

PREPARING FOR A FINAL PUBLIC CHARGE RULE TAKE ACTION CHECKLIST FOR ADVOCACY ORGANIZATIONS

This checklist is intended to help partners of the Protecting Immigrant Families (PIF) Campaign get ready for publication of a final rule on public charge inadmissibility. Please note that this resource is for Active Member Organizations only and should not be shared broadly. We will also provide a checklist for organizations that work directly with impacted communities.

TRACK THE RULE'S IMPACT.

We know that the chilling effect of public charge is already harming immigrant families – and we expect that to increase when the rule is finalized. Please track that impact both now and after the rule is finalized, and work with your members and partners to put a data collection plan into place.

- Review the PIF Campaign's [Documenting the Harm Memo](#).

EDUCATE YOUR NETWORKS.

Educate your networks on the current status of public charge and other policies that impact immigrants and their families. Examples include:

- Share information about immigrant [eligibility for federal programs](#) and [privacy protections](#) in benefit programs.
- Facilitate a know your rights training on immigrant access to health care and other basic needs programs, etc.

SHARE INFORMATION ON HOW TO TALK ABOUT PUBLIC CHARGE WITH IMMIGRANT FAMILIES.

Now and after the rule is finalized, it is important to make sure that our messaging includes information about what this rule means for immigrant communities. If you have members or partners who interact directly with immigrant families or leaders, be sure to share resources available on our [PIF webpage](#). Additional community facing resources in several languages will be added soon. We also encourage you to review "[Let's Talk About Public Charge](#)" and make it your own.

PREPARE A RAPID RESPONSE PLAN.

When the final rule is published, there will be lots to do and a great urgency to share information. Having a rapid response plan will help coordinate tasks/roles and clarify what action(s) your organization plans to take. If your organization runs a coalition, we suggest that you prepare a rapid response plan for the coalition as well. The PIF Campaign will provide a significant amount of information (including webinars and analyses) in the first hours, days and weeks after the rule is published. These materials can support your rapid response plan. In the meantime, we recommend that you:

- Draft a rapid response plan with assignments and links to materials and lists to be used.
- Dust off and clean up your distribution lists and coalition lists (broadest outreach possible).

DRAFT YOUR “DAY OF RELEASE” MATERIALS (BUT REMAIN FLEXIBLE).

Using your organization’s comments on the proposed rule, start to draft materials for publication of the final public charge rule. There are several scenarios for how the final rule could look, so it is important to be flexible and cautious and wait to finalize these materials until we have the text of the final rule and have had time to analyze the impact of the final rule. The PIF Campaign will provide message guidance and a partner toolkit to all Active Member Organizations as soon as possible. Preparing now will save time and energy and maximize the public outcry against the final rule.

Ideas to consider include:

- A press release or statement, blog and social media content.
- A rapid response email or Facebook post for your community and partners.
- Plan a press briefing and a rapid response call, webinar or Facebook live with your members and partners, including who you will ask to speak.
- Be prepared to get a lot of questions - Draft internal FAQ document. The current [PIF National FAQ](#) is available on our website and will be updated within 48 hours of final rule publication

KNOW YOUR TALKING POINTS.

Many of our advocacy sector leads have developed and shared key messages and talking points about how public charge impacts their communities and constituencies - and why they oppose the proposed public charge rule change. Make sure you have the high-level talking points at your fingertips that are geared and tailored for specific audiences (e.g., state/local elected officials, service providers, community members, etc.) and for various media (e.g., social media, etc). We also recommend that you:

- Review existing sector opposition fact sheets - available on the [Analysis & Research page](#) of the PIF website. Current PIF fact sheets include [Members of Congress](#), [State Policymakers](#), [Mayors](#), [Health Plans](#), [Education Groups](#), and [Public Health Groups](#).
- Re-acquaint yourself and your colleagues with the [PIF public charge message house](#). Try to frame each communication around the core message (which is about fairness and unity) and use other messages as supports.
- Draft a fact sheet and talking points about the final public charge final rule.
- Identify and prepare your spokespeople.