

Legislative Advocacy

Telling Your Story:

The Nuts & Bolts of Local Villages Advocacy Communications

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Advocacy Nuts & Bolts

Advocacy's Objective:

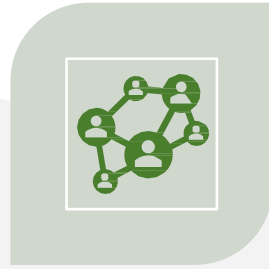
**To change “what is” into
“what should be” and
how the local villages can play a part.**



Local Villages Legislative Advocacy Outreach: Nuts & Bolts



PREPARING



CONNECTING



ASKING



THANKING



Preparing:

- Know the Political Landscape
- Understand your Legislator
- Be ready for your meeting

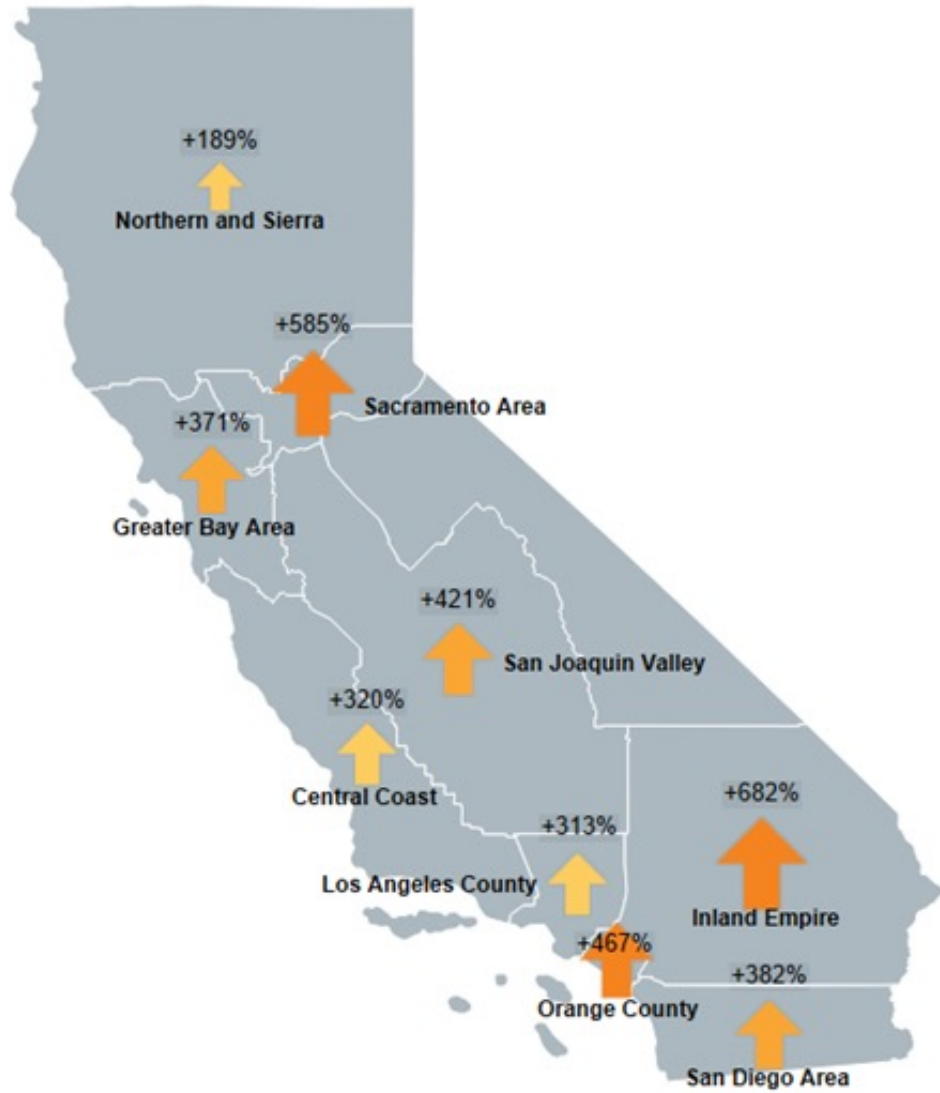


The Political Landscape

- Lack of affordability: more older and disabled adults in poverty and homelessness
- Racial Equity
- CA has a caregiver crisis
- Disjointed system of care: real life consequences



Age 65+ Population Growth by County/Region 1980 - 2060



Region	1980 Population Age 65+	2060 Population Age 65+	Percent Change
Inland Empire	188,724	1,476,126	+682%
Sacramento Area	106,426	728,994	+585%
Orange County	161,348	914,839	+467%
San Joaquin Valley	211,468	1,101,413	+421%
San Diego Area	200,662	967,858	+382%
Greater Bay Area	533,805	2,516,355	+371%
Central Coast	153,082	642,540	+320%
Los Angeles County	742,478	3,064,289	+313%
Northern and Sierra	121,071	350,083	+189%

Source: CA Department of Finance

Seniors are the fastest growing unhoused population

From 2017 to 2021, clients of state services for unhoused people aged 55+ increased 84% from 30,462 to 56,056, compared to a 43% increase for all ages. California's overall 55+ population increased 7.4% over the same period.

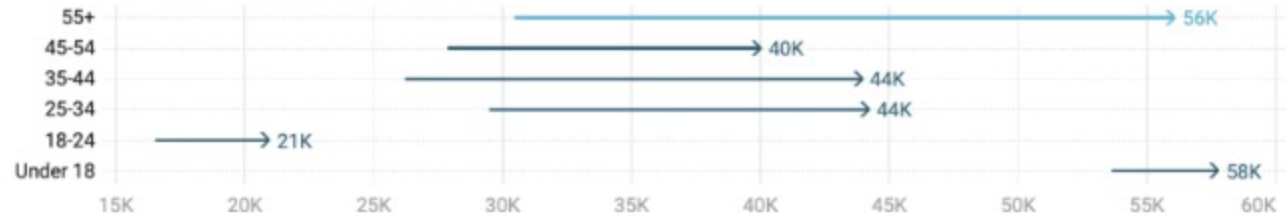


Chart: Erica Yee, CalMatters • Source: Homeless Data Integration System • [Get the data](#) • Created with [Datawrapper](#)

California accounts for [about a third of the nation's unhoused people](#), and among this population, older adults are estimated to be the fastest-growing group. One key indicator is the state's tally of people accessing homelessness services. From 2017 to 2021, California's overall older adult population grew by 7%, but [the number of people 55 and over who sought homelessness services increased 84%](#) – more than any other age group – according to the state's Homeless Data Integration System.

About 2 in 5 Homeless Adults in the Los Angeles Region Are Over the Age of 50

Homeless Adults Older Than Age 50 Served in Los Angeles County in 2018 = 43%



Note: Approximately 40% of homeless Californians live in Los Angeles County, per the January 2019 US Department of Housing and Urban Development Point-in-Time count. Data include homeless adults age 25 and older.

Source: Los Angeles County Homeless Management Information System

Periodic Table of LTSS Programs and Services

Program or Service Name/Acronym/Abbr.
Primary Funding Source (if known)

- Department of Public Health
- Department of Health Care Services
- Department of Veterans Affairs
- Department of Developmental Services
- Department of Consumer Affairs
- Department of Rehabilitation
- Department of Food and Agriculture
- Department of Education
- Employment Development Department
- Department of Motor Vehicles
- Health and Human Services Agency
- Department of Aging
- Centers for Medicare & Medicaid Services
- Department of Child Support Services
- Department of Social Services
- Dept. of Community Services & Development
- Department of Justice/Office of Atty. General
- Department of Human Resources
- Housing and Finance Agency
- Department of Transportation/Caltrans

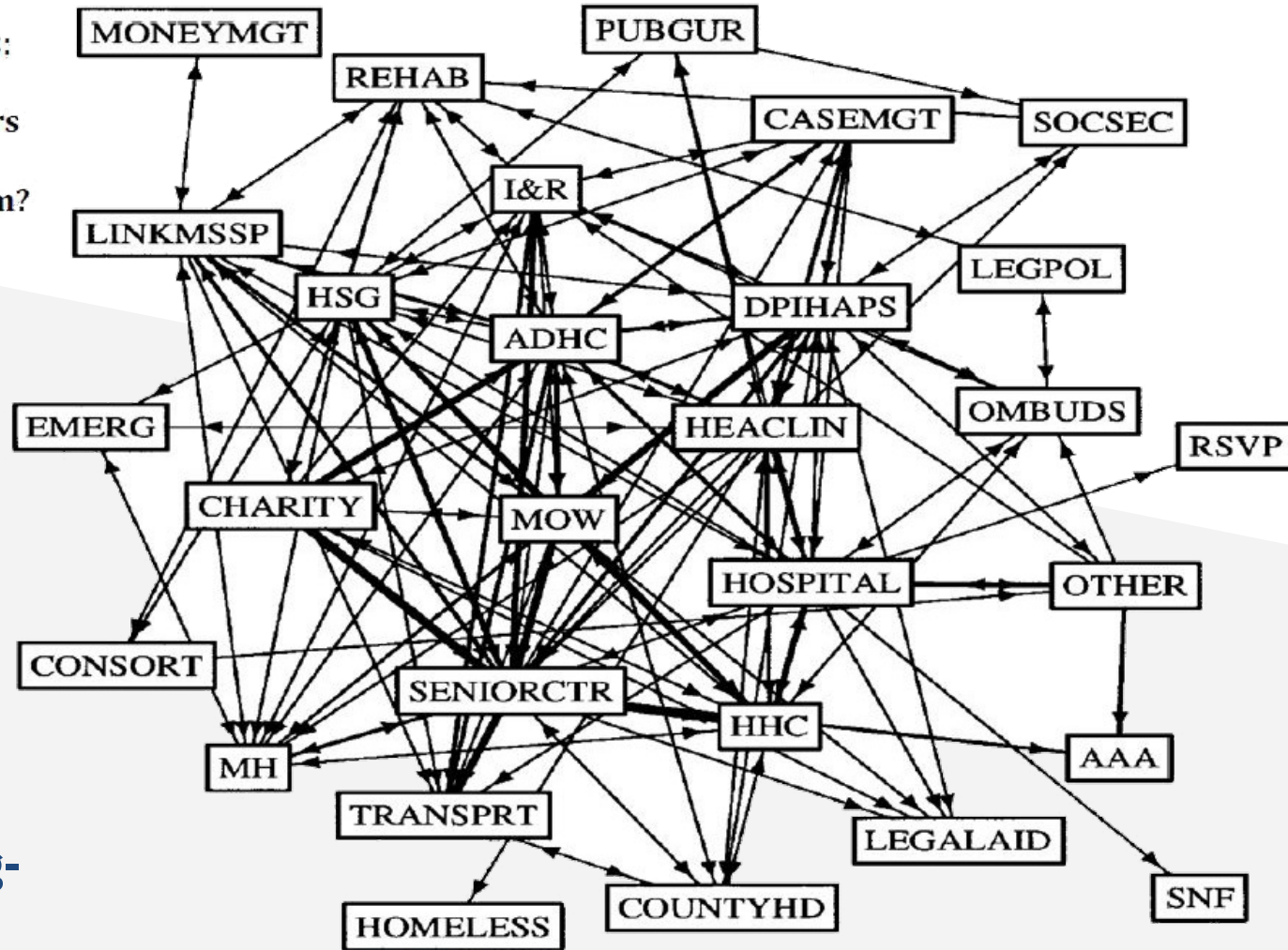
AD program																			OAC
CAPP	CBAS CMS												Cal-Fresh USDA	CSS	Medicare			ADRDAC CMS	
PHCA**	CRCs	IMPACT DHCS																	
WISE- WOMAN CDC	AIDS waiver CMS	IHO waiver CMS																	
C4P CDC	HCBS DD waiver CMS	DD-CNC waiver CMS	State Plan Services CMS	Veteran Homes	RCs	SCCRC	ILCs	SFMRP USDA	CACFP USDA	SD	LTD	LIHEAP ACF	SSDI SSA	ADCRCs*	Nutr. ACL	DPHP ACL			
AIDS waiver CMS	ALW CMS	NF-AH waiver CMS	MMC CMS	Home Loans	HCBS-DD waiver CMS	CPIS	MEP	Spec. Services	PFL	SOP	DCRA	WAP DOE	SSI/SSP SSA	BBP*	SCSEP ACL	FCSP ACL			
HHA Cert.	CCT CMS	IHSS+ CMS	CCI CMS	Pension	DCs	SSS	TTW	SAP	CalJOBS	Senior Savers	HCVP/ AHP HUD	PC&S	CAPI GF	FGP*	SNAP- Ed	HICAP Fed. grant			
NH- L&C	CPLTC	PACE CMS	PDDP	Claims	OPS	CSLB- Contractor Info	TBI	BEP	EU	EDSTP FTA	PRA HUD	BMFEA	CVCB	Linkages*	Support. Services	Legal Asst. ACL			
CBAS L&C	CLSB waiver CMS	SCAN CMS	GHPP	A&A	FGSCP	CFB	AT	LEAP	AJCC	NFT** FTA	MHSA HP MHSA	EOLCP	APs	SCP*	NFT* FTA	EAPP ACL			

*These programs no longer receive any General Fund support, but remain authorized in statute as part of the Older Californians Act. The local Area Agencies on Aging determine whether and to what extent to fund the programs.

**These programs no longer receive any General Fund support.

How Customers Access Long-Term Services & Supports

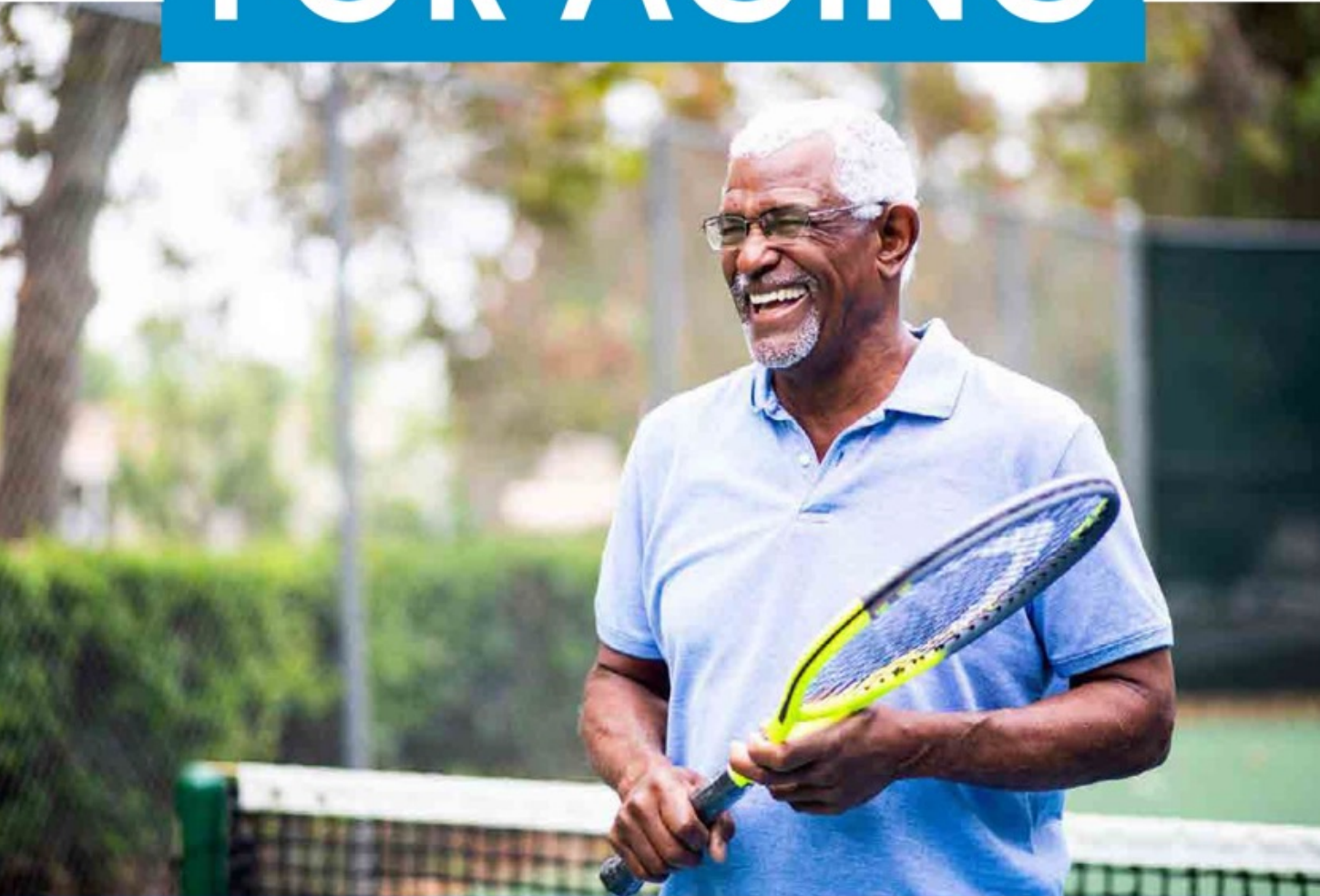
Appendix C:
How do
Consumers
Navigate
the System?



Source: Select
Committee on
Aging and Long-
Term Care

Master Plan

FOR AGING



January 2021

The Master Plan for Aging, released in January 2021, outlines five bold goals and twenty-three strategies to build a California for All Ages by 2030.

Master Plan on Aging

FIVE BOLD GOALS

- 1** Housing for all ages and stages
- 2** Health reimagedined
- 3** Inclusion and equity, not isolation
- 4** Caregiving that works
- 5** Affording aging



mpa.aging.ca.gov

Connecting: Your Legislator: What You Need To Know



Tools: Support Your Story

“It Takes a Village” Impact Report about villages and our part in the Master Plan for Aging

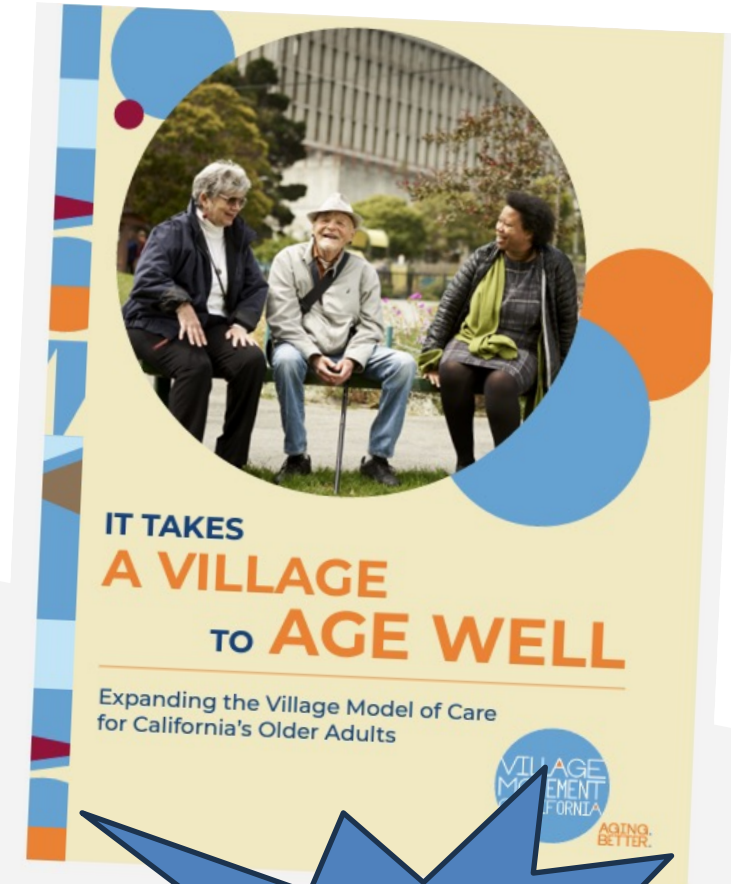
- Download the full report & 1-sheet summary at VillageMovementCalifornia.org/impact

Tips and Script for meeting with Your Legislators

- at VillageMovementCalifornia.org/advocacy

Find Your State Legislators

- at findyourrep.legislature.ca.gov



Have copies on hand to share!

How to Connect

Storytelling lies at the heart of advocacy:

- Tell why it matters
- Offers new information/facts
- Inspires action
 - Make it personal, whether it's your story or someone's else's
 - It can change hearts and minds



Your Organization's Values

- Advocate for opportunity, access, and self-determination for older adults
- Represent the values of equity, inclusion, autonomy, choice, access, and action



TIPS for Moving People Into Action Through Stories

- Identify a situation/problem
- Tell an individual struggle that is reflective of a societal problem
- Present a solution and a call to action



Spaces to tell your story

- Advocacy Day Legislative Visits
- District meetings
- Public events/rally
- Press
- Social



Do's:

- Research your legislator's interests and committees
- Take time to read the talking points
- Gather 1-2 stories that drive home the point
- Identify team lead
- Identify who will speak to key points
- Thank your legislator for their time and support!
- Follow-up with a personal note



Some Don'ts


- If you have been a campaign contributor, don't mention it
- Don't be late. Check in a few minutes ahead of time to ensure no computer glitches
- If the legislator is about to speak or is speaking, do not interrupt
- Don't ramble
- Don't eat or drink. It's only 20 minutes



Some Don't Forgets

- Designate someone to take a picture of the screen
- Be flexible
- We may have last-minute changes beyond our control
- Your member or staffer may be late
- Your member or staffer may have to cut the meeting short
- There may be technical glitches
- Get contact info
- Make note of questions/concerns/responses





**Where are the
older and
disabled adult
advocates?**

Who do the legislators hear from?

- **Our elected officials are expected to be well-versed in the needs of their communities and be able to articulate voter concerns.**
- **If they are not informed by the Local Providers' vital expertise and perspectives, we fail to help shape the political agenda.**





Thank you!

