



Advocacy Day Planning Workgroup

Call Summary

Tuesday, February 22, 2022 | 11:30 am – 12:30 pm

Action Items/Next Steps

- Follow up with CSL to discuss registration
- Create legislative outreach matrix to include 15-minute buffer between meetings
- Send out Save the Date

Overview

- **Advocacy Day Planning**
 - a. Meetings scheduled monthly
 - i. March 29 from 11:30 am – 12:30 pm
 - ii. April 26 from 11:30 am to 12:30 pm -
 - iii. May 10 from 11:30 am to 12:30 pm – Debrief
- **2021 Reflections**
 - a. Partnered with CSL as a Premier Sponsor of Senior Rally Day on Day 1, and legislative meetings on Day 2
 - i. Very successful event and engagement with legislature
 - ii. Over 130 participants from RC's and statewide members
 - iii. 65 meetings with legislators/ legislative staff, including Governor's office, CDA, and Chairs/ Vice Chairs of Senate and Assembly Budget, Health, Human Services, and ALTC Committees
 - b. Reviewed 2021 Policy Priorities
 - i. Comes from the Policy Workgroups – please contact Nancy at Nancy@kalinainstitute.com if you'd like to attend any of these workgroups
 - c. Logistics Highlights
 - i. Partnered with CSL
 - ii. 2 registrations
 - iii. Utilized microsite for Advocacy Day

- iv. Managed scheduling with legislative meetings, and matched statewide members with RCs
- v. Developed talking points to support conversations with legislators/ staff

Feedback/Discussion

- **2022 Senior Rally Day/Advocacy Day**
 - a. May 3-4
 - i. May 3 – Senior Rally Day
 - ii. May 4 – Advocacy Day
 - b. Senior Rally Day is not part of the TSF Scope of work, so everyone is encouraged to participate, but not mandatory. The recording will be available for those not able to attend.
- **Legislative Meetings**
 - a. Build in 15-minute buffer (minimum) between legislative meetings
 - b. Further support connection of Regional Coalitions who are partnering for legislative meetings
 - c. Create a process for connecting Coalitions and statewide partners ahead of legislative meetings, and planning outcome goal for meetings
 - d. Explore deadline for registration to ensure that all partnerships are identified with reasonable time to facilitate connections/ prep discussions
- **Training Sessions**
 - a. Utilize April committee meeting (week before Advocacy Day) as a final prep session
 - i. Instructions for starting and managing legislative Zoom meetings
 - ii. Where to go for support
 - iii. Build in Zoom/ tech training for members and public
 - iv. Q&A/ Loose ends
- **Next Steps**
 - a. Save the Date announcement – Feb/Early March
 - b. Registration – March

- i. Explore ways to simplify registration
 - 1. One registration process (CCLTSS branded) where individuals can sign up for both SRD and AD
- c. Legislative Outreach – March – April
- d. Policy materials in development - January – April
 - i. Framework for Policy Priorities identified in early March
 - ii. Goal is to have completed by early April
- e. Training Sessions – April
 - i. Working on a partnership with ITUP for 2 sessions:
 - 1. Legislative bill and budget process
 - 2. Administrative budget process
 - ii. Workshop by Communications Consultant
 - 1. Developing local message/policy ask
- f. Senior Rally Day/Advocacy Day – May 3 & 4
 - i. Please help to circulate the Save the Date and the registration information
 - ii. Staff will create the legislative outreach and will conduct outreach to RCs on target legislators
 - 1. Will list partnering RCs/statewide members
 - iii. Keep an eye out for important announcements
- g. Debrief – May 10

Participants

Sarah Allen-Sutter, Yolo Health Aging Alliance

Leza Coleman, California LTC Ombudsman Association

Nancy Fisher, Kalina Institute

Lynette Harvey, Ventura County Hospital to Home Alliance

Maureen Hodge, Ventura County Hospital to Home Alliance

Susan Houston, Age Forward Coalition San Mateo County

Mariya Kalina, CCLTSS Staff

Katherine Kelly, Bay Area Senior Health Policy Coalition

Kweli Kitwana, Senior Services Coalition of Alameda County

Jan Lemucchi, Kern County LTSS Coalition

Jacob Lesner-Buxton, Santa Barbara County Adult & Aging Network

Michelle Matter, San Diego Senior Alliance

Carolyn Nava, Diversability Advocacy Network (Chico)

Dianna Olsen, The Senior Coalition of Stanislaus County

Jocelyn Rubio, Orange County Aging Services Collaborative

Erin Saberi, Communications Consultant

Sandra Winter, Age Forward Coalition San Mateo County

Grace Yoo, Los Angeles Aging Advocacy Coalition

Samantha ??, Healthy Aging, The Senior Coalition of Stanislaus County

Ann O'Brien, ??