



caads

CA Association for Adult Day Services

COMMUNITY | CONNECTION | CHOICE

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

February 16, 2022



Agenda

1. Message From CAADS President
2. Introducing CAADS 2022 State Budget Campaign
3. State Budget Overview & Process
4. Our Budget Ask
5. Grassroots & Communications
6. What you can do to help
7. Q&A





Presenters



Becky Duffey, Executive Director, CAADS

Daniel Gallagher, CAADS Board President, Executive Director SteppingStone Adult Day Health Care Corporation

Richard Lee, CAADS Board Member, Program Director, Beverly Adult Day Health Care

Jason Telander, CAADS Board Member, CEO, VTC Enterprises, Inc.

Kristina Bas Hamilton, KBH Advocacy

Maureen Erwin, Maureen Erwin Consulting

Renee Nashtut, CEO & Founder, TurboTAR, Inc.





A Message from CAADS President



March 2020 to Present

- Closure and suspension of services - emergency response to keep participants engaged, connected, and healthy
- Pivoting to telehealth and virtual services
- Creating a hybrid model of services
- Loss of revenue
- Adjustment of staffing
- Adhering to changing and confusing regulatory guidance
- Creating living COVID-19 Safety Procedures
- Re-opening to limited in-center services
- Expanding mitigation efforts
- Adjusting staffing (again)
- Coordinating transportation
- Preparation to resume congregate care amidst changing guidelines







All Facilities Letter 20.34.5 - Feb. 8, 2022

ADHC licensed centers guidance from CA Dept of Public Health

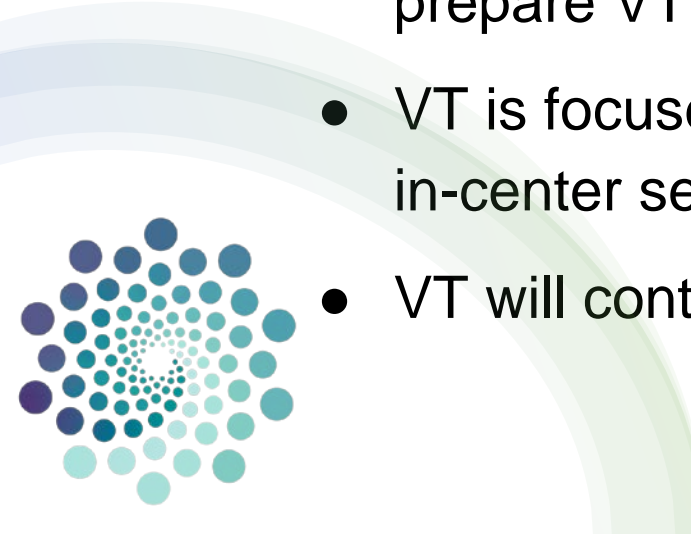

- Temporary **licensing** regulations waiver expires March 31, 2022
- Staff teams are required to be available to provide services at the center by 3/31/22
- **The State guidance is incomplete:** Impact on Temporary Alternative Services (TAS) will be clarified by a CDA ACL soon
- ADHC's should continue planning for a safe and orderly return to regular operations as local conditions allow
- Refer to [AFL 21-35](#) for guidance on in-center operations
- Vision Team continues to work with CDA to guide you





Vision Team



- Members include CAADS providers, ALE, and CDA, all working toward a common goal of adapting guidance for CBAS centers to anticipate and respond to changing conditions, with the goal of a safe and orderly transition to in-center services
 - VT been meeting every Monday since March 2020 for 90 - 180 minutes
 - Webtalks funded by Archstone Foundation grants allowed ALE to prepare VT trainings from May 2020 through October 2021.
 - VT is focused on continuing its ongoing work to prepare for a return to in-center services, delayed 2 times - Delta and Omicron
 - VT will continue to help centers with operational guidance
- 
- 



But first, let's look at the Governor's
Proposed 2022 Budget

It's mostly Good News!





Governor's Budget Highlights

Monday, January 10th, 2022, Governor Newsom released his \$286.4 billion proposed budget and projects continued surplus revenue for 2021-22 of \$45.7 billion.

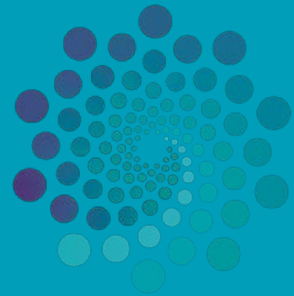
The state's budget resilience is stronger than ever: the result of building reserves, eliminating budgetary debt, reducing retirement liabilities, and focusing on one-time spending over ongoing investments to maintain structurally balanced budgets over the long term.



Governor's Budget Highlights

These efforts enabled the state to protect programs during the COVID-19 Recession while responding immediately to combat the pandemic.

The Budget allocates 86 percent of the discretionary surplus to one-time investments, and is projected to be structurally balanced in 2025-26, the last year in the multi-year forecast.



CAADS State Budget Campaign

We have been working hard on this proposal since December 2021, and today is our official campaign launch to win:

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



Big Picture

Obstacles and Opportunities for Adult Day Services





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 more than \$30 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 3 Senate Budget Sub #3 Hearing
- March 23 Assembly Budget Sub #1 Hearing

CAADS will send you Instructions for giving public testimony





Media and Grassroots Campaign

Maureen (Mo) Erwin, PR Consultant
Advocacy Team members





Strategy

Using all available and effective media and communications tools, target legislators with consistent and compelling messaging making the case for funding the Bridge to Recovery for Adult Day Services: COVID-19 Mitigation and Resilience Grants to Combat Senior Isolation program

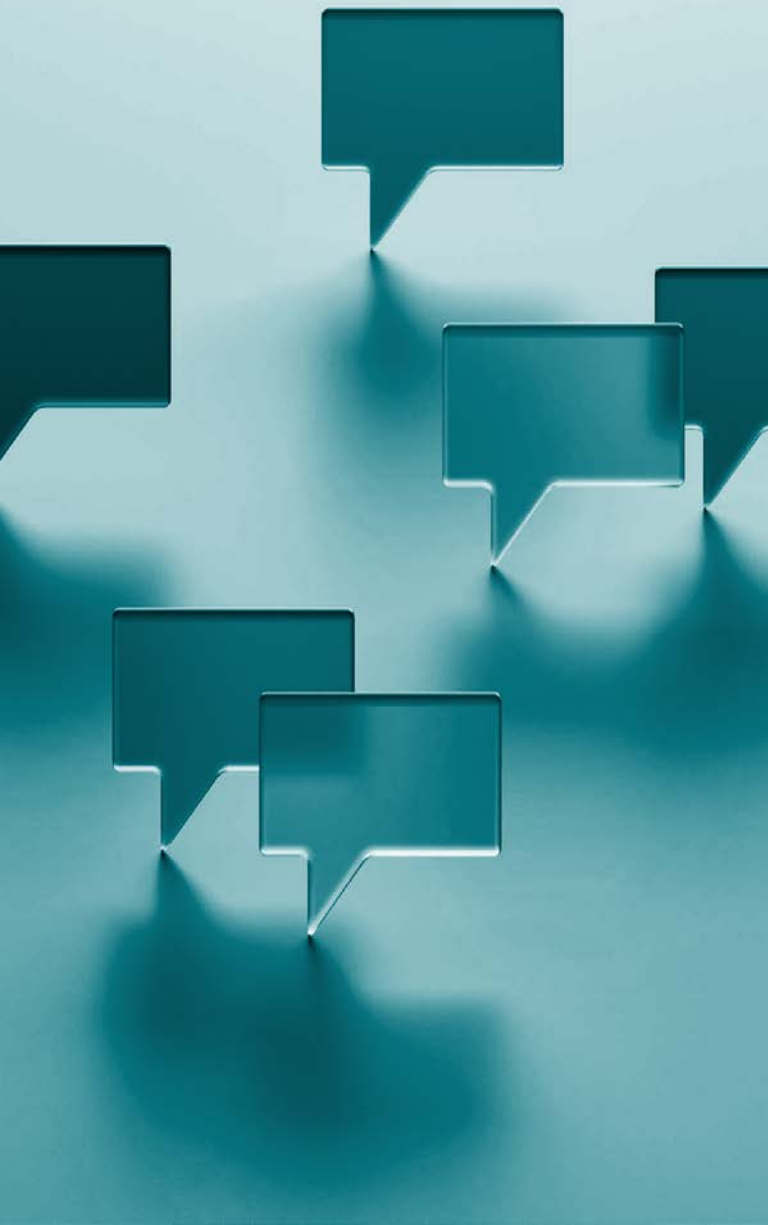




Guiding Principles

1. Simplicity and message consistency are key
2. People, photos and stories are more engaging than text & data
3. Stick with our messages and avoid distractions
4. Avoid jargon and abbreviations
5. Stay out of the “weeds”
 - Unless talking to an “insider” audience who is familiar
 - CAADS team can address the “weeds” - refer to us





Messages

- 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.



How We Win:

- Emails and calls to Legislators and the Governor
- Social media campaign: regular videos and hashtags to engage others in the fight and get messages out
 - Participant, caregiver and staff voices; allies such as doctors; nurses; MCPs and other endorsers
- Meetings with your legislators in the district
- Invite legislators to your facility



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**

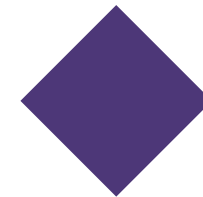




Lead with Stories

How have you been directly impacted?

- Participants
- Families
- Staff



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



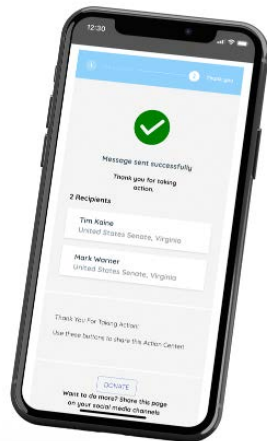


Advocacy Tactics: Our Digital Toolkit

“Muster” is CAADS’ new Digital Advocacy Tool for grassroots organizing

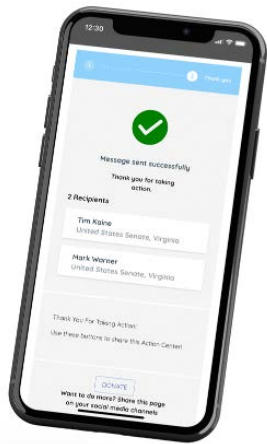
- **Launched today!**

★ **HUGE thank you to the Orange County ADS Coalition for funding the Muster App!**





Get out your phone and open your photo app to take a picture of QR Code to sign up for text messages



<https://app.muster.com/480/supporter-registration/>



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)





Recap & Next Steps

- We are off to a great start this year!
- But, this is a big lift with a lot of competition.
- Much work will be “inside ball” - CAADS team knows how to do this but need to coordinate with you as to messages and timing. We need champions in Assembly and Senate - this is where YOU will make the difference - how does this ask affect real people in the community?
- Please reach out with questions and ideas! We are here to help.



Fundraising, yes, it takes \$\$ for successful advocacy

- Donations will be used to carry out 2022 State Budget Campaign and beyond!
- Pledge Form on CAADS website!

<https://caads.org/fundraising/page.html>

- Goal is \$100,000



Use of Funds

- Contract lobbyist - Kristina
- Communications - Mo
- Graphics - Mo
- On line app - Muster
- Policy/research support - Lydia
- Staff admin support



Fundraising, yes, it takes \$\$ for successful professional advocacy

- **We have kicked off fundraising with a \$7,200 donation!!**
 - Thank you to the Orange County Adult Day Services Coalition and Kay Lee!
- **Thank you for an additional \$8,250!**
 - Sunny Day, Daly Chin
 - Helping Hands for Better Living, Dr. Vanessa Tatum
 - Beverly Adult Day Health Care, Richard Lee





Together We Are Stronger!

Membership -
Join Our
Growing
Community
today!



We welcome new and returning members

Take advantage of all that membership has to offer!

Act before February 28, 2022, and get March for FREE!!



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https://caads.org/join_now/



THANK YOU for Your
Financial Support and
Advocacy!

