

# State Advocacy Checklist

## BACKGROUND RESEARCH

- ✦ Research who represents you in the legislature by visiting the **NPA website**.
- ✦ For your state legislators:
  - » What is their legislative record and general philosophy about health care?
  - » What committees do they serve on?
  - » What other issues are they passionate about?
  - » Consider personal connections the PACE organization may have with the legislator (e.g., does a board member, participant or participant family member know him or her?)
- ✦ Have a clear understanding of what the legislature can and cannot do in terms of impacting PACE growth, access and rates.
- ✦ Identify coalitions, groups and possible supporters who would support your efforts and begin to educate and engage them on your efforts.
- ✦ Research how your state compares with other PACE states. Consult NPA resources such as the **State Almanac** and **State Scorecard**.

## MESSAGE DEVELOPMENT

- ✦ Know your facts:
  - » How many people does your PACE organization serve? How many more people could your organization serve if there was a commitment to growth at the state level?
  - » What counties do you serve? If you have one, bring a map of the counties you serve.
  - » How long has PACE been serving the frail elderly population in your state?
  - » How does your PACE rate compare with your state UPL and nursing home rates?
  - » How many people does your PACE organization employ?
- ✦ Prepare to discuss the problem PACE is facing and a possible solution.
- ✦ Be aware of other policy elements that could make support for your request a challenge and be prepared to address those concerns.

## MESSAGE DELIVERY

- ✦ Share the PACE story by providing an overview of PACE:
  - » Share an example of a participant and how PACE improved his or her well-being.
  - » Explain how PACE is unique and distinctive from other long-term care delivery options.
  - » Describe how PACE has improved care for the community.

- ★ Provide a brief, well-articulated but simple explanation of the problem facing PACE and offer a solution.
- ★ Be polite but make your priorities clear.
- ★ Ask your elected official(s) for a specific action.
- ★ Remind your lawmaker(s) that you can be an ongoing resource.
- ★ Invite the legislator to visit your PACE center! Prepare for the visit by reviewing the **NPA Site Visit Toolkit**.
- ★ Be prepared to answer questions or address misinformation they may have about PACE.

## FOLLOW UP

- ★ Send a thank-you note to the staff and the legislator(s) soon after the meeting.
- ★ If they asked for follow-up information, promptly share it.
- ★ Wait at least two weeks for a response before checking back.

## KEEP GOING

- ★ Continue to educate, educate, educate!
- ★ Continue to build relationships with legislators.
- ★ If your PACE organization is part of a larger health system, engage your colleagues in the system so they understand PACE, the policy issues, and what needs to be addressed.
- ★ Engage and educate individuals who care about PACE:
  - » staff,
  - » participants,
  - » families and caregivers,
  - » city and county officials,
  - » chamber of commerce and other business leaders,
  - » allied organizations,
  - » religious leaders, and
  - » any groups identified in the initial research.

## REACH OUT

Use NPA as a resource! Feel free to contact **Liz Parry** if you have questions, need additional resources, would like advice on how to handle a difficult policy issue, or anything else.