



OCAPS

Ohio Coalition for Adult
Protective Services

Tell your story – Make change!
Advocacy and APS

OCAPS Public Policy Committee

Co-Chairs: Beth Kowalczyk and Maridell Couture

OCAPS Public Policy Committee

- Section F. Public Policy Committee

The Public Policy Committee shall provide a pro-active response to legislative and policy issues related to the prevention and treatment of elder abuse and shall have the following responsibilities:

- 1. Develop and implement an advocacy plan for increased funding and sufficient resources to fully implement the APS law and other laws related to issues of elder abuse.
- 2. Study and identify gaps in existing state and federal legislation and policy related to elder abuse and its prevention.
- 3. Identify on state-wide level other advocacy organizations which are working to address legislative and policy issues related to elder abuse, in order to develop/strengthen the network to create the broadest base of support for legislative advocacy.
- 4. Maintain and disseminate to the membership updated information regarding pending and current legislation and public policy issues relevant to Adult Protective Services.

What is Advocacy?

- Process of supporting a cause or proposal
- Raise awareness of a cause
- Create change
- Build a movement

Advocacy Activities

- Organizing supporters
- Educating legislators
- Educating public
- Producing resources describing issue impact
- Becoming future resource
- Establishing relationships

Advocacy vs. Lobbying

- Advocacy is telling a legislator how a policy affects constituents
- Lobbying is one kind of advocacy
- Is an attempt to influence a decision on a particular piece of legislation
- Lobbying is legally defined by IRS regulations and state and federal laws

Communicating with Elected Officials

- Legislators want to hear from you
- Need your knowledge and expertise to inform them about issues impacting constituents

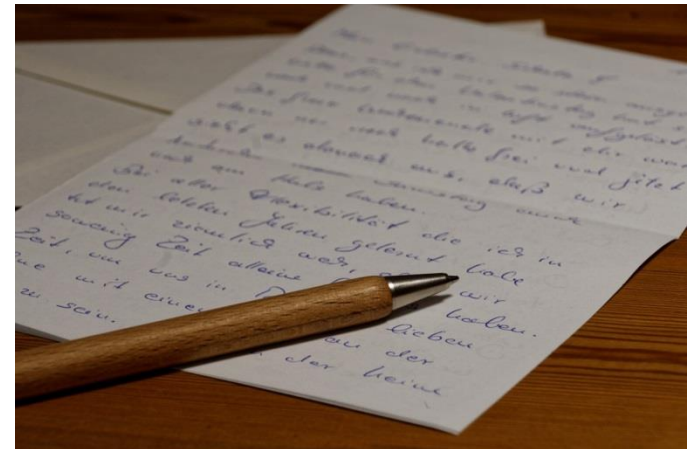
Phone Call



- Make it personal
- Calls counted for or against issue
- Most likely speak with aide, not legislator
- Be courteous and friendly – ask for their name
- Identify self as constituent if you are
- Establish credibility by describing your experience
- Listen to response
- Make clear ask and THANK!

Letter

- Make it personal
- Most effective are handwritten or typed
- Identify as constituent – greater influence
- Legislators state 1 letter = 10 constituents
- State clear position on issue
- Keep to 1 page and 1 issue
- Avoid professional jargon
- Ask for their position and request reply
- Thank them

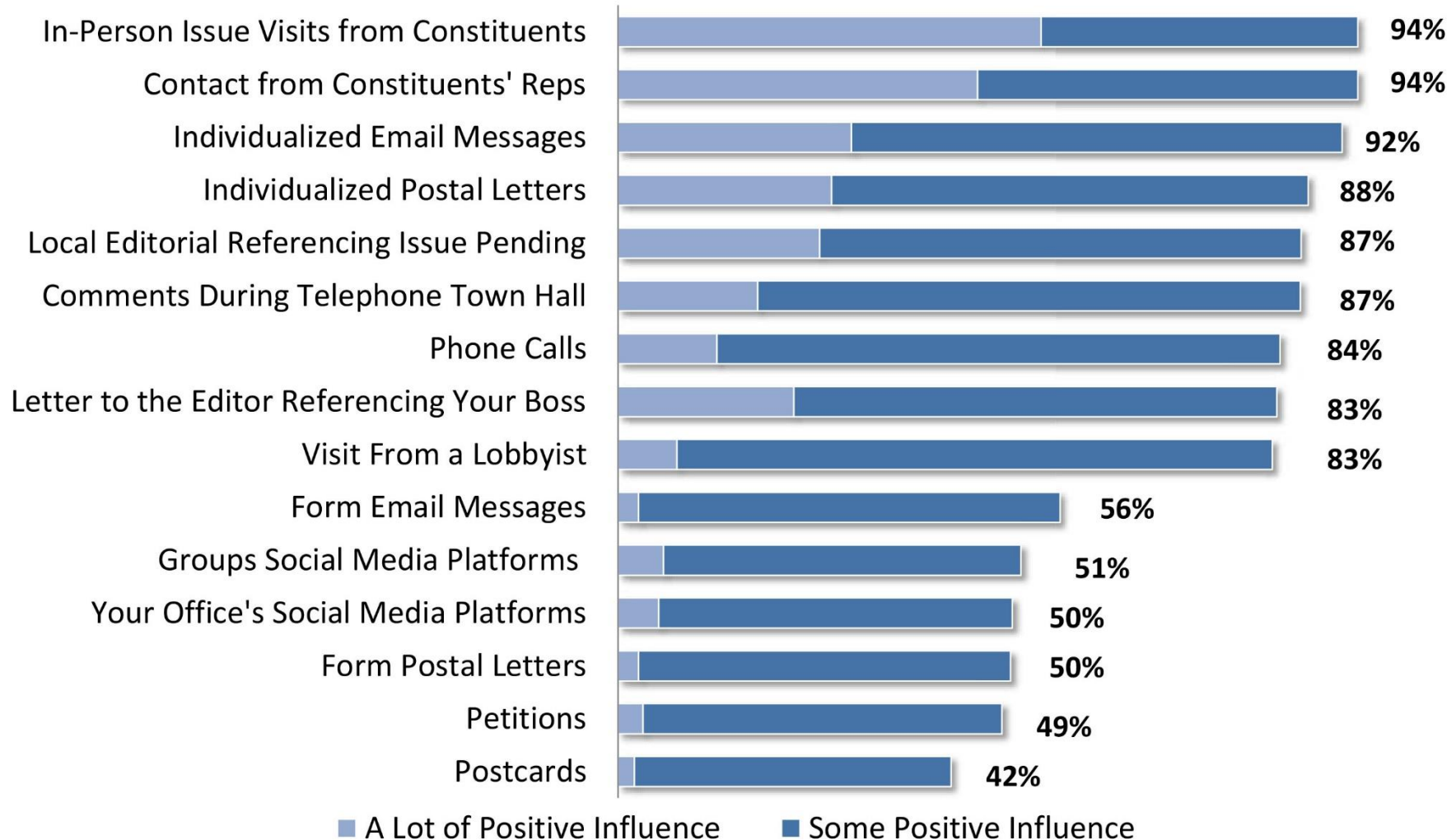


Email

- Effective and fast
- Most effective when individualized
- Put your name and address at top of message
- Humanize issue
- Be brief
- Have clear position
- Be timely
- Don't lie
- Proofread



What Types of Advocacy is Most Effective?



Testimony

- Reinforces your message
- Sign up for testimony
- Provide written testimony in advance
- Practice to deliver key points in short time allotted
- Keep it local – how does issue affect their constituents?
- Speak in easily understood terms – no jargon
- If don't know answer to question, get back with answer



Personal Visit

- Most effective
- Visit in office or in district
- Most likely meet with aide, not legislator
- Be clear about position and preferred outcome
- Reference bill number
- Inform legislator about who you represent
- Leave 1 page position paper for future reference



Relationship Building

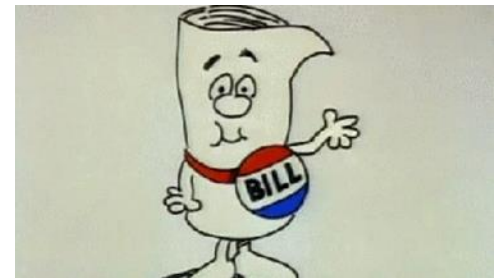
- Interact on a regular basis – not just budget time
- Invite on home visits
- Invite to events
- Send newsletters or articles
- Serve as source of information





Basic Budget Facts

- Biennium = 2 years
- Starts early and ends hopefully on June 30
- Budget has to balance
- Governor has line item veto
- Sets policy through funding priorities



An aerial night photograph of a city skyline. Several tall buildings are visible, with some windows and architectural details illuminated by warm, yellowish light. The sky is dark, and the overall scene has a high-contrast, slightly grainy quality typical of night photography.

Steps of the Budget Process

Ohio Budget Process Steps

- Budget Requests
- Executive Budget
- Bill – codified and uncoded (‘‘temp law’’)
- Committee Hearings
- Conference Committee
- Veto Message

Adult Protective Services in Budget

Am. Sub. H. B. No. 49

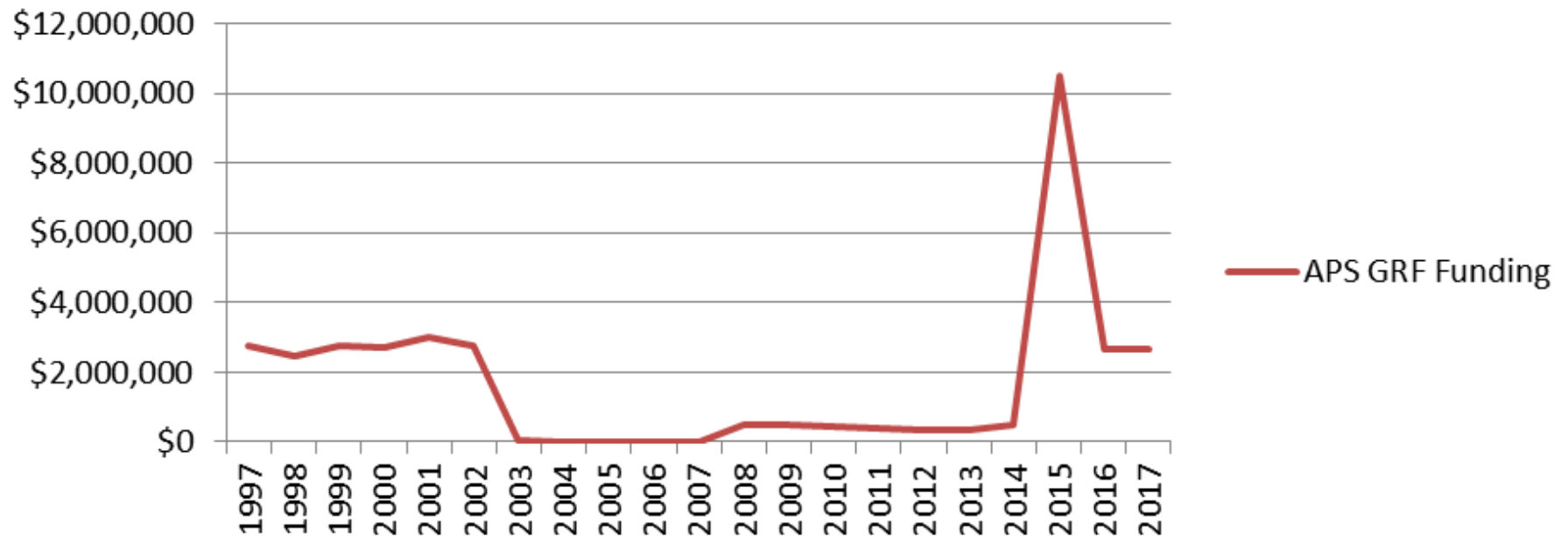
132nd G.A.

3117

GRF 600533	Child, Family, and Community Protection Services	\$	13,500,000	\$	13,500,000
→ GRF 600534	Adult Protective Services	\$	2,740,000	\$	2,740,000
GRF 600535	Early Care and Education	\$	141,285,241	\$	141,285,241
GRF 600541	Kinship Permanency Incentive Program	\$	1,000,000	\$	1,000,000
GRF 600546	Healthy Food Financing Initiative	\$	100,000	\$	100,000
GRF 655425	Medicaid Program Support	\$	7,000,000	\$	7,000,000
GRF 655522	Medicaid Program Support - Local	\$	37,119,931	\$	37,119,931
GRF 655523	Medicaid Program Support - Local Transportation	\$	41,000,000	\$	0
TOTAL GRF General Revenue Fund		\$	788,245,245	\$	743,317,793
Dedicated Purpose Fund Group					
1980 600647	Children's Trust Fund	\$	5,000,000	\$	5,000,000
4A80 600658	Public Assistance Activities	\$	26,000,000	\$	26,000,000
4A80 600659	Public Assistance Activities	\$	14,000,000	\$	14,000,000

History of APS Funding

Adult Protective Services Funding ALI 600-534



Talking about APS



TOOLKIT HOME

FRAMEWORKS INSTITUTE

A close-up photograph of an elderly person's hands, showing wrinkles and skin texture, holding a piece of light-colored fabric. The image is dimly lit, with the hands and fabric being the primary focus.

Talking Elder Abuse

A FrameWorks Communications Toolkit

GET STARTED

Reframing Aging



Avoid

Silver Tsunami, Age Wave; avoid catastrophic language

Seniors, elderly, elders; avoid “other” language

Struggle, battle, fight; avoid conflict-oriented words

Making generic appeals about doing something about aging

Try

Longevity Era, As we live longer and healthier lives...try talking affirmatively about demographics

Older people/older Ohioans; we and us; Use neutral, inclusive

Aging is dynamic process that leads to new abilities and knowledge...Building momentum value

Using concrete examples like intergenerational community centers to show innovation and inventive solutions



Reframing Elder Abuse

Avoid

Appealing to sympathy

Talking about vulnerable people and dependent victims

Focusing only on individual perpetrators and victims

Terms like “perpetrators” and “victims”

Using data and expert jargon to explain causes and consequences of elder abuse

Providing solutions that emphasize individual responsibility

Descriptions of the problem

Try

Appealing to justice: this is about treating older people fairly

Talking about importance of social connections to empower older people and reduce risk factors

Explaining underlying social conditions that can increase risk factors

“People who commit elder abuse” and “survivors”

Using the Social Structure metaphor: Society is like a building. Let’s improve it with support beams that can keep everyone safe

Providing solutions that emphasize collective responsibility and systemic/policy changes

Tell a complete story – Why it matters, how it works and what can be done to address the problem.

Call to Action



“The Ask”

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One Pager

Increase support for adult protective services to enable local communities to make more connections, strengthen existing connections and to find better ways to respond quickly to elder abuse and neglect. Bring local investment to at least \$10 million per fiscal year with a base allocation of \$65,000 per county and the remainder distributed by formula, so that every county can employ full-time staff and offer support services to more responsive to the needs of our communities.

Success!



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