



ADVOCACY UPDATE

January 2022

Oregon Association of Area Agencies on Aging &
Disabilities

Today's agenda

- Introductions
- Review the agenda
- Training Lite Q&A
- The Virtual Session – how, why, how????
- Priorities – O4AD, Stakeholders, Others
- Hot Button Issues
- Changes in Leadership
- Elections
- 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."
- 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 – which is a whole new world now!*

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.

1. Lay your groundwork
2. Build your strategy around a specific issue
 - *Members, Committees, Staff, Professional Staff, Other interested parties*
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, You also provide accountability

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

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

The Oregon Legislative Website

- www.oregonlegislature.gov
- Oregon Legislative Information System (OLIS)

Federal Advocacy

- Constituent voice matters
- Know your delegation
- Know the field staff
- A lot is changing right now ... and will continue to

Additional Resources

- Election Results – Oregon Secretary of State
- Committee Assignments - OLIS
- O4AD website resources
- Legislative updates

2022 Session Overview

- Key dates

- *February 1 – Session begins*
- *February 7 – Post work session in 1st chamber*
- *February 9 – Revenue forecast*
- *February 14 - 1st Chamber Deadline & Happy Birthday Oregon*
- *February 18 – Post work session in 2nd chamber*
- *February 24 – 2nd Chamber Deadline*
- *March 7 – Constitutional Sine Die*
- *March 8 – Filing Day*

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 set by the Constitution but it can end sooner or go longer. However filing day factors into the short session.
- The virtual nature of the session will also have an impact on the timing and duration...

Priorities – what will we be talking about?

- 04AD
- Stakeholders
- DHS/APD
- Others?
- Hot Button issues we will be reading about in the news
- The election cycle is on everyone's mind – and leadership changes

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 or Nicole@o4ad.org
 - Web www.o4ad.org

THANK YOU!

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