

# Advocacy 101

Be a Strong Voice for Your Residents

# CAHF Advocacy

- Proven track record of promoting and protecting the long-term care profession's interests and practices
- Effective lobbying, grass roots campaigns, and fighting for policies that support access to quality long-term care services at the local, state and federal levels
- Provide a credible, respected voice for long-term care with elected officials, state agencies, stakeholder organizations, print, broadcast and social media

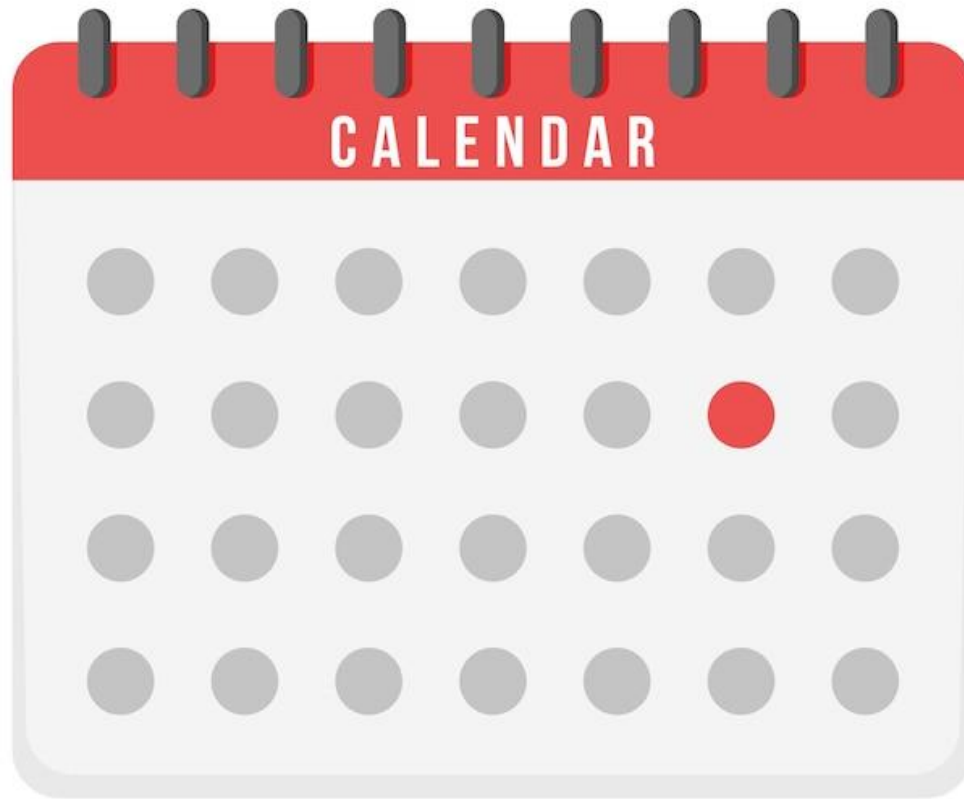


# Advocacy Goals

- Impact policy decisions that impact California's long term care providers
- Educate elected officials, executive branch leadership and staff on long term care issues
- Become a trusted resource who represents the constituents your elected officials serve - and be viewed as a great representative for the entire industry.



# Scheduling Legislative Visits



- Plan ahead to get on the calendar
- Meetings can be at district office or in Sacramento
- OK to meet with staff
- Meetings will be brief – less than 30 min
- Be flexible
- CAHF can assist



# Legislative Visits



- Know the legislator's district, bio and priorities
- Prepare your brief pitch about you and your facility
- Prepare and practice your talking points
- Prepare and know your ask
- Bring limited materials to leave behind



# Legislative Visits



- Be on time and polite!
- Know and keep track of how much time you have to meet
- Introduce yourself and your facility and thank them for meeting with you
- Bring up personal or professional connections



# Legislative Visits



- Stick to your talking points
- Tell your story
- Provide examples of how issues impact your facility and district
- Never make up an answer. It's OK to say "I don't know" and follow up later



# Legislative Visits



- Send an email or letter to:
  - Thank the legislator for their time
  - Respond to any outstanding info requests
  - Invite them to visit your facility
  - Provide your contact information





# Keep It Going



- Follow up on invitations to visit your facility
- Assist with placement requests
- Get to know their district staff
- Be present and visible in the district
  - Attend events and fundraisers
  - Share information about your facility in the news
  - Schedule follow up meetings in the district
  - Be persistent



# Keep It Going



- Sign up for CAHF texts to share how legislation will impact your facility and your district
- Send personalized email and follow-up with phone calls
- Encourage others in your facility/company to submit their comments
- Coordinate with your CAHF Chapter



# CAHF Resources

- Find your California Representative

<https://findyourrep.legislature.ca.gov/>

- Enter your address and find your Assembly and Senate representative.
- District-Level Nursing Home Data
  - Contact CAHF for nursing home, Medi-Cal and facility data and fact sheets for the state and your district.



# CAHF Resources

- CAHF Website - Legislation

<https://www.cahf.org/Programs/Legislation>

- Information about past and active CAHF priority bills

- California Legislative Information

<https://leginfo.legislature.ca.gov/>

- Information about all past and active bills
- Signup for updates on bills



# CAHF Resources

Contact CAHF Government Affairs at:

Tel: 916-441-6400

E- mail: [cahf-governmentaffairsteam@cahf.org](mailto:cahf-governmentaffairsteam@cahf.org)

