



# ADVOCACY UPDATE

January 2020

Oregon Association of Area Agencies on Aging &  
Disabilities

# Today's agenda

- Introductions
- Review the agenda
- Training Lite – 20 minutes or less
- Q&A
- Session Overview
- Priorities – O4AD, Stakeholders, Others
- Hot Button Issues
- Forward to 2021
- Staying updated
- Q&A



# Effective Advocacy

- Advocacy – Support for a cause
- From the Latin, *advocare* – to call to one's aid
- In Oregon, the citizen voice matters
- Oregon Project Independence is one example
- Oregon's focus on home and community based services in Medicaid versus facility based care is another



Let's talk Advocacy!



# Five Rules for Effective Advocacy

- Rule 1: Advocacy just means "Speaking Up." (page 4)
- Rule 2: Learn to think in terms of majority rule
- Rule 3: Always keep three audiences in mind –
  - *Elected officials and their staff*
  - *Other voters/citizens/constituents*
  - *The media*



# Five Rules for Effective Advocacy (cont)

- Rule 4: Be sure THEY hear YOU
- Rule 5: ALWAYS keep the door open for next time



# Building a Strategy

Advocacy requires strategy and thought. Putting some time into your approach will help you use your time more efficiently and effectively. (page 8)

1. Lay your groundwork
2. Build your strategy around a specific issue
3. Make yourself HEARD!
4. Do your homework and housekeeping



# Communicating with Your Elected Officials

- The voice of the constituent matters
- Elected officials are working on behalf of their constituents back home. They need to hear from you.
- Advocates not only help inform, they also provide accountability





# Five Ways to Communicate with your Legislators

- Email
- Letters
- Telephone calls
- Meetings
- AND... Social Media



# Five Ways to Communicate with your Legislators (cont.)

- Meetings
  - *Using the interim and in district days*
  - *Recognize the limits of your time frame*
  - *Develop your message and strategy ahead of time*
  - *Remember its about building a relationship*
  - *The power of the Advisory Council*



# A note about meetings and handouts

- The Oregon Legislature is making a strong move to a paper free environment in many offices. Many legislators are asking for electronic copies of handouts only. Do not be offended if you offer a handout or talking points and are asked to email. All O4AD handouts are available electronically and you may contact us anytime to have an electronic copy sent. If you do not have an electronic copy available, simply let your meeting know that you will provide it at your earliest convenience.



# Advisory Council Relationship Building

- Advisory Councils have a unique perspective – you represent the entire service area of your Area Agency and are also speaking on behalf of those served. (page 14)
- The structure of your advocacy as a Council Member is built upon the Area Agency you are representing
- Know and understand the priorities of your Area Agency, their focus and their approach in regards to advocacy as a Council Member



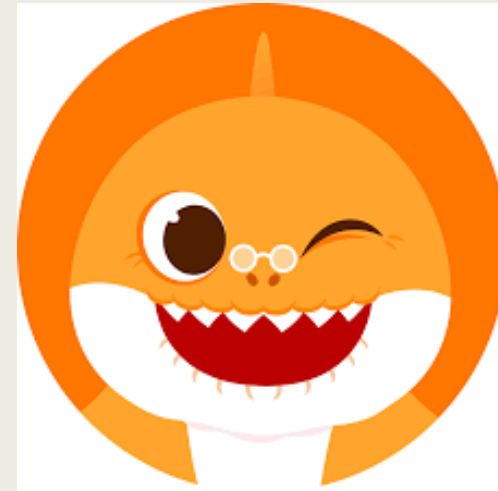
# The Internet, Web Advocacy and Social Media

- The internet provides a powerful way to communicate and build networks. (page 15)
- A recent survey asked Congressional staff their opinions on practices related to communication from constituents including grassroots advocacy campaigns
  - *Their findings*
  - *Involvement*
  - *Constituent visits*
  - *Advocacy campaigns*
  - *Integration of social media tools*



# Keys to Utilizing Social Media in Advocacy

- Use your network to expand those involved
- Communicate with respect
- It still pays to show up in person



# Writing your Legislators

- Keep it brief
- Keep it focused
- Use facts
- Use your resources
- Identify yourself
- Allow for follow up



# The Oregon Legislative Website

- [www.oregonlegislature.gov](http://www.oregonlegislature.gov)
- Oregon Legislative Information System (OLIS)





# Federal Advocacy

- Constituent voice matters
- Know your delegation
- Know the field staff



# Additional Resources

- Election Results
- Committee Assignments
- O4AD website resources
- Legislative updates



# Session Overview

- Key dates
  - *Week of January 27 – Bills posted online, advisory referrals released. First amendments should be completed*
  - *February 3 – Session opens*
  - *Friday February 7 – first deadline for work session posting*
  - *Thursday February 13 – first deadline for policy committee work session in first chamber*
  - *Thursday February 20 – second deadline for work session posting*
  - *Tuesday February 25 – second deadline for policy committee work session in second chamber*

# Always an exception

- House Rules, House Revenue, Senate Rules, Senate Finance & Revenue, All Joint Committees and Subcommittees of Ways & Means, All other Joint Committees – do not adhere to the regular committee deadlines
- Bills that start or are referred to these committees by the appropriate deadline remain ‘alive’ through the end of session.

# It has to end sometime

- The “short” session is restricted to 35 days by Constitution
- The official Sine Die date is March 8 but it can end sooner.
- Because March 10 is filing day

# Priorities – what will we be talking about?

- 04AD
- Stakeholders
- DHS/APD
- Others?
- Hot Button issues we will be reading about in the news

# Setting up for 2021 – via the 2020 election cycle

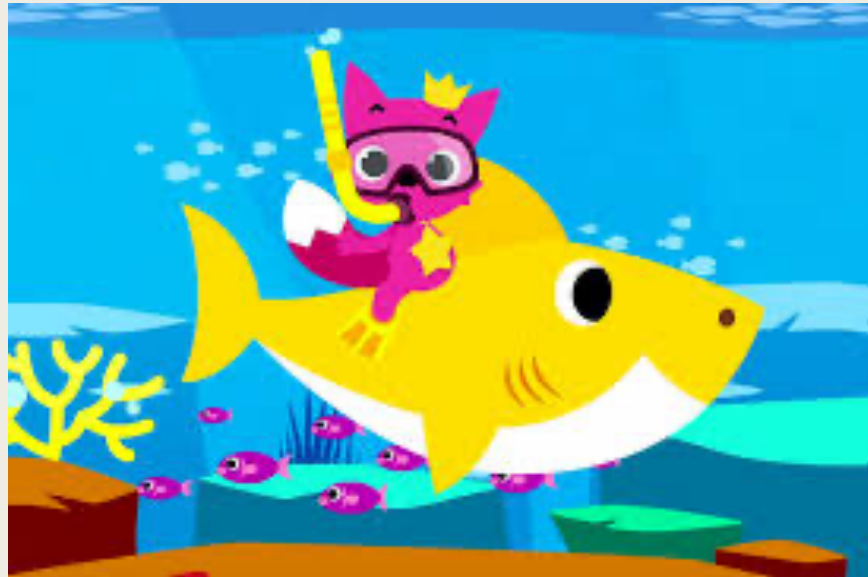
- The Short Session is the jumping off point for the 2020 Campaign Cycle
  - *In 2022, we will elect a new governor*
  - *In 2020, all House Representatives seats will be up for election*
  - *In 2020, half of the Senate seats will be up for election*
  - *In 2020 we will elect a new Secretary of State*
  - *In 2020, we will elect a new Congressperson for Oregon representing the Eastern part of the state*

# Staying updated

- The Legislative session moves at a quick pace – and it changes course frequently during the day
- You can stay up to date via a number of different tools
  - *OLIS – Oregon Legislative Information System*
  - *O4AD website*
  - *O4AD advocacy updates, calls, emails*
  - *Other organizations' advocacy updates or information*
  - *Social media*
  - *Local news & in district updates*



Can we answer any questions?



# In conclusion

- There are many ways to be involved but it is most important to BE INVOLVED
- Find the way you are comfortable with and make your voice heard
- Your voice speaks on behalf of so many others who cannot speak up
- Remember O4AD is here as a resource for you
  - Phone 503-463-8692
  - Email [info@o4ad.org](mailto:info@o4ad.org)
  - Web [www.o4ad.org](http://www.o4ad.org)



THANK YOU!

