Advocating for Older Adults in 2020
New Realities, Same Priorities

Kansas City Leadership in Aging Network Virtual Advocacy Training

Marci Phillips, Director of Public Policy & Advocacy | 7.15.20
Who We Are

_We believe every person deserves to age well_

**OUR VISION**
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

**OUR MISSION**
Improve the lives of millions of older adults, especially those who are struggling

**OUR STRATEGY**
- Talk About and Measure Aging Well
- Innovate and Curate Proven Solutions
- Scale Through Policy, Partners, and Social Enterprise
New Realities, Same Priorities

- Staying Connected
- Enhancing Priorities
- Refashioning Tools
Staying Connected

THEN

• Phone calls & emails
• Town hall forums
• Hill Day
• Site visits
• Media
• Storytelling: Patti’s SCSEP Story

NOW

• Phone calls & emails
• Virtual town halls
• Virtual Advocacy Day
• Virtual site tours
• Media
• Storytelling: Support Communities
Virtual Advocacy Days

- Zoom
- Google Meet
- Skype
- GoToMeeting
- Webex

- Facebook Live
- Twitter Storm
- YouTube Live

- Phone call
- Email
- Petition
- Google Hangouts
- FaceTime
- WhatsApp
- OneClick.chat
Enhancing Priorities

STILL
- OAA Reauthorization
- FY21 Appropriations
- Health Extenders
- Rx Costs

PLUS
- Pandemic Relief
- Economic Stimulus
- Broadband / Digital Divide
Refashioning Tools

**EVERGREEN**

- Advocacy Toolkit
  - Federal Budget Toolkit
- Action Center

**NEW**

- COVID-19 Advocacy Toolkit
- Share Your COVID-19 Story
- Election Center
- Tools for Reaching a Remote Audience
Keep in Touch

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