

Advocacy 101 Webinar

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National Alliance for Care at Home Advocacy

- The Alliance supports bills and legislation that advances care at home, including hospice, home health, palliative care, home care and Medicaid HCBS
- Grassroots support and advocacy are critical to enhancing the Alliance's mission as the leading authority in transforming care in the home
- We are an inclusive thought leader, advocate, educator, and convener and the unifying voice for those providing and receiving healthcare through all stages of life

What is an “Advocate”

- An advocate is someone who takes action to support or oppose a bill, law, or political issue
- Actions can include: signing a petition, meeting with legislators, connecting with congressional staff and educating them on issues specific to your community
- Advocates exist to help lawmakers understand how various issues have direct impacts on populations



Why are advocates effective?

- Advocates “move mountains” by taking small actions over time that lead to effective change for their mission
- Every cause, including ours, competes for the attention of lawmakers. We don’t just compete against people that are opposed to our cause, we compete with every cause. Advocates are important because they make noise and create attention, ultimately forcing lawmakers to pay attention to our cause and get things done

How does Advocacy tie into bills and legislation?

- Representatives need to hear from the public, they rely on this to make sure they are informed about various bills that come across their desk and pass responsible legislation
- Organizations like the National Alliance for Care at Home, work with lawmakers so they are fully informed on issues that affect specific populations
- For representatives to effectively work for the public, they need to know what the public cares about and how they are impacted directly from their legislations



How do you advocate?

- Take Action through the Alliance's Legislative Action Center →
- Write letters to your elected officials
- Call your elected officials
- Write LTE in your local media
- Host community events and schedule in district visits with elected officials
- Alliance Advocacy Week!

Advocacy

Legislative Action Center

The screenshot shows the 'Legislative Action Center' interface. At the top, there is a dark blue navigation bar with the National Alliance for Care at Home logo on the left and links for 'My Officials', 'Issues', 'Campaigns', 'Log a Meeting', and a 'Sign Up' button on the right. Below the navigation bar, there are three advocacy items, each with a text description and a 'Write' button to its right. The first item is 'Protect Home Health: Oppose Dangerous Medicare Payment Cuts.' The second is 'Support the CONNECT for Health Act to Expand Telehealth Access'. The third is 'Home Care: Strengthen the Workforce Behind the Care'.

Issue	Action
Protect Home Health: Oppose Dangerous Medicare Payment Cuts.	Write
Support the CONNECT for Health Act to Expand Telehealth Access	Write
Home Care: Strengthen the Workforce Behind the Care	Write

Types of Year-round Advocacy

- Log into our Legislative Action Center to see what our ongoing campaigns are
- Social Media
- District Meetings
- Other Alliance events / grassroots etc.

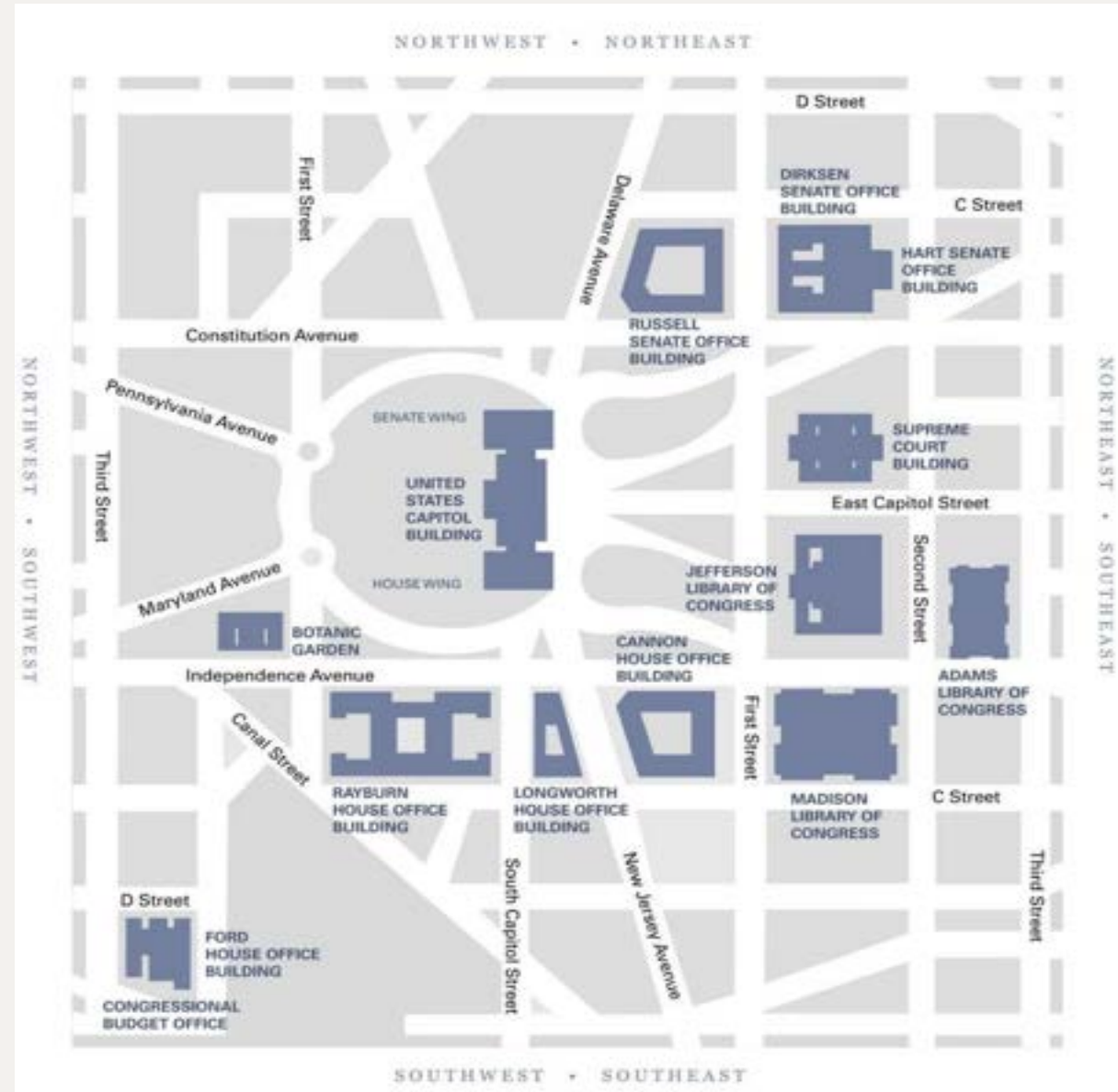


What is a Fly-In

- Meeting with your Members of Congress in Washington are also known as “Hill Meetings”
- Opportunity to connect local impact with federal policies and governance
- One of many groups coming to The Hill to advocate on behalf of our key issues and priorities
- Constituent groups come daily for fly-ins, individual meetings, and opportunity to see our Nation’s Capitol for themselves

What Buildings Make Up Capitol Hill?

- House Side: Rayburn, Longworth, Cannon House Office Buildings
- Senate Side: Russell, Dirksen, Hart Buildings
- Capitol in the Center: Primarily houses the Chambers of the House of Representatives and the Senate in addition to the Speaker of the House and Democratic Leader's offices



What is a Member of Congress' office like?

- Every Member of Congress has an office on the Hill
- Going into meetings, you may meet with your representative/senator or a member of their staff specializing in health issues
- Roles of Staffers: Legislative team, Comms team, Scheduler, Chief of Staff, Support Staff
- Small Office – sometimes you may be asked to meet in hallways, that's totally normal!
- Tunnels connect between offices on the House and Senate sides with the Capitol in between



I'm in a Hill Meeting, now what?

- Talk about your...
 - Experiences
 - Patients
 - Success stories
 - Your needs
 - How many people you provide care for
 - Past legislation that impacted you (good or bad)
- Narrative based advocacy is the idea that lawmakers need to hear real stories from real people about what is happening. No more talking points, no more broad examples. Lawmakers need to hear from you



Your Community Meets Policy: *Our Priorities*

Home Health Proposed Cuts

Issue: CMS has proposed a 9% payment cut

- How do payment cuts impact you? Does it change your ability to serve a community?

Telehealth

Issue: Covid-era telehealth flexibilities expire September 30

- How has your organization used telehealth successfully like reaching a remote patient?

Hospice Carve-In

Issue: Some Members of Congress support adding MA into Hospice

- How does adding Medicare Advantage negatively impact patient choice? Doctor-patient Relationship?

Home and Community Based Services

Issue: Access to HCBS is threatened

- Value of services in your community

Common Pitfalls of Advocacy

1. “Someone else can be a better advocate”

- Everyone needs to be an advocate. No one else can share your story and experiences like you can.

2. “I’m not educated enough on all these issues to talk about them”

- You are an expert on what you see every day and what your patients experience. You don’t have to know everything about every bill to speak on what you care about. If everyone let this thought hold them back, no one would ever advocate

Tips and Tricks for Hill Meetings

- Be prepared with materials to hand out during your meeting to allow for the staff to follow along with what you are discussing
- Be authentic! The staff takes multiple meetings a day every day with constituents about a variety of different things. Stats don't get through the way stories do
- Ask for help! Alliance staff and advocates who have done this before are happy to answer any questions and help you feel comfortable ahead of your meetings
- Give yourself plenty of time to get from one meeting to the next and account for security



What to Pack

- **Comfortable** but professional shoes! You'll be getting countless steps in walking between offices
- **Business attire** – a blazer or jacket is always a safe bet, even if you plan to remove it once inside
- **Photo ID** – needed for security checkpoints
 - Real ID is needed for Capitol building
- **Umbrella or rain jacket**
- **For Meetings:** leave-behind materials, notebook and pen, business cards
- **Leave behind:** anything you couldn't take on a plane, you also can't take through Capitol Hill security lines



Questions?



Thank you!



**National Alliance
for Care at Home**

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