HealthySteps Toolkit: New York S7833A & A8048A

Contact your Elected Official

Call to Action

Your outreach is critical to advancing New York Bills S7833A / A8048A which would **expand access to critical healthcare for babies and their families** by creating an add-on payment for pediatric practices that implement the HealthySteps model. If passed, these Bills will make it possible for more HealthySteps sites to open and for current sites to financially sustain the model and remain open to serve children and families. We are asking everyone who is in support of or who has been impacted by HealthySteps to **call and email** their State Senator and Assembly member and urge them to vote yes on these bills. This toolkit provides suggested call and email scripts to help guide your conversations.

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Advocacy Calls

Advocacy calls are extremely important in getting legislation passed. Hearing personal stories, testimonies, and opinions of constituents can be the difference between a legislator voting yes or no. The HealthySteps National Office is advocating for the passage of Senate Bill 7833A / Assembly Bill 8048A which would expand access to critical healthcare for babies and their families by creating an add-on payment for pediatric practices that implement the HealthySteps model. We are asking you to **please call your Senator and Assembly Member** to show your support.

Prior to your call:

- Find your Assembly Member using this link
- Find your Senator using this link
- Review the members' website and profile. Do they stand on the Health Committee? Have they been a champion for babies or healthcare in the past?

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- Expect to speak with a staff member or intern, not your legislator, and be prepared to provide your name and zip code.

When you call:

- Be polite, concise, and conversational.
- You will likely speak with a staff member, but your message will still be shared with the legislator.
- Personalize your message! Tell the members how HealthySteps has impacted you or the families you serve. Stories are what will really make a difference.
- If relevant/possible, ask if member would like to visit your practice and see how HealthySteps operates.

After your call:

- Send a follow-up email to the legislators/staffers.

Call Script for Organizations or Medical Systems

Hello! This is [YOUR NAME] calling from [organization/medical center] [Be sure to mention if the medical center is within their district]. I hope you are doing well today.

I'm calling to express my support for Senate Bill 7833A / Assembly Bill 8048A, which would expand access to critical healthcare for babies and their families by creating an add-on payment for pediatric practices that implement the evidence-based HealthySteps model.

The first three years of life play a critical role in a child's future development and outcomes — yet many New York babies do not receive the care they need to thrive. HealthySteps is an evidence-based program that integrates an early childhood development and behavioral health prevention and promotion specialist into the pediatric primary care team to ensure every family receives screenings, guidance, and support that promotes healthy development. For babies or caregivers who may want additional services, the HealthySteps Specialist is there to successfully guide them through next steps. [Insert personal story or experience demonstrating the impact of HealthySteps. The more personal the better!]

This approach not only improves outcomes for babies and families — it also saves money for the state. HealthySteps has shown an average Medicaid return on investment of 163% — meaning that for every $1 invested, states save about $2.63 in Medicaid costs each year, even over a short 12-month period.

To help more New York families access the care they deserve—and to strengthen Medicaid's positive impact on child and family health — I respectfully ask that you support Senate Bill 7833A / Assembly Bill 8048A and help move it forward for consideration.

Thank you so much for your time and for your work on behalf of New Yorkers. We truly appreciate your leadership and commitment to children and families. Can we count on you to support this Bill?

Voicemail Script for Organizations or Health Systems

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Hello, this is [NAME] calling on behalf of [organization/medical center] [Be sure to mention if the medical center is within their district].

I'm calling to express my support for Senate Bill 7833A / Assembly Bill 8048A, which would expand access to critical healthcare for babies and their families by creating an add-on payment for pediatric practices that implement the HealthySteps model.

I respectfully ask that Senator/Assembly Member [include the name of the Senator or Assembly Member you are calling] support Senate Bill 7833A / Assembly Bill 8048A.

Thank you so much for your time and for your work on behalf of all New Yorkers.

Call Script for HealthySteps Specialists/Parents/ Constituents

Hello! This is [NAME] and I'm your constituent. I hope you are doing well today.

I'm calling to express my support for Senate Bill 7833A / Assembly Bill 8048A, which would expand access to critical healthcare for babies and their families by creating an add-on payment for pediatric practices that implement the HealthySteps model.

The first three years of life play a critical role in a child's future development and outcomes — yet many New York babies don't receive the care they need to thrive. HealthySteps is an evidence-based program that integrates an early childhood specialist into the pediatric primary care team to ensure every family receives screenings, guidance, and support that promote healthy development. For babies or caregivers who may require additional support and time, the HealthySteps Specialist is there to guide them through whatever they may be experiencing. [Insert a personal story about how HealthySteps has impacted you or a loved one]

To help more New York families access the care they deserve I respectfully ask that you support Senate Bill 7833A / Assembly Bill 8048A and help move it forward for consideration.

Thank you so much for your time and for your work on behalf of New Yorkers. We truly appreciate your leadership and commitment to children and families. Can we expect your support on this Bill?

Advocacy Emails

Email campaigns play a critical role in the passage of legislation. Hearing personal stories, testimonies, and opinions of constituents can be the difference between a legislator voting yes or no. The HealthySteps National Office in partnership with the NYS AAP is advocating for the passage of Senate Bill 7833A / Assembly Bill 8048A which would expand access to critical healthcare for babies and their families by creating an add-on payment model allowing pediatric primary care providers to bill Medicaid and Medicaid Managed Care for HealthySteps services. We are asking you to please send your Senator and Assembly Member an email to show your support.

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Template for Organizations or Medical Associations

Dear Senator/Assemblymember [LAST NAME],

I'm writing on behalf of [organization/medical center] to express strong support for S7833A/A8048A, which would expand access to critical healthcare for New York's babies and their caregivers by creating an add-on payment for pediatric practices that implement the HealthySteps model.

The first three years of life are foundational for a child's development and long-term outcomes. During this period, early screenings, diagnostic treatment, and supportive services are essential to promote healthy physical, cognitive, and social-emotional growth. HealthySteps, a dyadic evidence-based model, helps achieve this by integrating an early childhood specialist into pediatric primary care teams to offer a variety of services and support so that families have the resources they need to help their babies thrive. [Insert personal story or example demonstrating the impact of HealthySteps]

This legislation would not only improve outcomes for New York's youngest residents but also generate meaningful Medicaid cost savings. HealthySteps drives an average Medicaid return on investment of 163%—for every $1 invested, an estimated $2.63 in savings is realized by state Medicaid agencies each year, even when evaluated over a short (12-month) timeframe.

We urge you to support S7833A/A8048A to increase access to vital early childhood health services while reducing Medicaid costs for the state.

Thank you for your time, leadership, and continued support of policies that strengthen the health and well-being of New York's children and families. Please do not hesitate to reach out if additional information or resources would be helpful.

Warm regards,
[Your Name]
[Title/Organization]
[Email]
[Phone Number]

Template for Individual Parents/Caregivers/HealthySteps Specialists

Dear Senator [LAST NAME],

I am writing as your constituent and [ADD YOUR CONNECTION TO HS IF APPLICABLE e.g. parent, Specialist] to express my strong support for S7833A/A8048A, which would expand access to critical healthcare for New York's babies and their caregivers by creating an add-on payment for pediatric practices that implement the HealthySteps model. [Insert personal story or example demonstrating the impact of HealthySteps]

The first three years of life lay the foundation for a child's future health and development. During this time, it is essential that babies receive the early screenings, diagnostic treatment, and supportive services they need to grow and thrive. The HealthySteps model makes this possible by integrating an early childhood specialist into the pediatric team to connect families with resources and guidance.

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This bill would not only help more New York families access critical early childhood healthcare, but it would also save money for the state. HealthySteps programs have shown a 163% return on investment—for every $1 invested, about $2.63 is saved in Medicaid costs each year even when evaluated over a short (12-month) timeframe. In fact, three new HealthySteps sites in New York are already seeing an average annual return of 66%.

I respectfully urge you to support Senate Bill 7833A / Assembly Bill 8048A to help ensure all New York babies and families have access to the support they need, while also strengthening Medicaid's impact and efficiency.

Thank you for your leadership on behalf of children and families in our state. Please do not hesitate to reach out if additional information would be helpful.

Sincerely,
[Your Name]
[City/Town, NY]
[Email]
[Phone Number]

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