

Become part of a movement to change public policy...your voice is vital and can make all the difference, be a Long-Term Care Advocate!

Below are a few tips for making an impact as a Long-Term Care Advocate.

Connecting with Your Legislator

Reach out to your official's local office with a phone call or email and get to know staffers. They are important conduits to your legislator and will likely welcome the opportunity to meet you. Ask them: How can I be a resource for you?

You can find your lawmaker at findyourrep.legislature.ca.gov. Read up on their positions, the issues they champion and the political environment in which they operate (e.g., won by a landslide; threatened in upcoming elections, etc.). Determine how your needs might dovetail with theirs. Plan your narrative and requests so they understand the purpose of your visit and how you think they can help.

Help them understand your concerns and the issues facing your community by inviting them to visit your community and show them what you want to have addressed by sharing examples that demonstrate your issues/concerns.

Attend public meetings such as town hall gatherings and charity drives. Meet them where they are or if your legislator is active on social media, share your thoughts. Comments on social media do get lawmakers attention and will be recorded by Capitol and district staff, particularly when positive.

Relationship Building

Building a lasting relationship with your elected official is key to effective advocacy. Identify your wants and ask for them - be specific, whether a request for funds or a visit to your facility or support for a specific policy stance. Be consistent and persistent - you want to be viewed as a trusted resource who represents the constituents your elected officials serve and you want to be viewed as a great representative for the entire industry. Finally, keep the conversation going. Remember, your voice is vital and can make a difference.