



caads

CA Association for Adult Day Services

COMMUNITY | CONNECTION | CHOICE

**Use Your Voice to Help Us Get Back Together
Safely!**

March 22, 2022



Agenda

1. Welcome
2. Budget Ask Overview
3. Outreach Plan
4. What you can do to help
5. Q&A



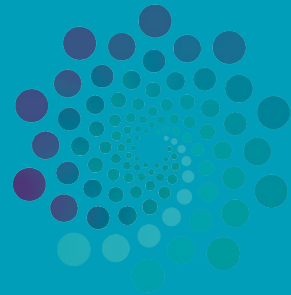
Presenters

Becky Duffey, Executive Director, CAADS

Maureen Erwin, Maureen Erwin Consulting

Renee Nashtut, CEO & Founder, TurboTAR, Inc.





CAADS State
Budget
Campaign

**Bridge to Recovery for Adult
Day Services: COVID-19
Mitigation and Resilience
Grants to Combat Senior
Isolation**

CAADS is proposing the state create and fund the **Bridge to Recovery for Adult Day Services: COVID-19 Mitigation and Resilience Grants to Combat Senior Isolation** grant program.

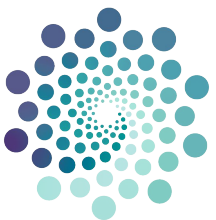
CAADS is asking for \$61.4 million dollars in 1-time grants to support adult day services through the rest of the pandemic and help center participants return safely to in-person services.





Summary:

Grants ranging from \$10,000 to \$200,000 for renovations, repairs, modernization, or retrofitting of existing ADHC and ADP facilities to reimburse unanticipated costs resulting from the COVID-19 pandemic and other health and safety or licensure needs, and to make facilities more resilient for future natural disasters, so participants can return to center safely.



Assemblymember Lisa Calderon (D-57) will be CAADS' Champion

Upcoming dates:

- **March 23 Assembly Budget Sub #1 Hearing**



Media and Grassroots Campaign

Maureen (Mo) Erwin, PR Consultant
Advocacy Team members



California Budget Process

- Legislative review of the budget begins in January and typically runs through June.
- The State Constitution requires the Governor to **submit** a balanced budget proposal to the Legislature by January 10 of each year.
- The Constitution requires that the Governor's proposal be introduced in both the Assembly and the Senate as identical budget bills.



California Budget Process

(continued)

- A new budget is adopted for the state every year. The fiscal year runs from July 1 through June 30.
- After its introduction, the Legislature has until June 15 to pass the budget.
- During the five-month period, the budget committees in each house divide the bills by topic and assign to a subcommittee.



*****This five-month period is the critical period for public comment on the state's spending priorities.*****

From the California State Senate's Citizen Guide to participating in the budget process:

https://www.senate.ca.gov/sites/senate.ca.gov/files/the_budget_process.pdf

Timing is Critical

Don't wait!



Call

Write

Show Up

e-mail

Before they vote!



If you are concerned about budget issues, let your legislator know.

Make sure that any communication you attempt is accomplished as early in the budget process as possible. If you are concerned about budget issues, let your legislator know.

- Call the district office.
- Write a letter.
- Meet with your legislator or a member of his/her staff.
- Send an email.

After completion of the hearings, each subcommittee votes on the proposed changes and submits a report to the full Senate budget committee.

The full committee may accept the report or amend it. The revisions are incorporated into the budget bill and sent to the full membership of the Senate for consideration. The Assembly follows a similar process.



Communications Guidance: Do's/ Don'ts

Do not assume legislators are familiar with CBAS, Adult Day Services, or how participants have been cared for during COVID.

Do remind them of how you provide care:

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.

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.



Communications Guidance: Do's/ Don'ts

(continued)

Do make the connection between the shutdown order and impacts on participants and caregivers at home:

- Even with this intensive person-centered support, two years of **social isolation** have taken a tremendous emotional and physical toll on participants and caregivers.
- (Use examples, stories – what you've seen firsthand. Do you have participants or family members who can help you make this case?)



Communications Guidance: Do's/ Don'ts

(continued)

Do Make the connection between impacts of social isolation and the Budget ask:

- COVID isn't going away, but there is a way to get back together safely in their centers.
- By fortifying centers with evidence-based ventilation improvements, expanded and repurposed outdoor space, and heightened critical infection control measures, testing and masking, centers can reduce the risk of transmission.
- To do this effectively, they need financial help to offset costly facility and infection control improvements

DO NOT FORGET TO SAY THE BUDGET REQUEST NAME (for budget hearings) or Bill # if a bill hearing





Guiding Principles

1. Simplicity and message consistency are key
2. People, photos and personal stories are most engaging
3. Stick with our messages and avoid distractions, side issues





Targets:

- **Governor Gavin Newsom**
- **Assembly Speaker Anthony Rendon**
- **Senate President Pro Tem Toni Atkins**
- **Senate and Assembly Budget committee Chairs & members**
- **Policy Committee Chairs and members**





Messages - Review

- 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.
- 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.
- Even with this intensive person-centered support, two years of social isolation have taken a tremendous emotional and physical toll on participants and caregivers.
- COVID isn't going away, but there is a way to get back together safely in their centers.
- By fortifying centers with evidence-based ventilation improvements, expanded and repurposed outdoor space, and heightened critical infection control measures, testing and masking, centers can reduce the risk of transmission.
- To do this effectively, they need financial help to offset costly facility and infection control improvements.

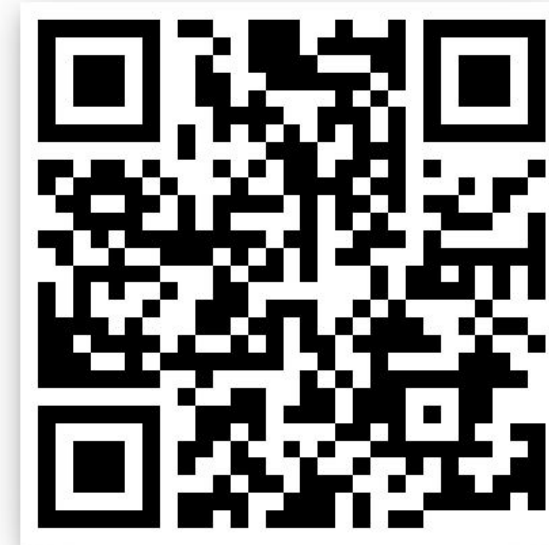


Activity – Let's Get Started

MUSTER makes it easy for you to connect, and helps us TRACK our progress!

SCAN QR code or go to:

<https://bit.ly/3ttmFtz>





Muster Email / Phone Outline:

My name is _____ and I live in _____. (Affiliation with center).

I'm urging you to support Bridge to Recovery for Adult Day Services: COVID-19 Mitigation and Resilience Grant Program to Combat Senior Isolation.

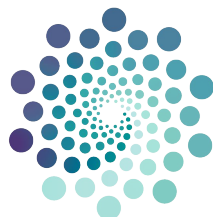
Community Based Adult Services (CBAS) and Adult Day Centers support community living for low-income, vulnerable seniors and people with disabilities to avoid nursing homes and costly hospital visits.

During COVID-19, we have been _____ to keep our participants safe and healthy at home.

Two years of isolation (have taken a toll on, negatively impacted) participants and caregivers, including _____. (Name some impacts, examples; what have you seen?)

It is critical that we get our participants back together safely. This \$61.4 million request will help offset costly facility and infection control improvements that will help reduce the risk of transmission at our centers.

Thank you!



Today - Important Hearing!

Can you call in?

Assembly Budget Subcommittee #1

Starts at 1:30. You can watch online.

After presenters finish, phone line will open up.

You may have to wait on hold for while.



SUBCOMMITTEE NO. 1 ON HEALTH AND HUMAN SERVICES

MARCH 23, 2022

AGENDA

ASSEMBLY BUDGET SUBCOMMITTEE NO. 1 ON HEALTH AND HUMAN SERVICES

ASSEMBLYMEMBER DR. JOAQUIN ARAMBULA, CHAIR

WEDNESDAY, MARCH 23, 2022


1:30 P.M. – STATE CAPITOL, ROOM 444

We encourage the public to provide written testimony before the hearing. Please send your written testimony to: BudgetSub1@asm.ca.gov. Please note that any written testimony submitted to the committee is considered public comment and may be read into the record or reprinted. All are encouraged to watch the hearing from its live stream on the Assembly's website at: <https://assembly.ca.gov/todaysevents>.

The Capitol will be open for attendance of this hearing. Any member of the public attending a hearing in the Capitol is strongly encouraged to wear a mask at all times while in the building.

*A moderated telephone line will be available to assist with public participation. After all witnesses on all panels and issues have concluded, and after the conclusion of member questions, the public may provide public comment by calling the following toll-free number:
1-877-692-8957 / Access Code: 131 54 44.*

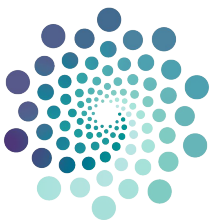
ITEMS TO BE HEARD		
ITEM	DESCRIPTION	PAGE
4170	CALIFORNIA DEPARTMENT OF AGING	3
4180	CALIFORNIA COMMISSION ON AGING	
ISSUE 1	OVERSIGHT OVER IMPLEMENTATION OF THE MASTER PLAN FOR AGING AND RELATED KEY INVESTMENTS IN RECENT BUDGETS, WITH RELATED GOVERNOR'S PROPOSALS	3
5180	DEPARTMENT OF SOCIAL SERVICES (DSS)	12
ISSUE 2	GOVERNOR'S BUDGET PROPOSALS AND OVERSIGHT FOR ISSUES IN THE IN-HOME SUPPORTIVE SERVICES (IHSS) PROGRAM	12
ISSUE 3	GOVERNOR'S BUDGET PROPOSALS AND OVERSIGHT FOR ISSUES IN THE SOCIAL SECURITY INCOME/STATE SUPPLEMENTARY PAYMENT (SSI/SSP) AND ADULT PROTECTIVE SERVICES (APS) PROGRAMS	21



Advocacy
Tactics:
Other tools

Videos

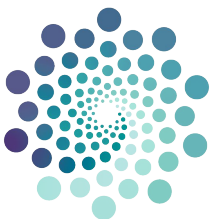
Take videos to share voices of participants, caregivers, staff and others. How has your center helped your health and life? How has staying at home affected you? (ptp and/or caregiver)



Participant & Caregiver Voices

Need photos **and** 30 - 45 second videos

- Pictures should be in-center, with masked participants/staff
- Capturing activities is a plus, with distancing
- When sending please:
 - Identify participants, caregivers and staff as well as other endorsers who give you **permission** to use photos
 - Identify your center name
 - Provide a brief description of the scene
- Email to danielle@caads.org



Other Important Ways to Get Involved

- Sign up to visit your legislators' district office
- Sign up to make calls
- Sign up for social media outreach

Use the **CHAT FUNCTION** to tell us what else you'll do, and we'll follow up!

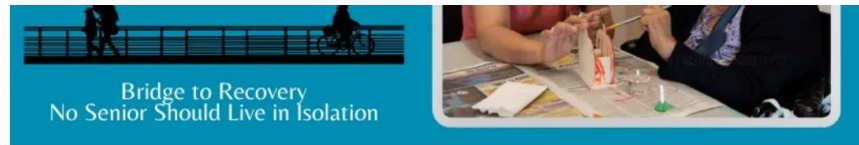


**LOOK FOR OUR EMAILS
AND ALERTS!**



Be Sure to Check Our Action Alert Page!

Because we can't have a webinar every week, we'll direct you to this page via text and email:



Let's Get Back Together Safely

Your Voice Is Needed Now to Help

Pass our "Bridge to Recovery" Budget Ask!

There are two separate approvals required by the legislature and Governor Newsom: A budget request for \$61.4 million and legislation to create the grant program (AB 2331, Calderon).

As the budget request and legislation make their way through the process, we will be sending out CAADS Action Alerts each week, letting you know how you can help. We can't get this passed and signed by the Governor without a strong demonstration of grassroots support!

SECOND ACTION ALERT (will change each week):

THIS WEEK'S TASKS:

PART 1: This week, we are making calls and emails to *specific legislators* on Budget subcommittees and leadership whose support we must line up first.

Calls and emails from their constituents have the most impact! If you are in any of their districts, you'll be connected through the [Muster app](#). It will look up your address and see if you're matched

Important news and Action Dates!

RESOURCES:

Download our flyer and get more supporters of ADS to join our effort!

ADHC Infographic for "Bridge to Recovery"

Go to AB 2331 authored by Lisa Calderon to find out more, and sign up to "Track Bill"

AB 2331 Fact Sheet



Together We Are Stronger



**Take advantage of all that
membership has to offer!**

Join today and Save!

**20% discount through
March 31, 2022!!**



caads
CA Association for Adult Day Services



https://caads.org/join_now/





Q&A





THANK YOU for
Your Advocacy!

