



## Level Up! Advocacy at the Local, State and Federal Levels

### Panelists

1. **Kevin MacDonald**, Santa Clarita Valley Senior Center, CA
2. **Eve Anthony**, Athens Community Council on Aging, GA
3. **Patrick Rowan**, Metro Meals on Wheels, MN

## Advocacy Priorities

- FY 2019 Appropriations
- Older Americans Act Reauthorization



## ADVOCACY – PERSON TO PERSON



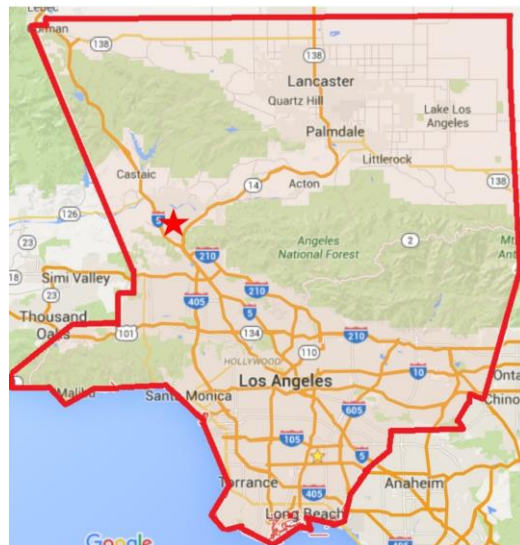
**Kevin MacDonald**

Executive Director

Santa Clarita Valley Senior Center (CA)

[kmacdonald@scv-seniorcenter.org](mailto:kmacdonald@scv-seniorcenter.org)

## City of Santa Clarita



## SCV Senior Center



## New Plans for Senior Center



## New Senior Center in Process





## LOCAL – PERSON TO PERSON

- City (Population 280,000)
  - City Council and Staff
  - Go where they go.....
  - Get to know them
  - Ask
- County (Population 10 million)
  - County Staff and Supervisor
  - How to follow them
  - How to engage them
  - Ask

## City of Santa Clarita, Honors Senior Center



## Los Angeles County Supervisor Kathryn Barger



## STATE – PERSON TO PERSON

- Know how the budget and legislative process works
  - Assembly and Senate
  - Familiar with their issues
  - Go where they go
  - Look for advocacy opportunities
  - Offer assistance (not just about your agency)
  - Get to know their staff
  - No legislation without your knowledge

## State Senator Scott Wilk



## State Senator Ricardo Lara



## Fighting the Good Fight in Sacramento, CA



## FEDERAL – PERSON TO PERSON

- Consistent advocacy
  - Meetings in Washington – consistently
  - Meetings locally - consistently
  - Be familiar with what they are working on – Congress App
  - The Receptionist and Legislative Aide have power
  - Invite for a visit or a ride
  - Thank You



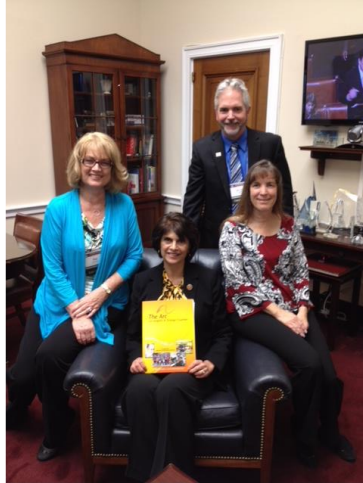
## The Tie



## Debbie Jessup – Aide to Congresswoman Roybal-Allard



## Congresswoman Lucille Roybal-Allard



## Congressman Allan Lowenthal – former State Senator



## Meals on Wheels Advocacy Team



## Congressman Steve Knight



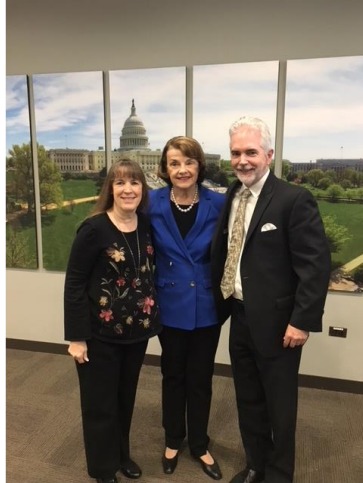
## Congressman Knight Delivers Meals



## Congressman Knight Delivers Meals



## US Senator Dianne Feinstein



## President Obama





## More Courage than Skill



## COMMUNITY ADVOCACY



**Eve Anthony**

President/CEO

Athens Community Council on Aging (GA)

[eanthony@accaging.org](mailto:eanthony@accaging.org)

# WHO WE ARE:



*The mission of the Athens Community Council on Aging is to promote a lifetime of wellness through engagement, **advocacy**, education and support.*

## Community Programs

- Transportation
- Senior Corp
  - Foster Grandparent
  - Senior Companion
  - Helping Hands
- Georgia Cares
- Long Term Care Ombudsman
- Senior Community Service Employment Program

## Supportive Health Programs

- Adult Day Health
- **Meals on Wheels**
- Center for Active Living
- Grandparents Raising Grandchildren
- Case Management
- Support Groups
- Medical Residency Program

## Community Initiatives

- Athens Senior Hunger Coalition
- Augusta University/University of Georgia Medical Residency Program
- ACCA Fellows
- Lunch/Health Buddy
- Volunteer Engagement

# OUR COMMUNITY

## Athens-Clarke County

- The smallest county in GA
- 127,000 total residents
- 36% poverty rate
- University of Georgia and Augusta University/UGA Medical Partnership
- 1 in 5 (20.4%) residents are food insecure – 9% of residents aged 50 and older
- By 2030, ACC will experience a 41% growth in residents aged 65 and older



# OUR MESSAGE



THANK YOU FOR CHAMPIONING MEALS ON WHEELS!

Meals on Wheels programs help keep our seniors healthier, safer, and living in their own homes. ACCA has 175 Meals on Wheels volunteers who deliver more than 60,000 meals a year to our community's most vulnerable seniors.

## HERE'S HOW YOU CAN HELP!

**Help End Our Waiting List!** One senior on our waiting list is too many! ACCA currently has more than 60 seniors waiting to receive meals.

**Join Us!** You can help by telling your friends, neighbors, co-workers, and anyone else you know about volunteering with Meals on Wheels! Without our team of volunteers, we would not be able to deliver over 1,200 meals a week.

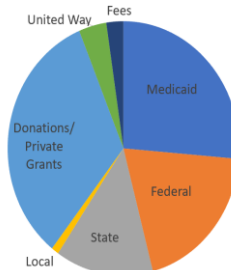
**Spread the Word!** Follow us on social media and share our content to share our message using these hashtags: #seniorscantwait #savelunch #MealsonWheels



@ACCAging



@ACCAging



We make a difference when we

**MARCH FOR MEALS**  
ACCA  
AMERICAN COMMUNITY ACTION  
Live well. Age well.

**TOO MANY SENIORS IN GEORGIA ARE LEFT BEHIND, ALONE AND HUNGRY, STRUGGLING TO STAY INDEPENDENT AND HEALTHY.**

- 2,835,714 are isolated, living alone
- 2,835,714 are threatened to hunger
- 2,835,714 are living in or near poverty
- In Atlanta, 1,100+ seniors struggle with hunger

**MEALS ON WHEELS DELIVERS THE SUPPORT THAT KEEPS SENIORS IN THEIR OWN HOMES, WHERE THEY WANT TO BE.**

- 20% of seniors have no one to help with daily needs
- 10% of seniors have no one to help with transportation
- 10% of seniors have no one to help with finances

**SENIORS REMAINING AT HOME, OUT OF HOSPITALS AND NURSING HOMES, SAVES BILLIONS IN MEDICARE & MEDICAID COSTS.**

- 1 year = 1 day
- 1 year = 1 day

MEALS ON WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

# OUR MESSENGERS



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# TELLING OUR STORY



# OUR NEIGHBORS





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# JOINING OTHERS



STATE OF GEORGIA  
Older Adults Cabinet



ANNOUNCING THE  
2019 ISSUES

[WWW.GCOA.ORG/ISSUES](http://WWW.GCOA.ORG/ISSUES)



LeadingAge  
Georgia

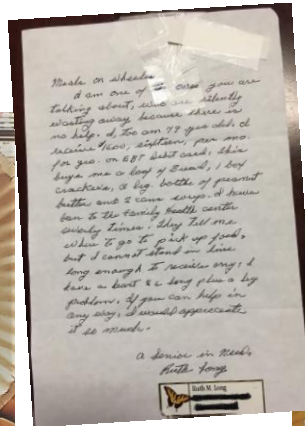
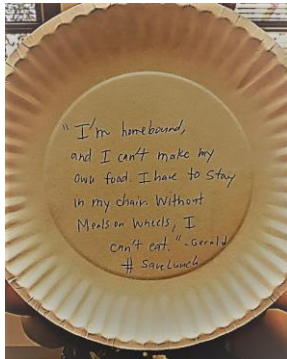


MEALS ON WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO



# WHAT WE HAVE LEARNED



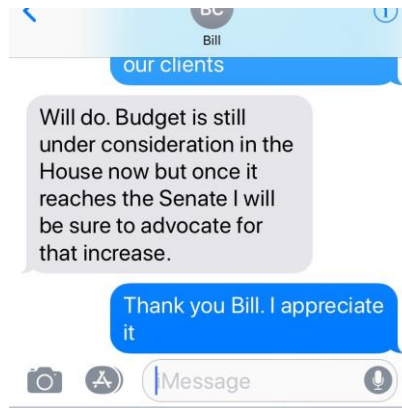
MEALS ON WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

# WHAT WE HAVE LEARNED



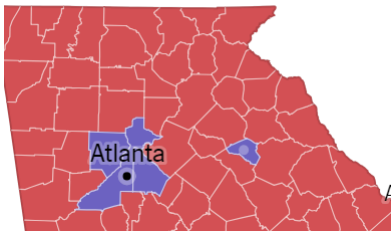
ATHENS AREA  
CHAMBER OF COMMERCE



MEALS ON WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

# WHAT WE HAVE LEARNED



## LESSONS LEARNED



**Patrick Rowan**  
Executive Director  
Metro Meals on Wheels (MN)  
[patrick@meals-on-wheels.com](mailto:patrick@meals-on-wheels.com)

## Today's Topics

- It's Lonely at the Top
- Stronger Together
- Change is Inevitable
- Size Doesn't Matter
- Use Your Board

## It's Lonely at the Top



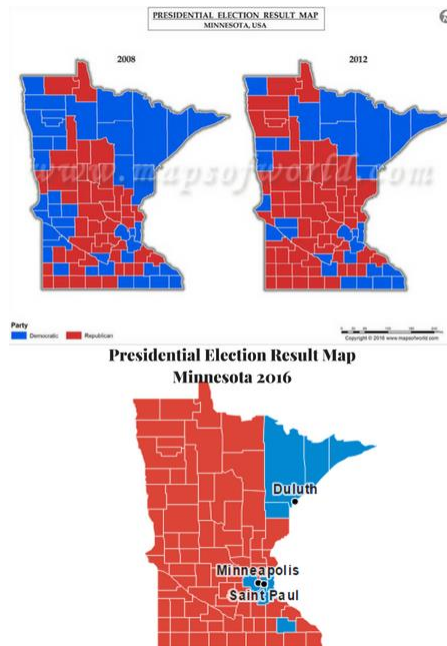


- Best Life Alliance
- MN Hunger Initiative
- MN Leadership Council on Aging
- Partners to End Hunger

## Coalition Success

- 5% Increase in Meal Reimbursement Rate
- Meals on Wheels Issues on Coalition Agenda
- Facetime with Legislators and Agency Staff
- Testimony at Committee Hearings
- Media Engagements
- Insiders at Capitol During Session

## Things Change



## Size DOESN'T Matter

- We all deliver Meals on Wheels and have an extra seat
- Every elected official wants their picture published
- Everyone has a camera. Every. Single. Person.
- We all have a website
- It takes five minutes to make a phone call
- It takes five minutes to write a thank you card



# Pop-Up Petition



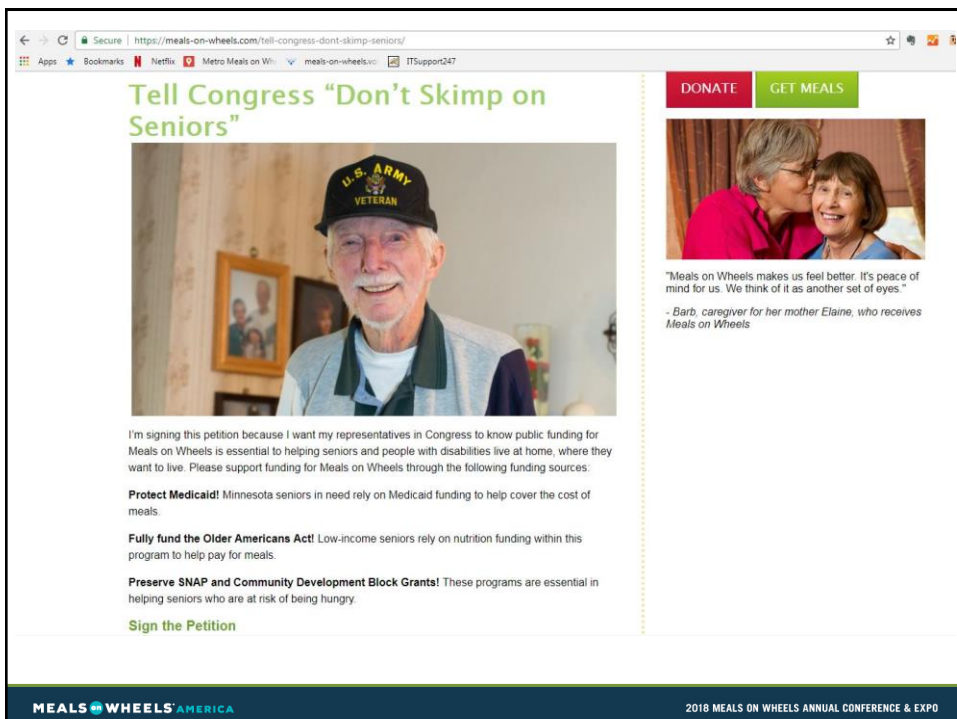
Tell Congress

## "Don't Skimp on Seniors"

Stand up for Meals on Wheels funding by signing the petition!

**SIGN THE PETITION**


No thanks, continue to homepage. »



Secure | https://meals-on-wheels.com/tell-congress-dont-skimp-seniors/

Apps | Bookmarks | Netflix | Metro Meals on Wheels | meals-on-wheels.org | ITSupport247

## Tell Congress "Don't Skimp on Seniors"



I'm signing this petition because I want my representatives in Congress to know public funding for Meals on Wheels is essential to helping seniors and people with disabilities live at home, where they want to live. Please support funding for Meals on Wheels through the following funding sources:


**Protect Medicaid!** Minnesota seniors in need rely on Medicaid funding to help cover the cost of meals.

**Fully fund the Older Americans Act!** Low-income seniors rely on nutrition funding within this program to help pay for meals.

**Preserve SNAP and Community Development Block Grants!** These programs are essential in helping seniors who are at risk of being hungry.

[Sign the Petition](#)

**DONATE** **GET MEALS**



"Meals on Wheels makes us feel better. It's peace of mind for us. We think of it as another set of eyes."

- Barb, caregiver for her mother Elaine, who receives Meals on Wheels

MEALS ON WHEELS AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

Sign the Petition : Entry # 12483 ☐ show empty fields

Name

Address

Brooklyn Center, MN 55430-2126  
Map It


Email

@aol.com

Add a personal story about why Meals on Wheels is important to you:

Everyone needs to eat and nobody wants to have to decide between food and meds and/or rent. Meals on Wheels helps people stay in their homes, when they otherwise would have to leave. My 90-year-old great aunt used MoW when she couldn't cook any more. I intend to stay in my apartment as long as possible. I value my independence. I'll use Meals on Wheels if I ever need to; meanwhile, I donate to it.

- I would like to receive email updates from Meals on Wheels.

MEALS  WHEELS AMERICA 2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

## Sen Tina Smith with Tom





**Thank you for delivering!**

Metro Meals on Wheels appreciates your commitment to Minnesota's seniors!

Sen. Tina Smith pictured with South St. Paul meal recipient Tom Barger - Feb. 23, 2018



## Al & the Davises



## Rep Ellison and Steve



## Don't Forget Your Board

- Public Policy Staff
- Attorneys
- Connections
- Eyes and Ears



## Q&A



# Contact Information

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