The National CONSUMER VOICE for Quality Long-Term Care formerly NCCNHR

HOW TO USE YOUR ADVOCACY TO GROW, ACTIVATE AND SUPPORT YOUR NETWORK

Hear Audio through Computer or
by Dialing:
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Access Code: 782-767-889
August 27th, 2015

Welcome and Introductions

Robyn Grant

Director, Public Policy & Advocacy

About the Consumer Voice

- The National Consumer Voice for Quality Long-Term Care was formed as NCCNHR (National Citizens' Coalition for Nursing Home Reform) in 1975 because of public concern about substandard care in nursing homes. The Consumer Voice is the outgrowth of work first achieved by advocates working for Ralph Nader and later for the National Gray Panthers. Elma Holder, NCCNHR founder, was working with The Long-Term Care Action Project of the Gray Panthers when she organized a group meeting of advocates from across the country to attend a nursing home industry conference in Washington, DC. At that meeting, representatives of 12 citizen action groups spoke collectively to the industry about the need for serious reform in nursing home conditions.
- The consumer attendees were inspired to develop a platform of common concerns and motivated to form a new organization to represent the consumer voice at the national level. Most of the original members had witnessed and endured personal experiences with substandard nursing home conditions.

Agenda

- **Welcome and Introduction**

Robyn Grant, Director of Public Policy & Advocacy

- **How to use your advocacy to grow, activate and support your network**

Robyn Grant & Marybeth Williams, Public Policy Associate

- **Question and Answer**

Robyn Grant & Marybeth Williams

- **Wrap Up/Closing Remarks**

Robyn Grant

Growing Your Network

Assess Your Network
#1: Who is in your network? How many?

Organization/Program

- Who makes up your organization, program or coalition

Personal

- Who you have contact with: family, friends, neighbors, people in your faith community, etc.

Assess Your Network
#2: Set target for growth

- Which type of constituent members do you want to increase?
- How many?
- Where?

Ways to recruit more members

Speaking Engagements

- Ask to speak about your issue at meetings, conferences, and even local book clubs.
  - Be proactive
- Hold your own event.

Outreach to Partner Organizations

- Send your informational notices about webinars, speaking engagements, and action alerts to partner organizations.
  - Ask them to share it with their network.

Postcards

Postcard of information about the issue and a message to legislators or a statement of support.

Petitions

A hard copy petition:

- Captures names of new advocates.
- Allows those who don't have computers or access to the internet a way to take action.
- Can be circulated at meetings.

Action Alerts

Encourage everyone receiving an alert to forward it to other groups and individuals as a way to gain new advocates.

Social Media

Use Facebook and Twitter.

Audience Activity #1

What approaches, either as an individual or as an organization, have you used for outreach or to recruit new advocates?

Activating Your Network

Tactics Are Not Enough

Getting people to engage is not always easy!

Make it easy for people to take action

Create a toolkit

Staffing Campaign Toolkit

http://theconsumervoice.org/betterstaffing#Toolkit

Provide templates

Make it easy for people to take action

Create sample messages, letters, comments

Give an Incentive

- Set a goal!
- Hold a contest with a prize!

Essential: Follow Up & Thank You

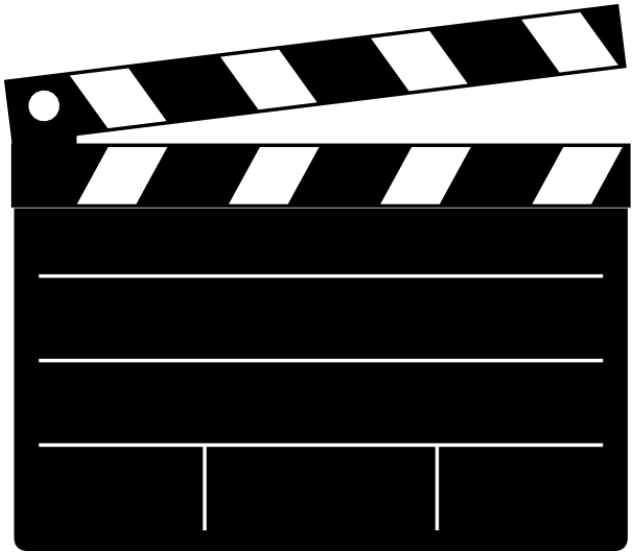
- Follow up with your network and let them know what became of the action.
- Thank your network: individual notes, general post to website/social media, and newsletter.

Maintain & Support Your Network

A.R.T.

Action

- Have one action that all advocates hear about but perhaps not all can/will participate in.



A.R.T.

Recognition

- Write one profile of an advocate in an e-newsletter.

A.R.T.

Training

- Webinar/education, updates, engaging in updating strategy chart.

Seeking Your Advocacy Mate

Elements of an Advocacy Mate Ad

- A brief description of the issue
- An action that the advocate will take
- What kind of recognition you're willing to provide

Example of Ad for Advocacy Mate

ISO G-Daughter who visits grandma regularly in a NH and has witnessed effect of low staffing levels on her grandma (ex. poor care outcomes). Must be willing to tell her story to her state representative. Photo highlighting story to be included in next newsletter.

Audience Activity #2

Write a short ad describing your ideal advocacy mate. Your ad should include: 1) a brief description of the issue; 2) an action that the advocate will take; and 3) what kind of recognition you're willing to provide.

Example:

ISO G-Daughter who visits grandma regularly in a NH and has witnessed effect of low staffing levels on her grandma (ex. poor care outcomes). Must be willing to tell her story to her state representative. Photo highlighting story to be included in next newsletter.

Question and Answer

JOIN THE CONSUMER VOICE ACTION NETWORK

www.theconsumervoice.org

On the right side – scroll down

Your Go-To People:

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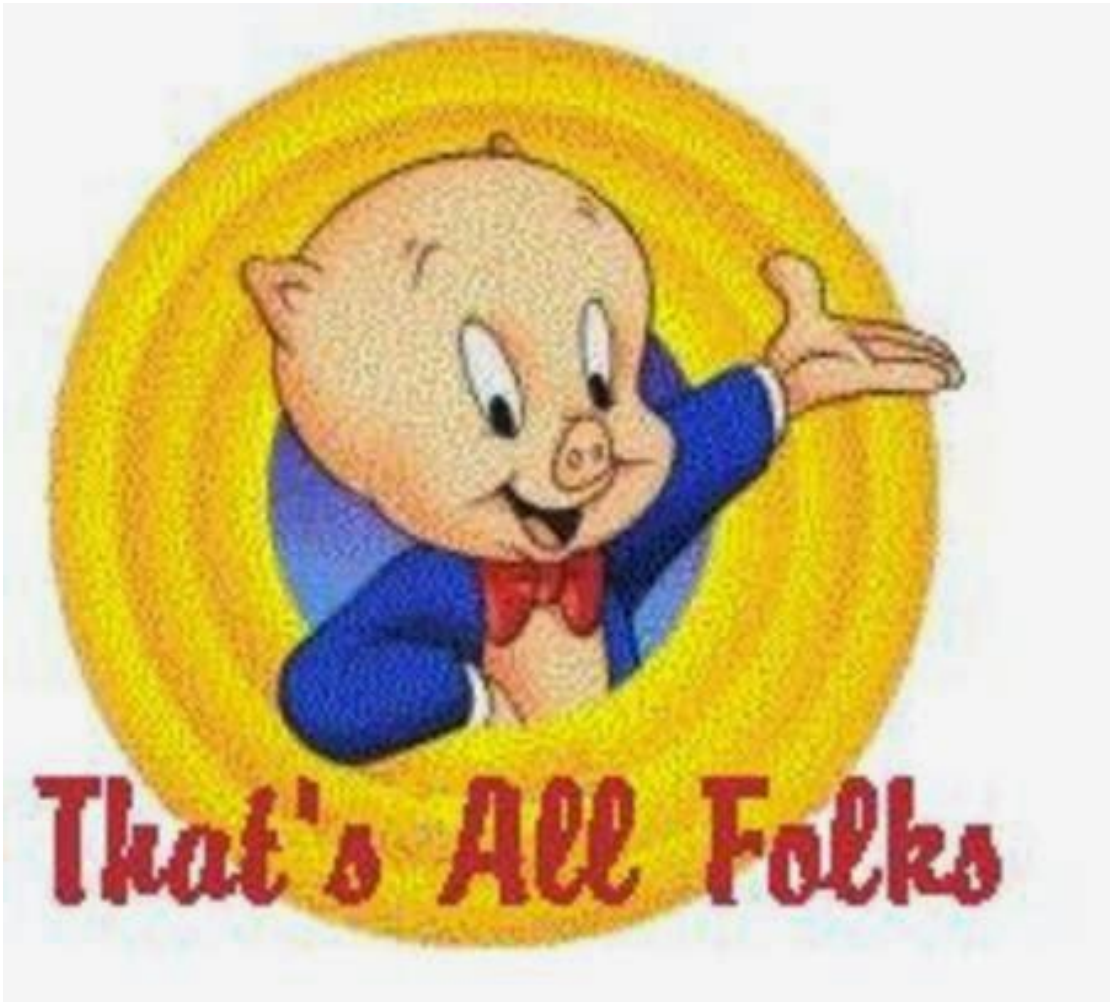
Thanks
for all
you do


That's All Folks