

# Thank you to our 2022 LeadingAge Kansas Partners



# LeadingAge Kansas Weekly Webinar February 4, 2022

[www.leadingagekansas.org/covid19](http://www.leadingagekansas.org/covid19)



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**The Trusted Voice  
for Aging**

**LeadingAge.org**



## **LeadingAge Advocacy Update**

**Joe Franco, Vice President, Grassroots at  
LeadingAge**

# Agenda



# What is Advocacy?

Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. Lobbying is only one kind of advocacy. Other advocacy strategies include:

- **Building and educating the grassroots**
- **Educating policymakers**
- **Developing research and data**
- **Mobilizing with rallies, meetings, etc.**
- **One-on-one meetings**
- **Public messages-letters to the editors**
- **Social media**



# Why Advocacy?

Bringing  
people  
with a shared  
interest  
together  
to change  
policy



# Why Advocates Are Needed

- Elected officials legislate by personal stories
  - Compelling stories prompt action.
- Members need to “hear from home.”
  - Constituents have an impact. You are VOTERS!
- Legislatures: run by 20- and 30-year-olds.
  - Young staffers have power and influence, but need your issue expertise.

# Local Advocacy

- State Legislatures are short windows of time
- State Legislators are overworked and underpaid!
- Very little staff or resources – stories provide context and research!
- Cities can have just as much impact
- Local Executives are much more approachable than national executives such as secretary or President



# GRASSROOTS



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# Types of Grassroots Advocacy

- Online activism
  1. Emails to Legislators
  2. Social Media Messages
  3. Influential Bloggers
  - 4. Petitions
- In-Person grassroots
  - 1. District Face to Face Meetings
  - 2. Lobby Days – Both Federal and State
  3. Rallies
  4. Demonstrations and Protests

# LeadingAge Priorities

- Passing Build Back Better Act!
  - \$150 Billion for HCBS
  - \$2 Billion for new affordable senior housing
  - \$1 Billion for Nursing Home payment increases for wages
- COVID-19 Relief Bill – Relief for workforce, testing and costs
- Fiscal Year 2023 Appropriations – Aging Services Programs need more Funding
- CNA Lockout and 3 Day Observation Stay – Senator Marshall was a champion as a House Member
- Permanent Telehealth Waivers

# Putting It all together

- Grassroots advocacy campaigns must be ONLINE and OFFLINE
- Massive numbers are impressive but it's the personal story given to the right target that moves mountains
- Grassroots advocacy is like building muscle – Use it all the time!

# Advocacy Champion Resources

- Utilize our toolkit at [www.leadingage.org/advocacychampions](http://www.leadingage.org/advocacychampions)

Will provide key information on:

- When it is time to take action
- Optimal activities for that moment
- Talking points
- Info on specific legislators and their potential impact on a bill
- Social media language
- How to reach legislators

# CONNECT WITH US

@LeadingAge



email: [info@LeadingAge.org](mailto:info@LeadingAge.org)

phone: (202) 783-2242

# State Update

If you are using antigen test kits that are different than what you originally put on your CLIA waiver application, send an email to notify [kdhe.clia2@ks.gov](mailto:kdhe.clia2@ks.gov)

# KDADS Webinar: Staff Vaccination Regulatory Oversight and Enforcement

**Tuesday February 8<sup>th</sup> at 2:00 PM**

**KDADS - Presenters**

**Scott Brunner – Deputy Secretary**

**Lacey Hunter - Commissioner**

**Dawne Stevenson – Assistant Commissioner**

[Click here to register](#)

Send questions to [nicole@leadingagekansas.org](mailto:nicole@leadingagekansas.org)



# Federal Update

- **CDC Updates Nursing Home Recommendations.** Read [here](#). CDC has officially changed their vaccination language and considerations related to vaccination status to “up to date” to reflect individuals who have received all recommended COVID-19 vaccinations for which they are eligible. This impacts testing and quarantine following exposure.
- However, CMS has confirmed that **nursing homes should continue to follow the latest CMS guidance on testing requirements.** Read [here](#). This means that, until further notice, nursing homes may continue to test only unvaccinated staff for routine screening testing and staff who have completed a primary vaccine series, regardless of whether they have received a recommended booster for which they are eligible, may be exempt from routine screening testing. **It is unlikely that this discrepancy will last long. CMS will likely move to reconcile the differences between CDC recommendations and CMS requirements soon.**

# Legislative Update

## This week:

- Tuesday, Feb 1 hearing on staffing agency reform bill (HB 2524). Over 20 people attended the hearing to oppose the bill, and both opponents and some committee members were highly critical of the 150% cap on agency charges for long term care providers.
  - Next steps: We are advocating with committee members to do further work on the bill to advance it out of committee and to recognize that the financial instability around staffing and staffing agencies is unsurvivable for our providers.
- Friday, Feb 4 KanCare Oversight committee meets from 9am – 4pm today. LeadingAge Kansas will provide testimony on staffing shortages, the need for staffing agency reform, increased funding and expanded C.N.A. training

## Next week:

We are working with a coalition that plans to introduce a new bill that expands and updates CNA Training programs in the state. Stay tuned!

# LeadingAge National News

- **February 7th, 2:30 PM Central -Coronavirus Update Call.** There may be reason for optimism when looking at pandemic data and trends? Presenter: Dr. Ali Mokdad and his team at the University of Washington's Institute for Health Metrics and Evaluation . If you haven't registered for LeadingAge Update Calls, [you can do so here.](#)

# Value First PPE and Testing Update

- McKesson, Value First's preferred distribution partner, supply chain update:
- The Quidel Quickvue rapid antigen tests are slowly becoming available if your community is in need.
- Please allow for a **minimum two-week backorder delay**, they are anticipating continued supply for now.
- They are receiving additional FDA approved antigen tests as well.
- Due to the very high demand, you may still be requested to limit orders to a 30-day supply.
- McKesson continues to see improvement with sourcing gowns.
- Additional PPE supplies continue to be readily available however plastic and paper products are still harder to stock consistently.
- Continue to be in close contact with your McKesson representative with the additional needs you might have. , Scott Fleet. (816.305.7177) [scott.fleet@mckesson.com](mailto:scott.fleet@mckesson.com)
- Should your community have challenges finding any product in high demand, please reach out to [ann@leadingagekansas.org](mailto:ann@leadingagekansas.org).

# 2022 Spring Conference & Expo April 14 & 15 Wichita @ Hyatt Regency

Registration and online marketing will be live February 16th!

Mark your calendars! We are so excited to be together again!

Education Poll – Top Education Needs

# Upcoming Weekly Webinar Guest Presenters\*

**February 18, 2022 Virtual Advocacy Day (Legislators Invited)**

**February 25, 2022**

**Katie Smith Sloan, President and CEO of LeadingAge**

\*These dates are all tentative.

# Mindfulness Minute

Write down or simply  
acknowledge 3 things you are  
thankful for from the day.



