

G R A S S R O O T S A C T I O N

A Grassroots and Advocate Kit for Long Term Care Facilities



KHCA/KCAL GRASSROOTS PROGRAM

The 2010 Legislative Session will be a critical one for Kansas nursing homes. The state budget crisis is such that legislators will not be able to avoid making serious and broad reforms in order to keep spending under control. Any major changes to the way Medicaid is financed will have serious implications for Medicaid recipients and providers, and for the state's health care system as a whole. We must take every opportunity to ensure that the people we elect understand and support long term care providers.

That is why the Kansas Health Care Association and Kansas Center for Assisted Living is providing you with this Legislative and Grassroots guide. It contains information that the Association has collected on state Senate and House members. We do not intend it to be fully comprehensive; there are many candidates that we have not met. However, we share with you what we do know now so that you, your staff, residents and family members may become better educated as voters and more active in your elected official's races.

This guide contains the following items:

- An outline of the 2009-2010 Grassroots Program - It describes our plan for the election and for the upcoming legislative session.
- An issue summary sheet - It summarizes the issues we expect to be critical in the 2010 Legislative Session.
- Tips on how to conduct candidate visits to your facility - These excerpts come from the Grassroots 101 How-To Guide sent to AHCA members in 2009.
- Tips on how to setup and conduct an in office meeting with your legislator. Includes an example invitation.
- Public and Media Relations Guide - Provides tips on writing letters to the editor, a media release, a press release, and a facility profile.
- An overview of Campaign Contributions and the limits set forth by the Kansas Ethics Commission.

The legislative session will begin in January of 2010. Legislators will begin to campaign lightly until the end of the session, then legislators and the gubernatorial candidates will focus primarily on the upcoming November 2010 election. Call them, invite them to your facility, be flexible and give them as much notice as possible. Remember, they want to meet people and shake hands and what better place to do that than at a nursing home?

We are here to help you get involved in the elections. If you have a question, do not hesitate to call the KHCA/KCAL office. Also, please provide feedback to us on your legislators. Let KHCA/KCAL staff know when you meet with candidates and what they tell you. This election is about making a difference in who represents us in Topeka. We must do our part to elect legislators who support long term care and who will vote to fix the problems we face. As always, thank you for your assistance.

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2009 - 2010 Election and Legislative Session Period

Give the Members the Tools to Lobby (August '09)

- Distribute a "2010 Grassroots Guide" that KHCA/KCAL members can use during the summer recess to conduct facility tours and visiting with legislative candidates.
- Offer KHCA/KCAL members to attend district meetings and teach grassroots lobbying and a review of the legislative session and upcoming issues.
- Both Power Point and booklet format.

Facility Tours and Other District Activities (Aug - Dec '09)

- Ask each facility to conduct at least one facility tour for a Legislator or candidate before the 2010 Session.
- Assign facilities to conduct tours for key candidates and have appropriate staff and Association leadership at those events.
- Encourage District Vice Presidents to invite key candidates to district meetings over this period.
- Provide PAC support at these events to those legislators who have demonstrated that they are supporters.

Topeka Lobbying (Jan - May '10)

- Lobby Wednesdays starting during the January Committee week period and running through session.
 - Have districts and regions take a Lobby Wednesday.
 - Have companies take a Lobby Wednesday.
 - Have related organizations take a Lobby Wednesday.
 - Distribute the button for members to be easily identified in the Capitol.
- Encourage use of email system on KHCA/KCAL website in January conduct a postcard campaign to all legislators. Try to generate 100,000 postcards on the budget issue.
- Midway through session, if needed, put the 200 members into effect and encourage member calls to key Legislators on the budget.

Candidate interviews and KHCA/KCAL Endorsement (June - September 2010)

- KHCA/KCAL staff and lobbyist cross state interviewing candidates on LTC positions
- KHCA/KCAL sends mailing to members asking for their input on races in their communities. Members can recommend for KHCA/KCAL to support or not support candidates for the legislature (early August 2010)
- KHCA/KCAL lobbyist, staff, and PAC committee meet to decide which candidates the
- KHCA/KCAL-PAC will support financially in primary elections (early August)
- KHCA/KCAL staff, lobbyists, and members will present PAC checks to candidates preferably at facilities (July-August)
- KHCA/KCAL staff, lobbyists, and PAC committee members decide who to support in General elections (September 2010).

Continue Family Members (Sep '09 - May '10)

- Have resident and family member involvement in our campaign events
- Continue to fund the project to organize family members in key legislative districts
- Utilize these volunteers during Committee hearings and in public relations events during the session
- Develop a database of residents and family members available to testify before the legislature and conduct press events on behalf of long term care'
- Develop database of residents and family members available for writing letters, making phone calls, sending faxes and emails to legislators and staff
- Manage the databases and communication activity

Issue Summary

The 2010 Legislative Session will be extremely critical in determining the future of long term care in Kansas. We will likely find the Legislature considering legislation that is sweeping across industries cutting funds. It is important to educate regulatory and legislative policy makers in how important issues impact the nursing homes in Kansas and the residents that our dedicated employees care for every day.

Reimbursement

- The Kansas Legislature enacted reforms in 2007 by placing in statute rebasing annually, the three most current cost year reports..
- During the 2009 Legislative session, FY 2010 reimbursement rates were frozen at their current levels.
- Now nearly 100% of all nursing homes will have rates insufficient to cover their Medicaid costs. The 2010 Legislature should restore nursing homes to full funding.
- Nursing home caregivers must be included in the planning process to ensure such options are carefully implemented to ensure quality nursing home care at appropriate reimbursement rates.

Medicaid Reform

- The Kansas legislature has a tendency to emphasize funding for Home and Community Based services.
- Money Follows the Person (MFP) is a federally funded demonstration grant designed to enhance participating states' ability to increase the capacity of approved HCBS programs to serve individuals that are currently residing in institutional settings.
- Rebasing with the three most current year costs and providing some relief to providers

Talking Points

We know going into this legislative session with a budget deficit of around \$350 Million that older adult services would have to "share the burden" in solving the state's budget deficit. And indeed, there have been across the board cuts imposed on the Adult Care homes.

Last year was, and this year will be, a difficult legislative session for everyone - both for Legislators and for officials who had to make difficult cuts to programs and services long supported by Kansas - and for groups like Kansas' Long Term Care Providers.

As a provider of senior care, it is my hope that the number of cuts already made by older adult service providers (350 Statewide) and the extensive economic impact the older adult service providers sector has on Kansas' economy (\$2.6 billion annually) will help to insulate older adult service providers from deeper cuts the Governor is poised to make to the state budgets.

Funding for Adult Care services comes from three pots; Medicare, Medicaid, & Private monies. Providers are already losing around \$14 per Medicaid patient per day and the US Congress is making billions of dollars in cuts to Medicare. In order for our facility to stay afloat, the private pay burden is becoming greater and private pay rates are going up.

The Kansas Health Care Association is a federation of facilities representing long term care providers who believe that the individuals served are entitled to a supportive environment in which professional and compassionate care is delivered.

Long Term Care Nursing Facilities, Staff and Patients

In the 350 Kansas Nursing Facilities there are 24,037 Employees, and 19,701 Patients Cared for Every Day;

9% of patients rely on Medicare; 53% rely on Medicaid; and 38% pay for care with private or other funds.

Long Term Care Jobs

Long term care facilities contribute to approximately 46,920 jobs in Kansas. Currently there are 1,472 Long Term Care Job Vacancies which includes a 9.8% Vacancy rate for Registered Nurses (RNs), 11.4% Vacancy rate for Licensed Practical Nurses (LPNs), 10.1% Vacancy rate for Certified Nurse Aides (CNAs*).

* Individuals often can train to be a CNA in a few weeks; some facilities may offer assistance with training

Long Term Care's Economic Impact

Accounts for \$1.6 billion* or 1.3% of state economic activity (direct effect) and ultimately accounts for \$2.6 billion* or 2.2% of state economic activity (total impact).

LTC facilities generate \$395.9 million in tax revenue...\$122.9 million in state/local taxes and \$272.9 million in federal taxes/

How to Organize Facility Tours for Public Officials

Whether you have invited a legislator to tour your facility during a personal meeting or through phone calls and letters, there are some proven techniques for making the most of your tour opportunity. The steps involve planning, conducting, and following up the tour.

When a legislator visits your facility, he or she glimpses first hand what we offer local communities. Facility tours humanize our issues. They remove legislators from the world of graphs and charts and show them how their policies impact real people. A well publicized tour can also positively enhance your visibility with the public and local news media, as well as with your potential resident's family base.

A well-planned tour leaves your legislator with a better understanding of you, your employees and your residents. It sows seeds that could be all-important at the moment of a crucial decision - when he or she will vote on policies that directly impact your ability to care for your resident.

When to Plan

You should consider inviting not only sitting legislators and other elected officials, but also candidates. You should also reach out to any elected official who shows a desire to learn about what you do. You never know who may be our ally in the Legislature.

Election seasons provide an ideal time for a facility tour. Candidates welcome opportunities to meet with local businesses and shake hands with voters in diverse places. A tour of a long term care facility also provides a desirable setting for photos and even televised coverage on the nightly news. Every politician wants to demonstrate they care about seniors.

The Invitation

As in your business and social life, a personal visit generally has more immediate impact and more lasting impression than a letter. Every member of the Legislature has a district office.

District offices are staffed with people whose job it is to communicate with constituents like you. There are no barriers to stopping by these local offices and establishing relationships with the legislator's staff. The welcome mat is out! Stop by and invite the legislator in person or through their staff.

Plan a Tour Around an Event

Occasionally you hold events at your facility that you may never have considered as an opportunity to invite your elected officials. It takes a different way of thinking when you focus on getting involved politically.

Here's a Plan That Works

To schedule a facility tour, begin by calling or visiting your legislator's office and obtaining several possible dates when he or she is available. Follow the call with a official letter of invitation. Describe the facility, its operation, and the number of employees and residents.

Set aside an entire morning or afternoon (approximately two hours) for the tour. Breakfast, lunch, or a reception should be included. Notify employees about the tour and provide them with background information on the visitors. You-can request campaign pamphlets from the visiting candidates, they will appreciate that their message is being delivered. Include residents and their families in the process so they know you are actively involved on their behalf.

Consider sending a press release to local media announcing the tour. Arrange for a good photographer to be on hand to take a selection of quality, non-intrusive photos of the event. Every elected official likes to have photos of meetings with constituent groups. It's a good idea to send a photo along with the press release. Make sure you work closely with the legislators office on press materials and planning.

Make it possible for employees, residents, and family members to meet the elected officials or candidates. Schedule the visit so that the elected official or candidate will have time to make brief remarks to assembled employees.

Arrange for some time when you and your senior staff can sit down with the legislator in your office to discuss long term care issues.

Plan for the overall tour to be conducted by the administrator. Assign specific supervisors to explain the operation of their work areas. Prepare them so they are comfortable and not surprised by the visitors.

After the tour, ALWAYS send a thank-you letter to the officials who made the visit. It is a nice touch to include copies of photographs or news articles related to the tour.

Prepare a Facility Profile

You should prepare a profile of your facility that shows its place in the community. Your facility profile should be a printed "take-away" document that will help visitors remember the most important economic and community impact messages about your facility - the same points you will cover during the tour. It should include:

- Number of residents and services provided
- Number of employees
- Dollars paid in federal, state, and local taxes by your facility
- Number of vendors who support your facility (highlight local vendors)
- Unique services that you are providing to your employees, residents or the community (i.e., health seminars)
- List of community service programs sponsored by your facility or your employees

Get publicity BEFORE the Legislator's visit

- Coordinate with legislator's aide who will notify your local media of time and place of his or her visit.
- If the facility administrator handles this, send a letter or short news advisory to city desks for newspapers and assignment editors for local TV or radio.
- Contact KHCA/KCAL's Public Relations Consultant, Chris Cardinal, for help with the media.

Conducting Your Tour

Always manage the actual tour yourself. It is important to conduct the tour carefully so that no one in your facility is permitted to monopolize your legislative guest's time, which is as limited as it is valuable.

Before or after the meeting, show your legislative guest some of the realities of resident care and compliance with changing standards. Emphasize quality, resident care during the tour and throughout the visit.

Show the legislator any area of the facility that has been subject to changing, compliance standards or interpretations. Discuss the costs of achieving compliance.

Point out as many types of residents as possible and discuss the range of care provided and the varied costs of that care. If you discuss types of disabilities be careful about patient confidentiality. You may want to include some heavier care and more confused residents, as well as the more alert ones to give a realistic and well-rounded picture to the lawmaker.

Talk to the legislator about the demographic tidal wave that will hit long term care. Explain that the current long term care financing system will not withstand this pressure. Then discuss possible solutions with the legislator.

Sample Facility Tour Agenda

10:00 - 10:15: Greet the legislator and any other guests in your reception area and then take them into the administrator's office for introductions and to summarize your operations with the aid of the facility fact sheet you have prepared.

10:15 - 10:45: Complete facility tour, including time for interaction with residents and staff going about their daily routine.

10:45 - 11:00: Coffee in the administrator's office or conference room. This is the time for private discussion and an open dialogue about the issues currently impacting the long term care community.

11:00 - 11:30: Brief remarks and a short question and answer session with assembled staff in the conference room. (The media can also participate in this segment.) Provide refreshments for guests in main reception area. Departure of your guest(s), with thanks and informational materials. Be sure to give them an open invitation to visit again.

Do not be surprised if your legislator only has one hour available on his/her schedule for a facility tour. The agenda should be adjusted to give the legislator and his/her staff time for a comprehensive tour and a productive discussion about long term care issues.

Conversation With Legislators

Nearly all elected officials are born communicators. If not, they have learned. Talking with constituents is a top priority, and they do it practically every day. You should have no difficulty conversing in a friendly, easy manner throughout the tour.

During a meeting at the legislator's office, his or her staff may be included in your conversation. During a tour of your facility, involve other facility staff (department heads, director of nursing, employee of the month) in the conversation.

Asking "open-ended" questions will elicit more lengthy responses than just yes or no.

Sample questions:

- "From your legislative perspective, what do you see as the key issues affecting long term care in Kansas today?"
- "What can long term care providers concerned about a wide range of issues do to help address our legislative concerns?"
- "How do you think we should address the rising costs of long term health care in the years to come?"
- "Do you see the need for more community involvement in the legislative process? If so, what can we do together to help encourage additional involvement?"

Following Up Your Tour

As in your business and social life, prompt follow-up is an essential part of a successful political life. Following any visit to your facility by a public official your follow-up should be three things: immediate, courteous, and memorable.

Don't wait. Send a "thank you letter" similar to the sample we have provided the day after the facility tour, while the memory is still fresh in the mind of your visitor. Send a letter thanking any legislative staffer who helped make the visit possible.

A Follow-up Plan

- Immediately: Write and send a short "thank you" letter, with any photos and press clippings you have available.
- Immediately: If the local press has not covered the event, send the editor a brief write-up, including the tour agenda and any good photos of the public official.
- Within a Week: Send a second communication if more photos and press clippings come in.
- ASAP: Include an article about the tOUT, with photos, in your facility newsletter or any other in-house publication, including your Bulletin board and Web site if you have one.
- ASAP: Communicate with KHCA/KCAL and let them know how the tour went.
 - Summarize the visit.
 - Send copies of any photos and press clippings.
 - Mention any significant comments or commitments made to or about issues involving long term care.

Sample Facility Tour "Invitation"

FACILITY LETTERHEAD

Sharon Lane Health Services
10315 Johnson Drive
Shawnee, KS 66203
September 4, 2009

The Honorable Mike O'Neal, Speaker of the House
Kansas House of Representatives Room 390-W, The Capitol
300 SW 10th Street Topeka, KS 66612

Dear Speaker O'Neal:

The week of May 13-19, we will be celebrating National Nursing Home Week that honors residents, staff and volunteers at long term care facilities across our country. This week of special activities uses the theme, Treasure Our Elders, to spotlight all the individuals who play a role in making our long term care facility the best it can be.

I invite you to share in this special week by visiting Sharon Lane. I would be happy to accommodate your schedule to arrange a visit between May 13 and 19. The facility has special activities throughout the week that would give you several options for enjoying time with our residents and community members. I would also be happy to include a facility tour and a reception in honor of your visit. I will contact you within the next few days to determine a mutually agreeable time for your visit. Or you can feel free to contact me at your convenience at [phone number or e-mail].

Thank you for your time and consideration. I hope you can join us as we celebrate this annual tradition and look forward to speaking with you soon.

Sincerely yours,

Angela Moore
Administrator

Sample Facility Tour "Thank You Note"

FACILITY LETTERHEAD

Sharon Lane Health Services
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The Honorable Mike O'Neal, Speaker of the House
Kansas House of Representatives Room 390-W, The Capitol
300 SW 10th Street Topeka, KS 66612

Dear Speaker O'Neal:

On behalf of the residents and staff of the Sharon Lane facility, I want to thank you for taking time to visit with us on January 2nd. Everyone here greatly enjoyed meeting you and each one of us was gratified by your obvious commitment to issues effecting the quality and future of long term care in our community, state, and nation.

Your comments on long term care financing reform made a particularly lasting impression on me, and I'm sure on our staff. It is reassuring for those of us committed to helping to meet the daily long term care needs of the elderly and disabled citizens of our community that elected officials share our commitment.

I know that your most valuable commodity is time, and we all appreciate that you have shared some of it with us. I look forward to speaking with you again soon. If I can be of any assistance, in particular on the complex issues involving long term care , please call on me any time.

Sincerely yours,

Angela Moore
Administrator

P.S. Enclosed are some the best photos we took during your tour of the Hawthorne Health & Rehab facility, as well as some press clippings about the event. I hope these will be of use to your staff for publicity purposes in the future.

Meeting With Elected Officials

The best process often begins with a meeting. Getting to know your national and state representatives is the heart of effective grassroots lobbying. Building personal relationships is crucial to long term efforts to influence legislation.

This section offers some tips and techniques. You may need a meeting in order to arrange a facility tour, so consider it as the first step in your plan. Always remember, legislators are extremely busy and just gaining access to them is an achievement. Professional lobbyists know how to do it – and you can learn to be just as effective.

Why Do I Want To Meet Legislators?

It is mutually beneficial because:

- You are the expert on Long Term Care Issues. You know more than the Legislator does about your issue. Due to their heavy workloads, they must be generalists on a host of issues.
- Legislators need a barometer of constituents thoughts and opinions on key issues, and you can provide it on long term care issues.
- Listening to constituents is an essential part of ever National and State Legislators job, so they will be receptive to you, if you approach them in the right way.
- Legislators vote on issues that ultimately impact how you provide services to your residents.

Individual citizens carry weight because:

- All politics is local - Legislators listen to individual citizens.
- A constituent has the ultimate influence over a Legislator - You vote!
- Legislators literally weight how every issue “plays back home.” You provide them with a feel for that. As both a citizen and a long term care provider in the legislator’s home district, you are in a doubly strong position to influence him or her.
- You provide real life experiences that can effect how they view Legislation. You do this by meeting with the Legislator, and again as part of a follow-up letter.
- Done correctly, you meeting with a legislator can be a focal point for launching a specific effort. You can get the ball rolling on our issues.
- You can educate the Legislator about you Facility, and the services provided to your residents. Being effective comes by simply telling him or her about your facility and issues that affect it and your residents.

When Should I Get Acquainted With My Legislator?

The best time to get aquatinted with your legislator is while he or she is running for office. Legislators never forget people who were with them early in their campaigns.

Don’t wait until the Congress or State Legislature convenes, and you want a favor, to get aquatinted with you legislator. Early and frequent contact with your U.S. or State representatives and senators, is very important.

Once Congress or your State Legislature is in session, KHCA/KCAL will be asking you to swing into action with visits, emails, phone calls, or letters whenever a bill impacting the long term care industry is scheduled for a vote.

Getting a Meeting: The Request

1. **The basics** - Decide whether you would like to schedule a meeting while you’re at home, in Topeka, or in Washington, DC. You can either meet with the policymaker who represents your facility district or your hometown.
2. **Set a date** - Meetings are scheduled year-round, yet you may have a better chance of meeting with your Legislator directly while they’re back in their home district on recess. The State Legislature is on recess from April through December and both the U.S. House and Senate schedule recesses throughout the winter,

spring, and summer. Check the House or Senate legislative schedules at www.house.gov or www.senate.gov for specific dates. These would be ideal times to try and schedule an in-district meeting.

3. **Choose a delegation** – Decide who will join you during the meeting. Seek out friends who have similar interests, fellow KHCA/KCAL members, or family members. As the organizer, you will be considered the Delegation Leader and will take responsibility for all logistics and preparation related to the meeting.
4. **Send a meeting request letter** - Send a meeting request letter to your State Legislator or member of Congress' office explaining why you want to schedule a meeting and what you would like to discuss (a sample letter is included in this packet). Make sure to note that you are a constituent and how many people will be attending (list the names, if possible). You can find your legislator's contact information by using KHCA/KCAL's Legislative Action Center on our website. Address the letter to your legislator's district office and send it via fax and email. Sending a hard copy letter may result in delays.
5. **Follow-up on your request** - Feel free to follow-up on your request 2-3 days after the original send date. Call the district office directly and ask to speak with the scheduler.

Getting a Meeting: Preparing for the Meeting

Once a meeting date and time have been confirmed, KHCA/KCAL can help you prepare for the meeting itself. Sometimes KHCA/KCAL may develop specific talking points on specific issues to guide you through the **meeting** and to make sure you take advantage of this important opportunity to convey critical policy messages to your Legislator.

1. **Contact the KHCA/KCAL**- Let us know that a meeting has been arranged and confirm who will be able to attend. The scheduler may have arranged a meeting between your group and the member or you may be meeting with a staff person if the member is not available.
2. **Research** - Conduct some basic research on your Legislator to find out where they stand on issues, and print out talking points from our website. Visit their website to read about their backgrounds, which committees they sit on, if they've made any recent statements on these issues, etc.
3. **Arrange prep meeting** – Set a date and time to meet with the KHCA/KCAL to prepare for the meeting. This can take place over the phone or in person. During the meeting, we will discuss the talking points and answer any questions. Discuss the goal and message you want to communicate to your Legislator. Do you want to raise awareness or change policy? Assign roles and establish what you each plan to say at the meeting.
4. **Prepare materials** - Prepare a "Leave Behind" packet to bring to the meeting. Include background information from KHCA/KCAL's website.

Getting a Meeting: The In-Office Meeting

As the organizer, it is your responsibility to coordinate the discussion and ensure that the meeting is conducted in a professional and respectful manner. Here are some guidelines to help ensure that your meeting runs smoothly and that you're able to convey these important messages.

1. **Your voice is critical** – As a constituent, your Legislator is concerned about your opinion. Make sure that you mention you reside in his/her district or state and explain why you are passionate about long term care issues, for example. Explain that you are a member of KHCA/KCAL and why you are involved. Be passionate and remember that you are an expert on the issue. If you are not able to answer questions posed by your Legislator or his/her staff, let them know you will be willing to send them any information as soon as possible.
2. **Appearance** – Many people ask how they are expected to dress for an in-office meeting. A standard rule is "business casual."
3. **Timeliness** – It is best to meet your group at least 10-15 minutes before the scheduled meeting time. Some groups like to meet at a coffee shop near the district office or in the building lobby. This is a good way to touch base with each other before the meeting begins and to make any last minute adjustments in case someone is unable to attend on short notice.
4. **Manage Your Time** – If you are meeting with your Legislator directly it is difficult to tell how much time they will have to spend with you. At times, the member may only spend a few minutes with the group and a staff person will take over or the member may devote more time than expected. On average, expect a meet-

ing to last a half hour. Either way, follow the talking points developed and the amount of time allotted to each issue. Make sure to stay on message and be respectful of the time.

5. **Manage Expectations** - Sometimes it is difficult to anticipate the level of familiarity your Legislator and/or their staff person has in regards to long term care and Medicare / Medicaid, in particular. If you are asked a question that you're unable to answer, feel free to say that you'll be happy to get back to them and KHCA/KCAL will help you follow-up.
6. **Wrap-Up** - Before concluding the meeting, be sure to thank the Legislator and/or their staff person for taking the time to meet with you. Provide them with the "Leave Behind" packet and let them know that you look forward to staying in touch.

Getting a Meeting: Following-Up

Congratulations! You should be proud of completing your in-office meeting. You were able to take a stand on behalf of your morals and values and truly make a difference by demonstrating to your Legislator that they have a passionate constituency who care about these important issues. Thank you for taking the time to organize such a committed group of individuals and for carrying out such an important meeting.

If this was your first meeting, you'll probably find that there are some things you'd like to improve upon for your next meeting. Don't worry, this is normal! The second time is always much easier, once your group becomes more comfortable in delivering their messages. Here are next steps once your meeting is complete:

1. **Immediate Follow-Up** - The Legislator and/or staff person will typically provide each member of the group with their business card. Hold on to this for future reference and be sure to send a thank you note as well as any follow-up information requested during the meeting.
2. **Feedback** - Make sure to fill out the feedback form available on KHCA/KCAL's website.
3. **Long Term Follow-Up** - Stay in touch with your Legislator and/or their staff person. This is a great opportunity to foster this relationship and to present yourselves as a resource. KHCA/KCAL will keep you posted on any updates related to issues within our program areas. As the legislative process continues, there may be an opportunity to take action again in the near future.

Public and Media Relations

The National Nursing Home and Assisted Living week activities and events at your facility are a great opportunity to promote your facility and to involve your community. Send a schedule of events to your local media and invite them to join in the week's festivities. When planning any major event, it's important to begin working with the media well before the event.

Public Relations Tips

- Send a media advisory four or five days before the event. This media advisory (see sample) alerts the media to the event. It should be a one typed, double-spaced page that includes a brief description of the activity stating who, what, where, when, how and why. Also, don't forget to include the facility contact person's name and telephone number. **Follow up with a reminder phone call the day before the event.**
- The type of event you're planning will determine to whom you should send your advisory. In general, television notices should go to the assignment editor. For radio, they can be sent to the news editor. For newspapers, try the city editor.
- Invite members of the press to arrive early to tour your facility. Working tours in before the event is more efficient than trying to conduct them afterward.
- Have facility brochures and a profile sheet on hand for all visitors.
- Keep a file of press clippings to determine what types of coverage your activities generated. This should be helpful in planning next year's events.
- Send a personal thank you to all media personnel who visited your facility and covered your event(s).

Other methods of getting word out about your facility and NNHW includes sending a letter to the editor and issuing a press release. Samples of both are included in this guide.

How to Prepare a Facility Profile

Every facility should have a profile handout prepared to share with visitors. A facility profile is a reference that visitors can take with them that summarizes the economic and community impact messages that are shared during a tour.

It should include:

- Number of residents and services provided
- Number of employees
- Dollars paid in federal, state, and local taxes by your facility
- Dollars paid in property taxes
- Number of vendors who support your facility (highlight local vendors)
- Unique services that you are providing to your employees, residents, or the community (i.e., health seminars)
- List of community service programs sponsored by your facility or your employees

Sample Letter to the Editor

{Date}

To The Editor,

National Nursing Home Week, beginning on Mother's Day, May 13, and ending on May 19, is a special week for our community to celebrate with the residents, staff, families and volunteers at [facility name]. Long term care facilities locally and nationwide will be holding special events celebrating facilities' contributions to our communities. This week is a perfect time to reach out and let loved ones or friends living at [facility name] and other facilities know that you are thinking about them now and throughout the year.

For tips and suggestions on making the most of your nursing home visit, go online to www.longtermcareliving.com, and click on Guide for Families and scroll down to Tips on Visiting Friends and Relatives.

You can also order this and other free brochures related to long term care by calling 1-800-628-8140. The information talks about planning a visit, visits outside the facility, and who should visit.

Put May 13-19 on your calendar and visit [facility name]. You'll be glad you did!

Sincerely,

[Name]

[Title]

[Organization]

Sample Media Advisory

MEDIA ADVISORY

Contact: [name and phone number]

[Date]

WHAT:

In honor of National Nursing Home Week, May 13 through 19, 2007, [Facility name] will host an open house for the citizens of [Town]. Information on how to select a nursing facility, a tour of the residence, and lunch will be provided. [Insert other facts about your special event.] Families and visitors will have the opportunity to meet the residents and staff at [Facility name] and learn about the services provided there.

WHO:

[Host name] will host the open house.

[Speaker name], [title], of [organization] will be a guest speaker on planning ahead and what to look for when choosing the right nursing facility to meet your needs or the needs of your loved ones. [If applicable, tell what elected officials will be in attendance.]

WHEN:

[Day, month, year] at [time]

WHERE:

[Facility name]

[Address]

[Phone number]

Sample Press Release

Contact: [INSERT NAME]
[INSERT PHONE NUMBER]

FOR IMMEDIATE RELEASE

[FACILITY NAME] CELEBRATIONS NATIONAL NURSING HOME WEEK

[CITY, STATE, DATE]: [FACILITY NAME] is planning a week-long celebration of National Nursing Home Week, May 13-19, 2007. As a member of the Iowa Health Care Association, [FACILITY NAME] joins the over 350 Iowa nursing homes in this celebration sponsored by the American Health Care Association (AHCA). The week spotlights the crucial role nursing facilities play in delivering quality care to our nation's seniors and disabled Americans, 1.5 million of whom reside in nursing facilities.

The activities and events planned for the week-long celebration are designed to honor the residents, care providers, volunteers, families and community members who support [FACILITY NAME]. Special events planned include [LIST PLANNED EVENTS].

"National Nursing Home Week is our favorite time of the year. It is our chance to showcase our residents who have so much to share and our staff who give so much of themselves. The activities and events surrounding this week of celebration are a wonderful way of including not only residents and staff but also the whole community," said [NAME, TITLE, FACILITY]. "The entire community is invited to join in our activities, help plan an event, or come for a visit and tour. Please contact us; we would love to include you."

For more information about programs and services at [FACILITY NAME], contact [FACILITY CONTACT NAME AND PHONE]

[FACILITY NAME] is a member of Iowa Health Care Association and the American Health Care Association, sponsors of National Nursing Home Week. Visit the Iowa Health Care Association (IHCA) website at www.iowahealthcare.org to learn about ways to get involved in long term care and for information for consumers researching long term care options. A free Consumer's Guide to Choosing a Nursing Home is available from the American Health Care Association. Call toll free 1-800-628-8140; or, order through the website at: www.LongTermCareLiving.com.

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Campaign Contributions

Major Points

1. Political Action Committees (PACs) and individuals are a major part of the government relations process.
2. Re-election financing is never far from a politician's mind, especially a member of the House, who has to run every two years.
3. There is value in bringing together individuals from other constituencies, as well as campaign contributors.
4. Lobbyists do NOT mix issues and campaign financing. They NEVER expect or even hint at an expectation of a "quid pro quo" for a legislator's support.
5. Campaign contributions are greatly appreciated, particularly as campaigns are getting more and more expensive.

Financing Politics

Our political system can't function without the fuel of monetary contributions. Winning a US House seat may cost millions of dollars, and capturing a US Senate seat takes much more.

Why? Well, advertising, staff, office space, technology, polling, consultants, mail, telephone, and transportation expenses are just some of the campaign needs. Where does the money come from? Because individual and corporate contributions are limited, the vast majority of political funding comes from the contributions millions of Americans make to PACs.

KHCA/KCAL PAC

As an KHCA/KCAL member, your relationship with the KHCA/KCAL PAC is a great benefit, as well as an important responsibility.

Never Expect Anything in Return

Political contributions do NOT "buy" political support and should not be equated as such. It is unethical and against the law. Make yourself familiar with local political contribution rules and federal campaign finance laws. KHCA/KCAL can advise you on federal rules and regulations.

Of course, you support financially those candidates who tend to vote your way – and you hope they will continue to do so. But there is never a guarantee. The best way to ensure support is through your consistent investment of knowledge, effort and time.

Contribution Limits

A 'Person' includes individuals, corporations, partnerships, trusts, associations, and organizations.

The Primary Election Cycle runs from January 1, 2007 through August 3, 2010 and the General Election Cycle runs from August 4, 2010 through December 31, 2010.

CONTRIBUTION LIMITS FOR HOUSE OF REPRESENTATIVES		
PERSON	Primary Election	\$500
	General Election	\$500
POLITICAL ACTION COMMITTEES	Primary Election	\$500
	General Election	\$500

CONTRIBUTION LIMITS FOR STATE SENATE		
PERSON	Primary Election	\$1,000
	General Election	\$1,000
POLITICAL ACTION COMMITTEES	Primary Election	\$1,000
	General Election	\$1,000

CONTRIBUTION LIMITS FOR STATEWIDE OFFICE		
PERSON	Primary Election	\$2,000
	General Election	\$2,000
POLITICAL ACTION COMMITTEES	Primary Election	\$2,000
	General Election	\$2,000

http://www.kansas.gov/ethics/Campaign_Finance/Contribution_Limits.html