



PERSON  
CENTERED  
SERVICES  
Reach Your Potential

# Rate Advocacy Campaign

June 16, 2020

# Mission

Connect people to the care, support and opportunities that maximize their quality of life.

# Vision

A community where all people lead fulfilling lives.

# Core Values

People, Integrity, and Trust



PERSON  
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# AGENDA

- What is Advocacy? Why do we need a campaign?
- What is in the campaign?
- How does it work?
- What is the role of Person Centered Services employees?



# WHAT IS ADVOCACY?

- The active support for a cause
- Developing and running an effort to force a specific change
- Educating decision makers to take action



# WHY ADVOCACY? WHY NOW?

Care Coordination Voices Need to be Heard

- Person Centered Services' only revenue is from Medicaid
- State has announced cut in Medicaid rates by 16.2% beginning July 1, and federal cut is another 5% = 21.2% rate cut
- Need state's elected officials to understand how much people with I/DD and their families rely on CCOs and all I/DD services
- We would like to try to reverse the cut, but even more importantly, prevent further cuts



# WHAT IS INVOLVED?

- 7 CCOs in the state have joined forces for one voice, crafted messaging
- Represents 100,000+ individuals with I/DD statewide
- Marketing agency hired to create campaign
- Campaign is in phases, first phase starts this week
- Website, Social Media, Emails – focused toward elected officials
- We are asking you to take some very quick, easy steps to help



# DETAILS OF THE CAMPAIGN



# WHAT IS IT, EXACTLY?

- Website
- Social Media
- Email campaign
- Digital advertising
- Outreach to press





# THE MESSAGING

- The federal government and New York State created and continue to make investments in Care Coordination, but this vital safety net is at risk
- We must call on our networks and beyond to raise our voices together to ensure that state elected officials help stop cuts and become vocal leaders in support of people with I/DD, and therefore in support of CCOs, and all I/DD services
- CCOs are designed to ensure that everyone with intellectual and/or developmental disabilities can have meaningful lives. Significant cuts could devastate people with I/DD and their families
- We simply cannot afford to cut funding for a community that is already at risk during the COVID-19 crisis.



# CAMPAIGN TITLE: “SAFEGUARD OUR LIFELINE”

[www.SafeguardOurLifeline.org](http://www.SafeguardOurLifeline.org)

- “Take Action” button on Website sends email directly to people with power
- Email is already written – people just enter name, email, phone and hit send!
- Volume of emails sent is important
- Includes place to share on Social Media and to sign up for news



# Safeguard Our LIFELINE

STAY UPDATED

## The Voice of Quality Care for New Yorkers with Developmental Disabilities

TAKE ACTION

"The disabled community were held in the dark for so long.

# WHAT DOES THE EMAIL SAY?

- Explains the value of Care Coordination
- Describes how cuts will impact individuals with I/DD: “Could cut vital CC services and leave families without supports they need”
- Asks governor to “protect – not cut – the investment in Care Coordination” and “be a vocal leader in support of people with I/DD and their families”



# SOCIAL MEDIA

Marketing & Communications team posting on all platforms



**Safeguard Our  
LIFELINE**

**Protect Care Coordination  
Organizations Now!**



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# WHAT ARE WE ASKING OF YOU?

It's VERY easy – should only take a couple minutes!

- This is Voluntary!
- Go to [safeguardourlifeline.org](https://safeguardourlifeline.org), click on Take Action Button to send email
- Share Social Media Posts: New posts daily this week on our Facebook, Twitter, Instagram, Linked In
- Email your families – We will provide text that asks them to click to send email. Text will be on Roots.
- The email explains to them briefly what we're asking, and they just click to link to [SafeguardOurLifeline.org](https://SafeguardOurLifeline.org) website





# EXACTLY WHO ARE YOU ASKING?

Using your networks and good judgment

- Send to people/families on your caseload you believe will understand the importance of the cause and engage
- Send to your personal networks
- Send to anyone you think will help support this cause



# SCHEDULE

- Website is live now
- Social Media kicks off today – new posts daily this week
- We are posting this afternoon: summary/directions, today's slide deck, text for email to send to families





# RECAP

- None of this should take you more than a few minutes
- Go to [www.safeguardourlifeline.org](http://www.safeguardourlifeline.org), click “Take Action” button, which sends email
- Beginning today, share our social media posts!
- Send the provided email to families so they can do all of the above
- All directions and content are on Roots
- Phase 2 of campaign may have additional messages



QUESTIONS  
OR  
COMMENTS?

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