

# Operation Advocacy

Conference Call on April 6, 2010

Participants: Pat Shull, Merle Griff, Roy, Peter Notarstefano, Teresa Johnson

Purpose: Brainstorm ideas and begin strategizing to get adult day services providers more involved in advocacy for adult day services issues at the state and national levels.

Roy's acronym to live by and our intent: **Recruit \* Educate \* Motivate \* Mobilize (REMM)**

## Recruit

- We want at least one person per state to serve as a liaison with providers in the state to help us increase the advocacy efforts in every state. [Peter, Teresa]
- Create title for liaisons. [Suggestions?]
- It is most reasonable for us to target the states with strong delegations and or representation on the Senate Finance Committee and House Ways and Means Committee. States to target in 2010 (may change in 2011 given anticipated party changes in future): CA, NY, WI, IL, MN, TX, MD, MT, IA, PA, FL, NJ

## Educate

- Timing of the Medicare ADS Bill? We need more sponsors and Republicans to get it to pass in 2010. If not passed in 2010, back to drawing board. [Peter advise on timeline]
- Create brief list of talking points for distribution to every advocate. Review what we have on the website and determine revisions are necessary. [Peter, Roy?]
- Create Fact Sheet about Adult Day Services and the Benefits of the Service [Pat, Merle]
- Schedule monthly teleconference/webinar for state recruits. [Peter, Teresa]
- Promote State Association Advocacy Toolkit now available on NADSA website. [Teresa]
- Utilize networks among state recruits and associations to learn how states are facing challenges and opportunities, e.g. Nevada Governor trying to eliminate ADS from Medicaid. [Peter, Teresa]
- Be intentional about distributing Talking Points and Advocacy Tips (and spokesperson if possible) to state gatherings of adult day services workers. [Merle? Teresa]

## Motivate

- Encourage attendance at National Conference in August to network and learn from colleagues.

## Mobilize

-