



Advocacy Day Planning Workgroup

Call Summary

Tuesday, April 5, 2022 | 11:30 am – 12:30 pm

Action Items/Next Steps for Advocacy Day Leads

- **This Week (April 5-8)**
 - Register and share registration announcement
- **Next Week (April 11-15):**
 - Jot down meeting goals & 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
 - Target date for finalized Advocacy Day materials to be made available is April 22
 - Consider joining the messaging workshop of **April 22**.
 - Register here: [Telling Your Story: The Nuts & Bolts of Advocacy Day Communications](#)
- **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
 - Consider joining the legislative and budget workshop on **April 27**:
 - Register here: [State Government 101: Legislative, Budget, and Administrative Processes](#)
- **Week of Advocacy Day**
 - Share final outline with your team
 - Loose ends

Logistics Updates

- **Registration**

- a. Simplified registration
 - i. One registration process (CCLTSS branded) where individuals can sign up for both SRD and AD
 - ii. SRD open to all, but limited space
 - iii. Advocacy Day is only open to CCLTSS members
 - iv. Registration will remain open until 4/22
 - v. Accessibility requests due by 4/20

- **Workshops and Training Opportunities**

- a. Telling Your Story: The Nuts & Bolts of Advocacy Day Communications
 - i. 4/22 from 10 – 11:30 am
 - ii. Hosted by Comms Consultant Erin Saberi and Lobbyist Holly Fraumeni de Jesus
- b. State Government 101: Legislative, Budget, and Administrative Process
 - i. 4/27 from 2 – 3:30 pm
 - ii. Partnered with ITUP
- c. On-Demand
 - i. Virtual Advocacy 101
 - ii. Social Media Training
 - iii. Zoom Crash Course

Legislative Meeting Scheduling Process

- Mapping legislative targets
- Outreach to Regional Coalition leads for legislative targets
- Conduct outreach to legislators to schedule meetings
 - a. Email & formal meeting request letter attachment
 - b. Advocacy Day leads are “cc’d” on each communication
- Goal is to have meetings confirmed by 4/22
- Advocacy Day leads will receive a calendar invite to hold the meeting dates
- Zoom access info will be added closer to the event
- Statewide members will receive an online meeting sign-up, and goal is to have at least one statewide member in each legislative meeting

- Poll:
 - a. In terms of scheduling, should there be a cut off in accommodating last-minute responses from legislative offices?
 - i. 44% should be a cut-off date
 - b. If meeting cannot take place on May 4, open to other dates?
 - i. 78% are open to other dates

Policy Priorities Process

- Draft messaging framework shared with workgroups
- Feedback incorporation – round 1
- Draft messaging framework shared with members
- Feedback incorporation – round 2
- Policy workgroups review draft framework for fatal flaws (4/12)
- Feedback incorporation round 3
- Materials are finalized and branded
- Materials are shared with registrants (4/22)
- Materials are distributed to legislature (5/2)
- Poll:
 - a. Are you familiar with the Collaborative’s messaging framework and three priority “buckets”?
 - i. 60% are familiar
- Why is focus on aging and disability warranted?
 - a. California’s aging and disabled population is growing and diversifying more than any other age group
 - b. California is not equipped for the demographic change
 - c. We need continued investment in the Master Plan for Aging implementation to meet the growing demand and address long-standing challenges
- Priority “Buckets”
 - a. Addressing California’s Caregiver Crisis
 - b. Meeting the Basic Needs of Low- and Middle-Income Adults
 - c. Strengthening and integrating the LTSS Continuum of Care
 - d. Check out the March Quarterly Meeting materials for all the details (see slides or meeting materials webpage for links)
- Materials Packet
 - a. External – shared with legislators
 - i. CCLTSS Overview

- ii. CCLTSS Policy Priorities
 - iii. Master Plan for Aging one-pager
 - iv. ITUP Fact Sheet
- b. Internal – to support our members
 - i. Legislative & Budget Opportunities
 - ii. Talking Points
 - iii. Social Media Toolkit
- Poll
 - a. Have you participated in a past Senior Rally Day event?
 - i. Most have participated

Brainstorm Breakout Sessions Topics for Senior Rally Day

- A brainstorming activity was conducted to determine a topic/ message
- Questions
 - a. What added value does CCLTSS bring to Senior Rally Day?
 - i. Organization was helpful
 - ii. Scheduling issues we had last year seem to be resolved for this year
 - iii. Organizational structure was helpful and pre-planning workshops were beneficial
 - b. Small Group Discussion: What aging/ disability topic are you most excited to share with colleagues?
 - i. Jan's Group:
 1. CalAIM – not a legislative item but legislation is shifting in state, so becoming more of a chatter with members
 2. Alzheimer's
 3. Transportation, and lack thereof, esp. in rural communities
 4. Digital Divide concerns for seniors, esp. during storms and fires
 5. Isolation caused by COVID
 - ii. Sheila's Breakout:
 1. Coming together amplifies voices for older adults and people with disabilities
 2. Connect the policy world to real world examples and implications of their policy decisions on the real world

3. Power in numbers, easier for legislators and staff to understand issues
4. Greater strength to move forward the Master Plan for Aging
5. Chance to work more collaboratively
6. Asking state and ourselves to get out of silos
7. Housing and caregiving always an issue
8. Lessons learned from the pandemic
 - a. San Diego found a decrease in requesting caregiver services
 - b. San Francisco did a study on skilled nursing facilities and mental health – how people are surviving - includes the importance of physical health and also mental health
9. In the next few weeks, Erin's will be requesting stories from members that reflect any of the 3 buckets: caregivers, needs of low- & middle-income, and strengthening our systems
 - a. There is a rush to put the pandemic behind us, but we need to listen to best practices

iii. Grace Breakout

1. CCLTSS brings people together with expertise in their fields, means greater numbers and new audiences
2. People with lived experience fully engaged with us
3. Statewide network
4. Invaluable network that occurs during SRD
5. Local Playbook
6. Best practices
7. How to work with local AAA organizations
8. The wonderful caregiving that was done during COVID
9. Digital Divide – it's a need and access must be free, especially with the counties

How to Prepare

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Week of Advocacy Day

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Next Advocacy Day Planning Workgroup Meeting will be held on April 26th, from 11:30 am – 12:30 pm.