

2022 VIRTUAL Advocacy Day



Planning Committee Meeting
April 5, 2022



Today's Agenda

I. Event Developments & Updates

- Registration
- Workshops and Trainings
- Legislative Meetings
- Policy Priorities & Materials

II. Brainstorming Breakout Session Topics

III. How to Prepare

- Advocacy Day Lead roles and responsibilities
- Statewide members



Registration is Live!

[View this email in your browser](#)



Registration Now Open
Join the California Collaborative for the 2022, all-virtual...

Senior Rally Day | May 3, 2022
CCLTSS is this year's Premier Sponsor of the annual Senior Rally Day, hosted by California Senior Legislature. Sign-up to receive exclusive access to an exciting program and on-demand content on May 3! **All are welcome, but space is limited.**

Advocacy Day | May 4, 2022
Building off of the momentum of Senior Rally Day, CCLTSS will host a range of meetings with key policymakers to discuss critical issues facing older and disabled Californians. Be sure to register for Advocacy Day on May 4 to reserve your spot!
Participation is limited to CCLTSS members.

Register for both events through one, convenient process!

[Register Now](#)

- **Single point registration** process for Senior Rally Day (May 3) and Advocacy Day (May 4)
- **Who should register?**
 - Senior Rally Day: Open to all, but space is limited
 - Advocacy Day: Members only
- **By when?**
 - Registration will remain open through **April 22**
 - Accessibility requests welcomed through **April 20**

Workshops & Training Opportunities

● LIVE

MESSAGING TITLE:
Subtitle Placeholder

Date | Time

Presented by Open Square Connect



State Government 101:
Legislative, Budget, and
Administrative Processes

April 27 | 2 - 3:30 pm

Presented by ITUP



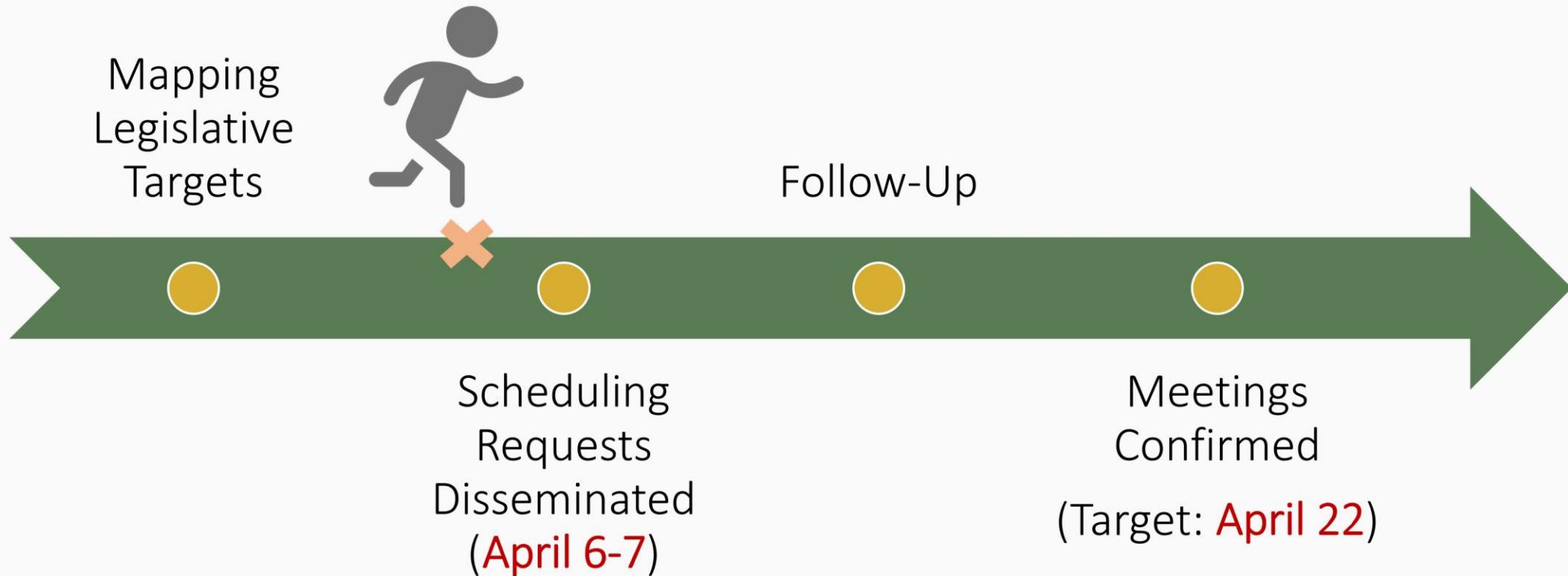
► ON-DEMAND

Virtual Advocacy 101

Social Media

Zoom Crash Course

Legislative Meeting Scheduling



Scheduling Request Protocols:

- Requests are shared via email with schedulers
- Email cover note + formal meeting request letter attachment
 - Communications are customized for EACH Coalition
- Advocacy Day Leads are included on each communication
 - Others, including legislative staff and additional Coalition members identified during the “mapping” process are included as well



What can I expect when meetings are confirmed?

Coalition Leads

- Receive calendar holds on a rolling basis (which can be forwarded to registered Coalition members at the Lead's request)
- Access info (including instructions) will be automatically added closer to the event

Statewide Members

- Receive link to an online meeting sign-up (similar to 2021)
- Goal is to have at least one statewide member in each legislative meeting

When can I expect to know my meeting schedule?

Target: April 22

(Although it's likely that some meetings won't be firmed up until the following week)



POLL

In terms of scheduling, should there be a cut off in accommodating last-minute responses from legislative offices?

POLL

If your legislative meeting cannot take place on May 4, would you be open to exploring other dates?



Policy Priorities Process



POLL

Are you familiar with the Collaborative's messaging framework and three priority "buckets"?



**There are many
competing priorities.**

So, why is focus on aging
and disability warranted?



► California's aging and disabled population is growing and diversifying more than any other age group.

- In 2020, 16% of California's population was 60+. **Older adults will make up 25% of the population by 2030**, and 30% by 2060.^{[1](#)}
- California is becoming more racially and ethnically diverse. By 2030, **white/ non-Hispanic older and disabled adults will no longer represent the majority.**^{[1](#)}
- **Over 7 million adults in California have a disability.** This is equal to 24% of the population or one in four adults.^{[2](#)}
- The number of older disabled Californians will grow to 2.7 million in 2060, **representing a 160% increase.**^{[3](#)}

► California is not equipped for the demographic change...

- By 2030, there will be an 88% increase in older adults with self-care limitations. [25](#)
Demand for health and caregiving professionals will reach an all-time high. California will face a major labor shortage, putting further strain on families and threatening the quality of life for older and disabled Californians.
- **Retirement income is being outpaced by rising costs of housing, health, and care.** Older and disabled adults are struggling to meet basic needs, and as a result of shrinking affordability, they are at the center of California's housing and homelessness crisis.
- **California's LTSS service delivery system is siloed across multiple government agencies with a fragmented patchwork of programs across the state,** resulting in disjointed levels of care, poor health outcomes, increased likelihood of institutionalization, and higher costs.

► We need continued investment in Master Plan for Aging implementation to meet the growing demand and address long-standing challenges.

- **“Aging is changing. And it’s changing California.”**
- **The MPA is a framework for aging across the lifespan.** It calls upon state and local government, the private sector, and philanthropy to prepare for the demographic shift and continue California’s leadership in aging, disability, and equity.
- It includes 5 Bolds Goals and 23 strategies to build a “California for All Ages” by 2030. Over 120 initiatives have been outlined for 2021-22.
- It also includes a Data Dashboard to measure progress and a Local Playbook to drive partnerships.

Priority “Buckets”

The California Collaborative has identified the following priority areas, which correspond with the Master Plan for Aging:

- 1. Addressing California’s Caregiver Crisis**
- 2. Meeting the Basic Needs of Low and Middle-Income Adults**
- 3. Strengthening and Integrating the LTSS Continuum of Care**

Check out the March Quarterly Membership Meeting Materials for Additional details:

[Recording](#) | [Meeting Summary](#) | [Meeting Slides](#) | [LTSS Opportunities Landscape 3-31-22](#)

Materials Packet



External (Shared with Legislators)

- CCLTSS overview
- CCLTSS policy priorities
- Master Plan for Aging one-pager
- ITUP Fact Sheet: [Medicare & Health for Aging Californians](#)

Internal

- Legislative & Budget Opportunities
- Talking Points
- Social Media Toolkit



POLL

Have you participated in a past Senior Rally Day event?

CCLTSS hosted breakout session at Senior Rally Day

Brainstorming Activity

3 breakout rooms
3 volunteers
15 minutes



15 min

Small Group Discussion:

- (1) What added value does CCLTSS bring to Senior Rally Day?
- (2) What aging/ disability topic are you most excited to share with colleagues?

How to Prepare (Advocacy Day Leads)

This week (April 5-8):

- Register and share the registration announcement

Next Week (April 11 – 15):

- Jot down your meeting goals and a rough outline for your meetings
- Begin to think through and collect local examples, stories, and messages

Week of April 18 – 22

- Check in with Coalition members – have they registered?
- Schedule a planning call with your “team” for the week of April 25

Week of April 25 – 29

- Host a planning call with your meeting team
- Finalize meeting goals, roles, talking points (who is doing what?)
- Follow-up with anyone who couldn’t join the planning discussion

Week-of Advocacy Day

- Share final outline with your team
- Loose ends

How to Prepare (Statewide Members)

This week (April 5-8):

- Register!

Week of April 18 – 22

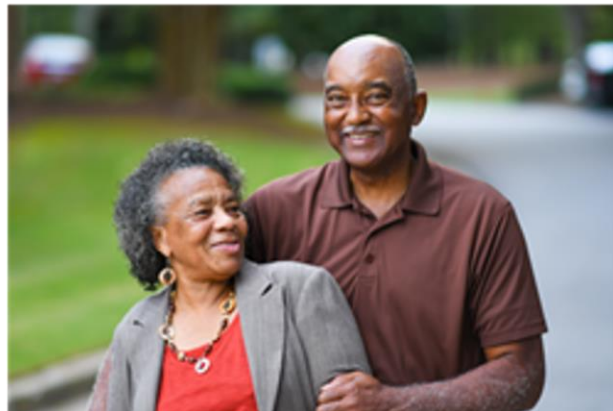
- Review Advocacy Day Materials
- Look out for email with link to legislative meeting reservation form

Week of April 25 – 29

- Look out for communications from Advocacy Day leads

Week-of Advocacy Day

- Look out for final meeting details/ instructions from Advocacy Day leads



Questions?



2022 VIRTUAL Advocacy Day



Thank you, committee members!

Our next meeting is
April 26 from 11:30 – 12:30 pm

