



caads

CA Association for Adult Day Services

COMMUNITY | CONNECTION | CHOICE

# **Tell Your Story: How You Can Help Us Get Back Together Safely**

April 18, 2022



# Agenda

1. Message From CAADS Executive Director
2. CAADS 2022 State Budget Campaign Update
3. Goals: Visual Stories and Calls
4. Creating Your Story
5. Q&A
6. Who's In?



# Presenters

**Becky Duffey**, Executive Director, CAADS

**Maureen Erwin**, Maureen Erwin Consulting

**Debbie Toth**, President and CEO, Choice in Aging



# CAADS Budget Request Basics

AB 2331

Both a policy and budget ask that run parallel

We still need a Senate Champion

Budget process ongoing until June 15



# Budget Request Status

## Next Hearing

### Assembly Committee Hearing

Tuesday, April 19, 2022

**Aging And Long-term Care**

NAZARIAN, Chair

3 p.m. - State Capitol, Room 127

Set to be heard first on the agenda. Will know Monday whether this is a consent agenda, if so, testimony isn't needed.

However, there are more hearings.

You can listen in and watch the hearing via following the link - <https://altc.assembly.ca.gov/hearings>

The public is encouraged to provide written testimony prior to the hearing by visiting the committee website at <https://altc.assembly.ca.gov>



# Review/Recap Grassroots Campaign

Why grassroots campaigning is critical: volume of requests during budget season makes it hard to get noticed

Best channels: calls, emails, letters, visits, social media

Keys to effective messaging: Simplicity, consistency; people, photos and stories are more engaging than text & data

Sustained effort is key



# Power of Story

Grabs attention

Powerful Motivator

Connects/synthesizes ideas

*for our audience – state legislators*




# How Storytelling Meets Our Challenge



Grabs your attention – helps us stand out in a crowd

Powerful Motivator – Senior Isolation is real. You can help alleviate it

Connects/synthesizes ideas/information: Who we are + what we do + budget request







# Our Story Will Connect:

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- **WHO WE ARE:** Community Based Adult Services (CBAS) and Adult Day Program centers support community living for low-income, vulnerable seniors and people with disabilities to avoid nursing homes and costly hospital visits.
- **WHAT WE HAVE BEEN DOING:** To keep participants safe and healthy during the pandemic, in-center services have been limited. Remotely, teams conduct weekly wellness checks and health assessments, deliver meals and vital supplies such as masks, conduct online activities, arrange for vaccinations, and many other services.
- **THE PROBLEM:** Even with this intensive person-centered support, two years of social isolation have taken a tremendous emotional and physical toll on participants and caregivers.
- **THE OPPORTUNITY:** COVID isn't going away, but by fortifying centers with ventilation improvements, expanded and repurposed outdoor space, and heightened critical infection control measures, testing and masking, centers can reduce the risk of transmission.
- **THE ACTION:** SUPPORT THE BUDGET REQUEST to help offset costly facility and infection control improvements.

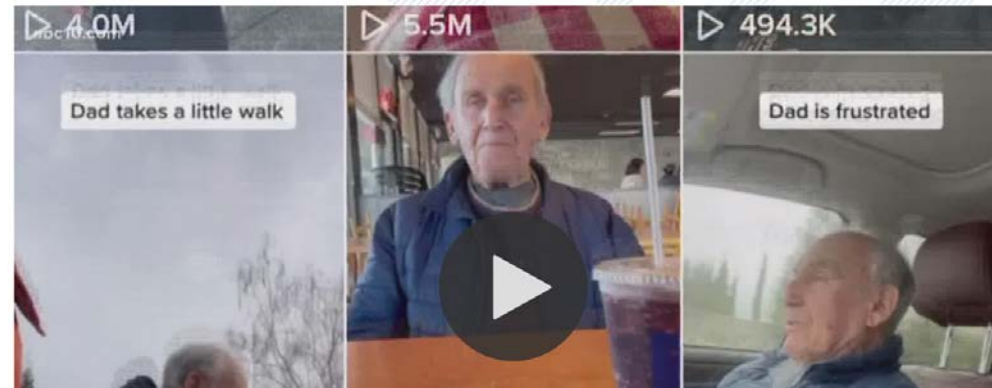
**Visual Stories  
for High  
Impact!**

**Example:**

ELK GROVE

## Elk Grove man share's his father's dementia journey ... and TikTok explodes

Meet Ed Salinger, TikTok famous at 89 years old, and his son, Dan.



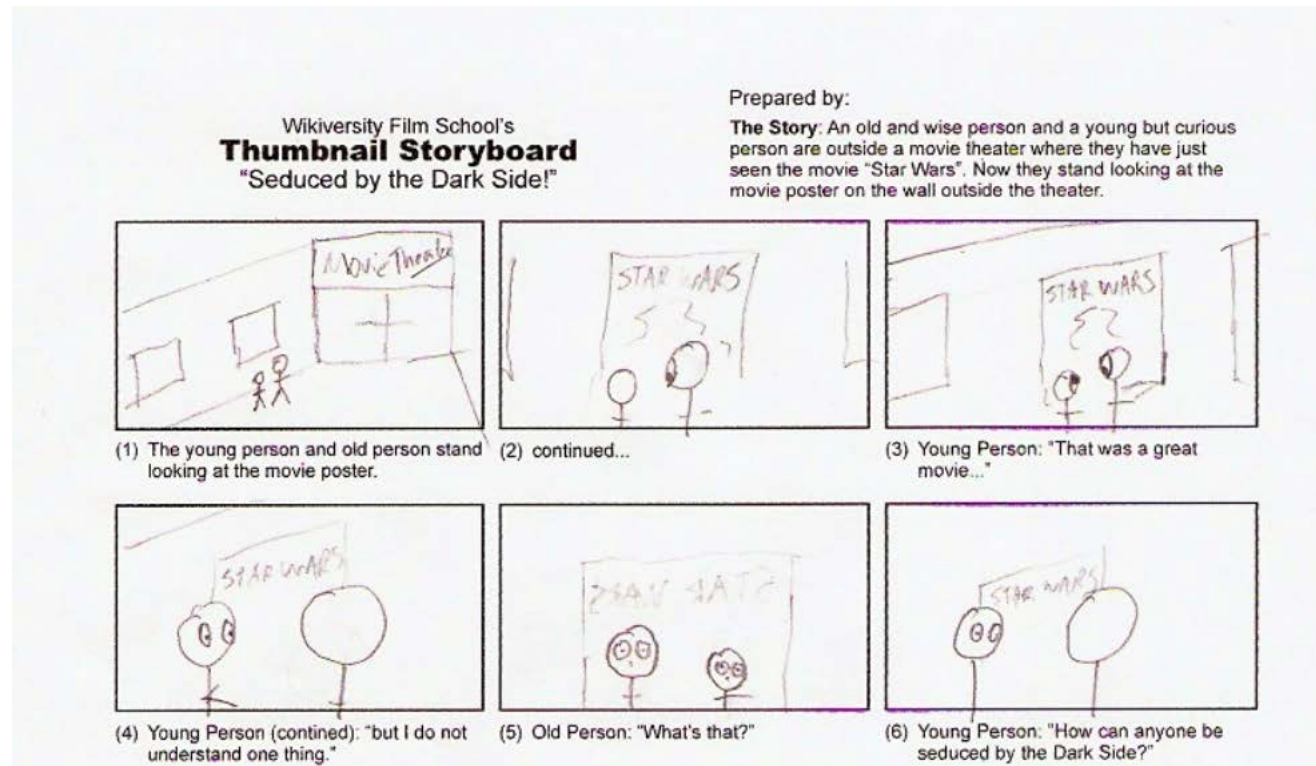
Man using just his iphone camera posts short clips of daily interactions with his father.

TikTok account has over 750K followers!

Why is it a hit? Relatable to many; educational/informative to those unfamiliar with daily challenges for people with dementia and their caregivers.

# Storyboards

Storyboards are a visual tool to help us turn ideas into content - a set of sequential drawings to tell a story. They break stories into linear, bite-sized chunks.



Isolation Impacts -

Intro - in front of Center



"I'm Jane Smith, director of Lilac Lane Adult Day Health Center... we...."

participant #2



The center is my second home, ... I want us to be together again

Showing COVID services



"During COVID, we've been doing x, x, online exercise classes...."

Staff shortage...



We've lost staff during COVID...

Participant #1



I miss my friends at the center and the staff, doing things together like....

The Ask



Bridge to Recovery is important, will help us get back together



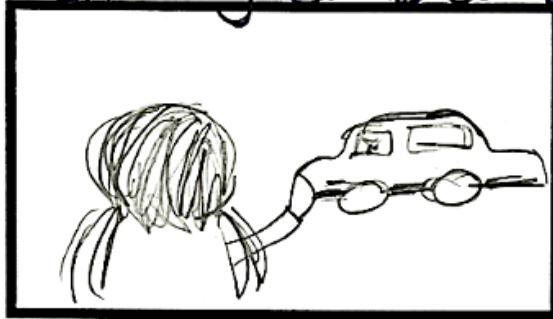
# Isolation Impacts

## Intro-in Context



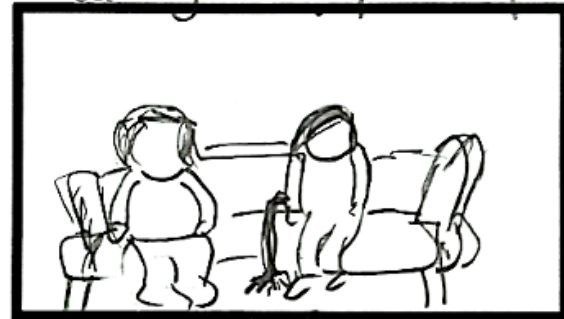
In Linda Smith, I operate  
XX Center in, ... We ...

## Shaving COVID-Services



During COVID, we've been  
doing things like drive thru parties.

## caregiver & participant at home



I asked our participant,  
Bob X, what it's been like  
during COVID ...

## Isolation Impacts



Bobs wife Lisa said ...

## The challenge



We have an outdoor  
patio we'd like to  
enlarge and cover ...

## The Ask



Bridge to Recovery  
could help. Please  
support!



# How Would You Use A Storyboard to Tell Our Story?

Storyboard template with six empty panels arranged in two rows of three. Each panel has three horizontal lines below it for writing.



## Considerations for video/visual stories:

Do you have permissions?

Are your subjects following current COVID protocols?

Where will you shoot?

What background will you have?

Who would make good subjects to illustrate the challenge?

Do you need someone to translate?

What questions will you ask that are relevant to isolation impacts/budget ask?

*Mo can help with technical questions, storyboarding. **You don't need to edit – just provide the content!***



# Phone Campaign – Urgent!

**We need 200 calls by Friday, April 22, to make sure we don't get lost in the mix. Can you take just 5-10 minutes to call.**

After you call and see how easy it is, can you find someone at your Center or from your caregiver and participant community to call too?

**Get on Muster!**





Muster Platform

Super Easy!

Helps us Track progress!



## Make Your Voice Heard to Your Representatives.

Every call gets us one step closer to getting back together safely! 3 easy steps: 1. Enter your Information 2. Review the talking points and how you'll fill in the blanks 3. Click "CALL" and you'll be called back with a connection to their office phone. You're Good to Go!

Make a call to your officials

prefix <input type="text"/>	First Name <input type="text"/>	Last Name <input type="text"/>
Address <input type="text"/>	Zip Code <input type="text"/>	Email <input type="text"/>
Phone number <input type="text"/>	Center Name or Affiliation <input type="text"/>	

### Call talking points

- Be sure to say your name and where you live: "My name is \_\_\_\_\_ and I live in \_\_\_\_\_."
- Make sure you mention the name of the Budget Request: "I'm urging you to support the Bridge to Recovery for Adult Day Services: COVID-19 Mitigation and Resilience Grant Program to Combat Senior Isolation."
- Remind them what CBAS/Adult Day centers do: "Community Based Adult Services (CBAS) and Adult Day Centers support community living for low-income, vulnerable seniors and people with disabilities to avoid nursing homes and costly hospital visits. During COVID-19, centers have been doing things like..." (meal deliveries, weekly wellness checks, etc) "to keep participants safe and healthy at home."
- Say why this budget request is critical: "Two years of isolation have taken a toll on participants and caregivers, including \_\_\_\_\_." (Name some impacts, examples; what have you experienced or seen?)
- Close with: "It is critical that we get our participants back together safely. This request will help offset costly facility and infection control improvements that will help reduce the risk of transmission at our centers. Thank you."

Call



# Can You Call Into Hearing Tomorrow?

**4/19: 3pm- Assembly Aging and Long-Term Care Committee**

**We'll give you instructions, help with messaging**



THANK YOU for Your  
Financial Support and  
Advocacy!

