other physical problems. The one-page list of procedures, treatments and medications she began in April 2013 to help her keep track of her medical life has grown to four, single spaced pages.

"I will tell you that I am grateful for many things right now. But at the top of that list has to be the fact that I can focus on taking care of my health and being there for my family. I am not constantly worried about driving my family into financial ruin," Martin said. "We have insurance and we have protections."

This is a genuine weight off the shoulders of someone who needs a \$25,000 infusion every three weeks just to stay alive. And whose weekly medical costs before insurance regularly register more than \$10,000.

For Martin, the best changes to health care have come around what was in the "patient bill of rights" section of the Affordable Care Act. There she and her family are protected

from being dropped from insurance because Martin's treatments are too costly. She doesn't have to worry that she will hit a lifetime cap and be disallowed from insurance going forward. And she knows that if she ever has to change insurance, they won't be allowed to refuse her based on her pre-existing condition.

"The Affordable Care Act is not a perfect law. It needs improvements. But it also offers a number of protections that people either take for granted or don't know about at all."

"When you are living with advanced stage cancer, every day is a balancing act. It is daily asking yourself, what can I do with the time I have while not knowing what time I have. My medical team has worked very hard to keep me alive. My husband and I have worked very hard to keep me alive. But taking care of myself is a full time job," she said. "If we were also saddled with worrying about how we were going to pay for this, it would make it almost impossible to function." Martin knows that even if they discover a drug or treatment that keeps her cancer at bay for longer periods of time, she will have ongoing health issues that will never go away. She has had two major surgeries, including the removal of part of her bowel and more than half of her liver, which will leave her with continuing medical needs.

"It is very hard to watch what they are doing in Washington right now. The Affordable Care Act is not a perfect law. It needs improvements. But it also offers a number of protections that people either take for granted or don't know about at all. I can tell you that my family, and many millions more like us know they are there," Martin said. "I am all for reform. And if our policy makers think they have figured out a way to get more people more affordable health care, then I am all for it. But if this is simply about politics, then I'm not. My life is on the line."



COLORADO HEALTH POLICY COALITION

The Colorado Health Policy Coalition is a broad and diverse group of stakeholders dedicated to proactively positioning Colorado to shape the federal conversation about the future of health care in America.

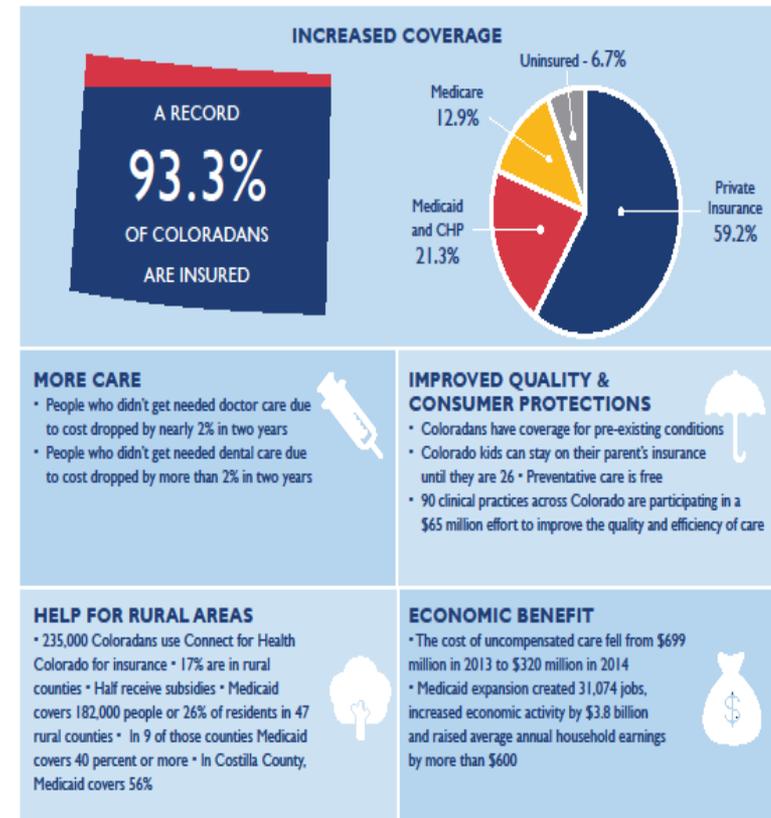
We are calling on Congress to:

- Repeal the Affordable Care Act only with a clearly identified and carefully considered replacement plan outlined.
- Take a comprehensive, coordinated approach and reject piecemeal changes that could have negative consequences.
- Find a non-partisan path forward.

100 + groups from 64 counties

business, health care provider, consumer, disability and advocacy groups from across the political spectrum

Colorado is dedicated to continuing to improve health care.



The Process



Developing a process that works for your organization is the first key to success.



Resources

Collection check list
Tips for storytellers
Releases



Process

Interview
Drafting
Review
Finalization



Background

Facebook
Instagram
Twitter
Other digital platforms



Assets

Story
Social Media
Handouts
Other content
Media opportunities

Questionnaire



Helping your helpers

AGENCY INFORMATION	
Contact Name	
Organization	
Phone Number	
Email Address	

STORYTELLER INFORMATION	
Storyteller Name	
Age	
City/County of Residence	
Preferred Language	
Translator Required?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How have they used CHIP?	
Verified by agency?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Household Situation (i.e. "Single mother of 3")	
Story Highlights	
Other Notes	

Releases

Covering your bases



AUTHORIZATION AND CONSENT FOR RECORDING AND PHOTOGRAPHY

THIS AUTHORIZATION AND RELEASE is given by me, Angela Miller, to the Colorado Coalition for the Medically Underserved, a Colorado nonprofit corporation, on behalf of the All Kids Covered Colorado Coalition and the CHIP Works Campaign.

Authorization to Record and Use Image and Information

I give CCMU the right, license, and permission to use and distribute my photo, voice, image, likeness, name, age, hometown, and other personal information, including information relating to my health ("Personal Information") in CHIP Works Colorado campaign materials, including but not limited to, print and electronic publications, newsletters, websites, social media channels, audio and video recordings, and advertising and promotional materials, regardless of media without any compensation and I waive all claims of invasion of privacy, defamation, or other violation of personal rights in association therewith.

Release

I hereby release, waive, and discharge CCMU and any of its parents, subsidiaries or otherwise affiliated corporations, partnerships or business enterprises, and their respective present and former directors, shareholders, employees and assigns (the "Released Parties"), from any and all causes of action, claims, charges, demands, losses, damages, costs, attorneys' fees and liabilities of any kind that I may have or claim to have in any way relating to or arising out of the use of my personal information in the campaign materials.

Adults - 18 and older

By signing below, I certify that I am over the age of 18, have read the above authorization and release and fully understand and agree with it.

Angela Miller 01-19-78
Signature Date of Birth
Angela Miller 12-16-14
Printed Name Date

Youth - Younger than 18

By signing below, the minor and their parents/legal guardians certify that they have read the above authorization and release, and fully understand and agree with it. If only one parent/legal guardian signs below, they certify it is because (a) the other parent is dead or incapacitated, or a court order exists, or (b) they have made a good faith effort to obtain the signature from the second parent/guardian but have been unsuccessful for reasons beyond their control.

Minor's Signature (if too young to understand, leave blank) Noah and Grace Marquez and Lymanne and Samuel Miller
Printed Name Date
Angela Miller 12-16-14
Parent/Guardian's Signature Date of Birth
Printed Name Date
Parent/Guardian's Signature Date of Birth
Printed Name Date

Story Assets

— — — — —

**Create the
broadest set
possible for
your
network's
use**



Common Pitfalls

Storytelling is easy, until you try to do it.



WE CAN FIND THE PERFECT STORY

No story is perfect. Get comfortable with stories that do a good job – not a perfect job – of telling the story you want to tell.

DON'T SPOOK THE STORY TELLER

Ask the hard questions. Ask the embarrassing questions. You will do your story teller a favor by making sure they understand the possible outcomes and consequences.

LET'S GET THE STORY FIRST

Think carefully through the assets you want to create with the story before you start the process. You will likely get only one opportunity to work with the individual you are profiling.

WE KNOW THIS PERSON

Backgrounding is always necessary. There is no situation in which you should not spend the time to do a basic electronic check to ensure you have no surprises.

Storytelling



The results



Presented by:

JENNIFER MORSE

Vice President of Development, Salud Family Health Centers

jmorse@saludclinic.org



Our Mission



**To provide a quality,
integrated health care home
to the communities
we serve.**

Salud's History

Salud Family Health Centers was founded in 1970 in response to critical health care needs of the migrant, farmworker population in Fort Lupton, Colorado.



Salud Today

- ☞ Federally Qualified Health Center (FQHC)
- ☞ Private, non-profit, 501c(3)
- ☞ 12 clinics in 9 communities in 10 counties in Northern Colorado
- ☞ 560 employees
- ☞ Integrated health model (medical, dental, behavioral health, pharmacy)
- ☞ 76,605 patients and provides 331,045 patient visits.

Why did we decide to start collecting stories?

- We would consistently hear GREAT patient stories, but never (or rarely) capture or save them. We would reference them later, but would lack specifics or contact information.
- We have powerful data about the impact we make (access, quality outcomes) and cost savings, but lacked the human experience – i.e. why all this impact and cost savings matter!
- We knew we had an obligation to better understand our patient experience (outside of satisfaction surveys) and to share that experience to garner community support and advocacy. Let our communities know who we are and why we matter!

Salud's Story Collecting Form



We would love to hear about your experience receiving health services.
We want to share your experience with our community, legislators and reporters.
Please answer any questions that you have experience with.

How has receiving health care (medical, dental, behavioral, pharmacy) at Salud helped you?

How has the Affordable Care Act (Obamacare) helped you?

How has Medicaid helped you?

Anything else you would like to share about receiving health services?:

Please share your personal information (if you are comfortable) so we can follow up with any questions.

Your Name: _____

A good way to reach you (phone or email):



Nos encantaría conocer cuál ha sido su experiencia al recibir atención médica.
Queremos compartir su experiencia con nuestra comunidad, legisladores y periodistas.
Por favor, responda cualquiera de las preguntas relacionadas con su experiencia.

¿Cómo lo ha ayudado el recibir atención médica, dental, de salud mental y servicios de farmacia en Salud Family Health Centers?

¿Cómo lo ha ayudado la Ley de Atención Asequible (Obamacare)?

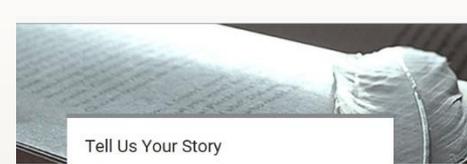
¿Cómo lo ha ayudado Medicaid?

¿Alguna otra cosa que le gustaría compartir acerca de recibir servicios de atención médica?

Por favor, comparta su información personal (si no es molesta) para que podamos dar seguimiento y ampliar la información de alguna pregunta.

Su nombre: _____

La mejor manera de comunicarnos con usted (teléfono o correo electrónico):



Tell Us Your Story

Please help us tell the story of how Community Health Centers and Medicaid help people access the health care they need. Share your story by answering any or all of the following questions to help us inform the public, our representatives and senators, and reporters about health care challenges and successes.

* Required

How has it helped you and your community to have a local Community Health Center?

Your answer

How has Medicaid helped you?

Your answer

How has the Affordable Care Act (Obamacare) helped you?

Your answer

Which Colorado Community Health Center are you associated with?

Choose

How are you associated with your Community Health Center (patient, provider, employee, board member, etc.)?

Your answer

Name

- We based our form off the questionnaire used by our PCA, the Colorado Community Health Network (CCHN).
- We decided to use paper, ease of filling out and collecting.

Our Questions:

1. How has receiving health care (medical, dental, behavioral, pharmacy) at Salud helped you?
2. How has the Affordable Care Act (Obamacare) helped you?
3. How has Medicaid helped you?
4. Anything else you would like to share about receiving health services?

Locations for story forms

- Throughout the entire clinic!
- Enrollment Specialists – helping with enrollment, what coverage means for you.
- Front Desk – natural entry point
- Pharmacy, Medical, Dental
- Ensure it's easy for staff to deploy and ask patients to participate.
- Clinics can order from printer or can make copies (black and white).

How we are publicizing?

- Staff are the front lines of this effort!
- Bathroom stalls

BE A HEALTH CENTER ADVOCATE and support the care you receive at Salud!



BEING AN ADVOCATE MEANS ...

SPEAKING UP ON BEHALF OF YOUR HEALTH CENTER
EDUCATING ELECTED OFFICIALS
AND SPREADING THE WORD!

WHERE CAN YOU START?

- 1**  **Signup to be an Advocate** — text HCADVOCATE to 52886.
- 2**  **Submit your patient story!** — Ask the front desk for a form or email your personal Salud story to mystory@saludclinic.org.
- 3**  **Learn more** — go to www.hcadvocacy.org for more information about health centers and advocacy.

SEA UN DEFENSOR DE LOS CENTROS DE SALUD y respalde la atención médica que recibe en Salud.



UN DEFENSOR ES ALGUIEN QUE ...

EXPRESA SU VOZ EN LOS TEMAS IMPORTANTES
EDUCA A LOS FUNCIONARIOS ELECTOS
Y CORRE LA VOZ EN LA COMUNIDAD.

¿QUÉ PUEDE HACER?

- 1**  **Haga el compromiso** — envíe DEFENSOR al 52886 para ser un defensor.
- 2**  **¡Cuéntenos su historia como paciente de Salud!** — Pida en la recepción un formulario o envíenos su historia personal como paciente de Salud a mystory@saludclinic.org.
- 3**  **Aprenda más** — visite al bit.ly/se_un_defensor para más información.

Story form, collection and catalogue

- Stories are sent to Development
- Saved in excel file, scanned and filed

Name	Phone	How has receiving health care (medical, dental, behavioral, pharmacy) at Salud helped you?	How has the Affordable Care Act (Obamacare) helped you?	How has Medicaid helped you?	Anything else you would like to share about receiving health services?
		By reducing my Doctor + Dental payments due to my financial difficulties	I don't know if it has affected me	I am thankful to God almighty for Medicaid due to my financial difficulties	I appreciate my Dr. Alison Godinez, + my dentist Ethank Kerns + Debbie the Hygenist
		Convenience, very close to my residence	Not sure I could tell the difference other than signing up	It has helped a lot while unemployed keeping my medical cost low	No answer
		It has helped extremely with money for visits + meds	The preson answered: N/A	Financially	if you are not working and can't afford to see a doctor. Heith Services has one will help you out
		I have health care now	Made it affordable	I have health care	No answer
		Don't have to worry if we get sick or have a dental emergency	No answer	Given us Health /Dental insurance less	Thank you!
		It has help because my kids feel comfortable with Dr here. They being coming here from birth	Never have had Obamacare	To keep my kids update with their woc, and healthy	My kids are not P? at the dental department because getting appointment with them is so hard, had to look for different provider
		It has helped a great deal. Helping while didn't have insurance + informed me about my eligibilty for disability medicaid	It hasn't' as soon as we weren't eligible for medicaid, we weren't eligible for Obamacare either because my husband's employer offers to pay part of his premiums which makes me ineligibile for tax credit-insurance was not affordable	It has helped me a great deal with the birth of my son + continuing care for my anxiety + scoliosis which I couldn't afford without medicaid.	No answer
		It has helped me well in everything. With the doctor, with counseling, with the help of "case worker", with medicines. Everything	No answer	A lot, 100% to everthing. It has helped me with my appointments, doctors, medicaments	I like the care I receive. I am very happy with the care they provide there
		Since April 2003 I receive care from here. I have always received good care	We don't have	My children had benefit from Medical, Dental and Medicines	My husband was diagnosed with skin cancer in this clinic and they save him there in the clinic

How has receiving health care (medical, dental, behavioral, pharmacy) at Salud helped you?

The way that Salud clinic has helped me is simple: it is a local clinic which is close to my house and it determines the price you pay for care based upon your income. For me this means that after suffering multiple job losses and loss of income I was able to see a doctor when I needed to.

I am over 50 years of age and through no fault of my own, for the past 10 years, I have been under-employed, under-paid, or unemployed. There were times I had to work three jobs to afford basic needs like food or transportation cost(s) to one of my part-time jobs. Medical care was something I thought twice before doing because I could not pay for medications or doctor visits.

With Salud Family Health Centers it was affordable – meaning within my financial means – to be seen and receive care.

How has the Affordable Care Act (Obamacare) helped you?

I am over 50 years of age and I did not know I had a problem with my thyroid. I started experiencing regular and severe heart palpitations with bouts of exhaustion. I did not have the income to afford tests or a visit to the doctor; ACA and Salud made medical care possible.

A Salud clinic is near my home and I qualified for a Medicaid program which assisted me to afford regular evaluation of my thyroid which it turned out I needed. Through Salud I learned I could not tolerate thyroid medication, so a regular blood test would be needed to determine my thyroid function. My condition is Hashimoto's disease and there is no way of knowing when my thyroid gland will stop functioning. It is also a condition that does not have a cure. Because I have an inherited auto-immune condition, Celiac Disease, I also inherited the problem with my thyroid.

The problem is again, through no-fault of my own.

It is overwhelming to work multiple jobs to just survive, but that is what I have done. Without Salud following up with me about Medicaid's Colorado Medical Assistance Program, I would not have known there was this type of assistance; I would have gone "without".

Salud helped me apply and get needed continuous care.

About receiving health services:

It is important for *everyone* to understand the great need for proper medical care, assistance and appropriate level of services. When I joined the ranks of the "have nots" I understand the need because I have experienced it.

Health Clinics and Programs which are local and operate within the community are vital in several ways:

1. They provide an established, continuous presence and advocacy for wellness at the community level – they take care of people and not just patients.
2. They provide comprehensive and regular care under professional guidance which people can trust and afford.

The fact is, healthcare has become extremely complex and expensive. Salud has a knowledgeable staff which can/do provide information and the means to obtain reasonable and affordable care. They helped me in this way.

It is no longer simple about being "sick", because our medical system now demands navigating a pathway to find care that is appropriate, affordable and informed; without someone "in-the-know" people get lost in a big system which can and does fail them.

Salud fulfills a level of need and provides care within an accessible way – it does this very well. Saving people is really at the heart of saving cost(s). Salud knows this and provides.

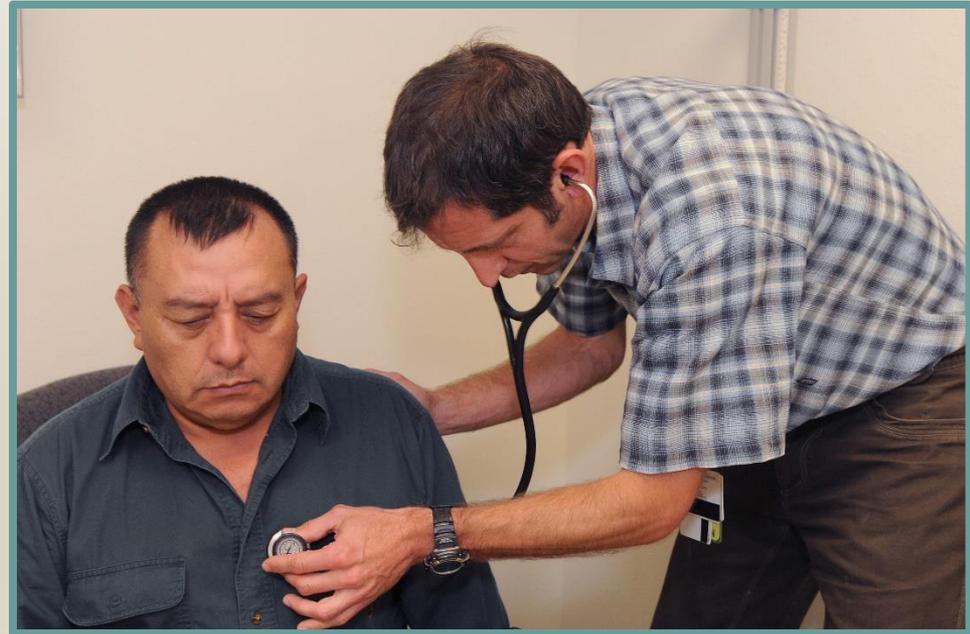
Story collection efforts to date

- In February 2017 we launched this effort.
- We have collected 66 patient and 2 staff stories.
- We collect patient and staff stories – staff can share an experience they had with a patient’s care.
- *Patient- I never received dental treatment or regular physical/blood work since I was uninsured. Salud has helped me enroll in Medicaid and identify long-standing health problems that have gone untreated.*
- *Staff- A patient in her 30’s who had noticed a mole on her upper back which was changing, growing more dark in color. She had no insurance and no means of seeing a dermatologist or private physician. Due to her low income, she received a discount on her visit to see me. Looking at the mole, it was clear it needed to be removed. Knowing she had no other recourse, I did an excision in our clinic. The pathology report came back as “malignant melanoma”, a uniformly fatal prognosis if not removed. Years later, she is alive and well and enjoying her family, all because the community clinic system provided a feasible way for her to obtain medical treatment.*

How we intend to use the stories

- Media Requests – by having contact information, we can follow up
- Marketing/ Public Relations
 - Website
 - Flyers
- Social Media
- Community Partners, telling our story
 - Hospitals
 - Partnering Agencies
 - Medicaid office, RCCO re-bid
- Advocacy
 - Congressional members (Policy and Issues forum)
 - State legislators
 - County Commissioners, City Council
- We are just getting started so more to come!

Why we do this- to serve our communities, our patients



Presented by:

STACEY ANDERSON

Deputy Director, Montana Primary Care Association

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Why does the Montana Primary Care Association spearhead the story collection work in Montana?

1. Capacity
2. Policy

A little history...

- Launched our story collection work in 2014 in anticipation of Montana's 2015 legislative session taking up consideration of expanding Medicaid under the ACA.
- Worked statewide with Certified Application Counselors to IDENTIFY stories.
- MPCA actively traveled the state and collected stories in-person from health center patients.
- Stories and patients were actively used in 2015 to pass Medicaid Expansion in Montana – testifying, media interviews, public speeches.
- Stories were an asset to the entire Coalition working to pass Expansion.

Continuing the project...

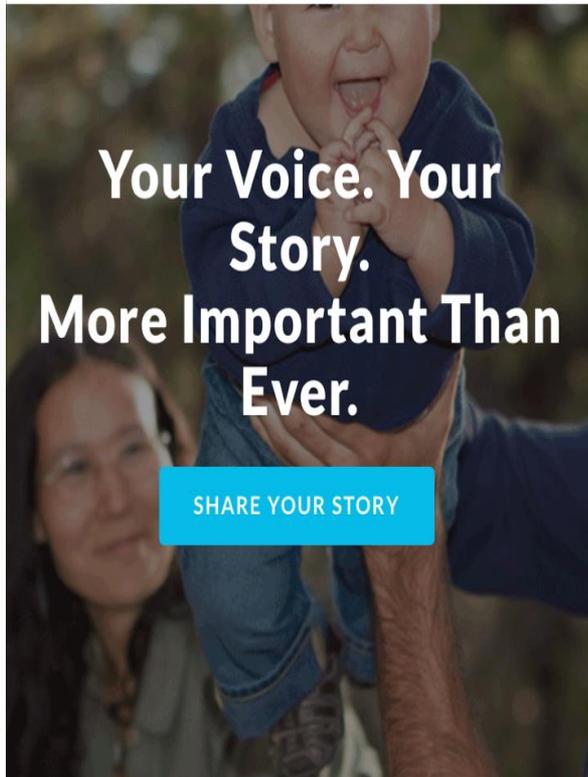
- MPCA recognized the substantial policy and funding threats to health center patients and newly enrolled Medicaid Expansion clients in the current political climate.
- MPCA submitted a proposal to a funder that was also concerned about threats to patients and Medicaid.
 - Website for statewide story collection that partners could drive constituents to.
 - Professional media consultant engaged to fully “package” collected stories: video, audio, still photographs, etc.



MONTANA
COVERAGE
MATTERS

**Your Voice. Your
Story.
More Important Than
Ever.**

SHARE YOUR STORY



MONTANA
COVERAGE
MATTERS

Tell us a bit about yourself, your family, where you live, and what you do for work. Do you have health insurance? How do you get your health insurance: employer, Health Insurance Marketplace, Medicaid, Medicare, or Healthy Montana Kids? If you did not have health insurance before the ACA, did you qualify for subsidies on the Marketplace or Medicaid Expansion? If you did not have health insurance before the ACA, when and where did you access health care? What does having health insurance mean to you? How has health insurance changed your access to health care?

Next Steps...

- Policy threats and opportunities continue both federally and in the state.
- Approaching funders about supporting a statewide paid media public education project that
 - Communicates the facts about Medicaid;
 - Connects the dots between Medicaid coverage and behavioral health/substance use treatment; and
 - Breaks down the myth of who a Medicaid patient is in Montana (1 in 4 Montanans directly benefit from Medicaid).

QUESTIONS?

Type any questions into the chat box at the bottom of the screen.



2017 O&E Distance Learning Series

Upcoming Events



- **Leveraging O&E Assistors in Community Health Centers– *July 27, 2017***
- **Strengthening Your Compassion Resiliency Toolkit– *August 24, 2017***
- **Preparing for OE5: Addressing Changes in the Marketplace– *September 21, 2017***



Thank You

[CHAMPS/CCHN 2017 Outreach and
Enrollment Distance Learning Series]



“Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed, it’s the only thing that ever has.”

Margaret Mead

www.champsonline.org

www.cchn.org