



Homecare
Cooperative
Initiative
A Project of **CDF**

Policy and Advocacy for Home Care Cooperatives

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HOMECARE-
COOPERATIVE-INITIATIVE](http://WWW.CDF.COOP/HOMECARE-COOPERATIVE-INITIATIVE)

Influencers on Home Care Policy

Tim Palmer
Consultant

Homecare Legislative Agenda

Allison Cook, New York Policy Manager, PHI
Terrell Cannon, Director of Training and Workforce,
Home Care Associates

Making Your Voice Heard

- Yvette Beaty, Home Care Associates
- Rebecca Koehler, Cooperative Care

Talking to your Legislators and Crafting your Message

Kate LaTour

National Cooperative Business Association



Why Does Advocacy Matter?

- Elected officials (and their staff) can't know your story unless you tell it.
- And, they can't know the policy challenges you face, unless you tell them.
- So.....how does someone advocate?



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Letters to the Editor

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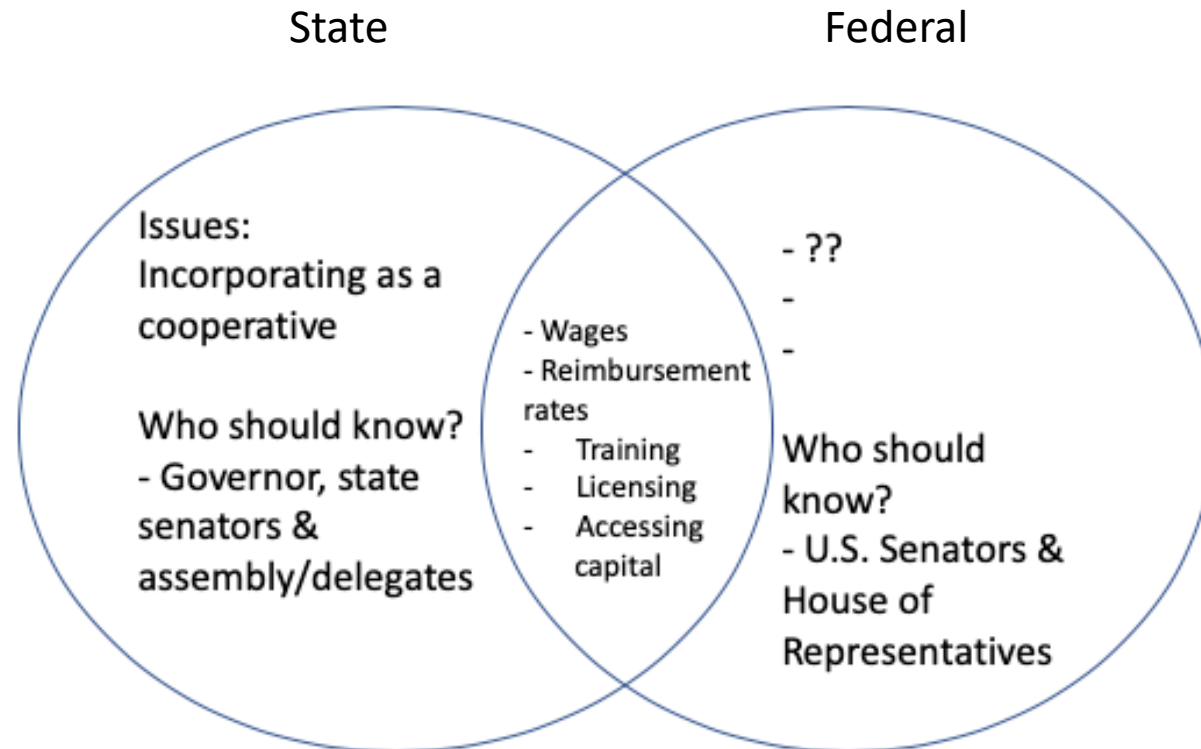
Meet with your Elected Officials

Finding your Elected Officials

- Google is your friend
- Use resources available to you through your membership associations
- To set up a meeting with a Member of Congress, contact the Member's office directly
 - Call! Speak with someone!
 - Scheduling forms
 - Include details to make sure you the elected officials know the heart of the issue, and can also get you connected with the right staff member
 - Is your concern labor related? Medicaid related? Etc.

Identify your Issue and Who Should Know

- Policy challenges can emerge at the local, state or federal level – some many cross levels of government



Preparing for your Meeting

- Learn about your elected officials
 - What are some of the policy agenda items that s/he prioritizes and how do home care co-ops fit into that?
 - What committees does s/he serve on? Can you tie your issue directly to that representation?
- Your story matters!
 - How did you become a worker-owner? What does it mean to you to be a worker-owner?
 - Have you had an experience in a non-cooperative home care company? How was that different?
 - What makes your co-op special in your community?
- Come prepared with about 3-5 key points

Make a Clear Request

- Sometimes that will be easy:
 - Increase funding for agencies so reimbursements can be fulfilled quicker
 - Preserve tax treatment of cooperatives
- Sometimes it won't
 - In that case, you should clearly articulate what the problem is

Build a Relationship

- It's important to view this interaction as the start of relationship, not a transaction.
- Offer to be a resource to help find the solution going forward
- Invite the elected official and staff to visit your co-op
- Follow up afterward
 - If you don't already have an email to stay in touch with the office directly, ask for one
 - Be in touch intermittently with updates – positive or negative

Let's Practice

- Identify the issue you want to raise
- Who will you be meeting with
- Draft an agenda
 - What are the aspects of your co-op story that you want to tell?
(Choose at least three, please!)
 - Discuss the policy challenges

Debrief

- Your name + cooperative + location
- What was your challenge?
- Who do you plan to meet with?
- What aspects/personal stories of your cooperative did you identify as the most compelling? (top three)