

CAHSAH
Advocacy & Public Affairs Handbook
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California Association for Health Services at Home (CAHSAH)

The California Association for Health Services at Home (CAHSAH) is a nonprofit association representing California's home care providers. Established in 1966, CAHSAH is one of the largest and oldest associations representing home care in the nation. We are dedicated to promoting quality home care and enhancing the effectiveness of our members.

CAHSAH's members include:

- Medicare-certified home health agencies
- Licensed home health agencies
- Hospices
- Home care aide organizations
- Home infusion pharmacy companies
- Home Medical equipment companies
- Interdisciplinary Professional Services
- Affiliate members

CAHSAH supports its members through:

- Legislative and regulatory advocacy for home care at the state and federal levels
- Promotion and advocacy of home care at local, regional, state and national levels
- Timely information about industry trends through our monthly *bulletin*, our Weekly News Update (WNU), E-Alerts, and our website at www.cahsah.org
- Offering Professional education and training through workshops held in Northern and Southern California
- Providing up-to-date educational resources
- Offering group insurance programs and other member benefits
- Conducting significant home care research

CAHSAH has reorganized its advocacy websites. Now, all advocacy information can be found in one central location at <http://www.cahsah.org/stateadvocacy/stateadvocacy.asp> . At this site, valuable links are located down the right hand side of the page, including links to: the Legislative Action Center, Make the Connection Event, Legislator Rosters, State Budget, Grassroots, E-Alerts, and CAHSAH's Priorities for 2008.

We have also implemented a new program to make it easier for members to “take action” on bills. To review the new system, please click “Legislative Action Center” on the State Advocacy website (see above for link). Members can now send letters and e-mails easily to Representatives of Congress and State Legislators. CAHSAH hopes the improvements to our website, and the implementation of the new Legislative Action Center system, will encourage more members to participate in state and federal advocacy efforts.

Introduction to Advocacy & Public Affairs

Making a Difference through Advocacy & Public Affairs

The California Association for Health Services at Home (CAHSAH) is pleased to bring you this Advocacy & Public Affairs Handbook, produced especially for home health care and hospice providers. The handbook was developed to provide you with practical advice and tools that you can use to guide your political activities, communication with elected representatives, community education and outreach, and contact with print and broadcast media.

It is vital for you to develop a positive relationship with your community, the media, and elected officials in order to maintain a successful business. Advocacy and public affairs are especially important for home health care businesses that continue to provide quality patient care in an intense regulatory environment. It is also essential for you to help educate your community on the benefits of home care and clarify any misconceptions they may have concerning the industry.

To assist you in developing and maintaining successful relationships throughout the year, we have provided various easy-to-use tools and ideas in this handbook. Within these pages you will find: a sample news release, sample letters to the editor, sample letters to your legislator, fact sheets, a glossary of legislative terminology, a legislative and home care visit debriefing form, an event planning schedule, and a section dedicated to legislator and patient visit guidelines and suggestions.

The staff of CAHSAH's Policy, Advocacy & Public Affairs Department is always available should you need further assistance with your advocacy or public relations efforts. You can also access CAHSAH's website at www.cahsah.org for strategic information that will guide you through the advocating process. These tools include on-line constituent advocacy, a webpage dedicated to tracking legislation that will impact the home health care industry, and media contact and public affairs information. In addition, visit CAHSAH's grassroots section, complete with all the forms and information presented in the handbook.

Please feel free to contact CAHSAH for additional copies of this handbook or for more information regarding the communication of your ideas and concerns.

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Grassroots: Constituent Advocacy

What is Constituent Advocacy?

Constituent advocacy is the active support of a cause, issue or policy at the local level rather than at the political center, such as Sacramento or Washington, DC. Constituent advocacy, also known as grassroots advocacy is conducted by members of a community and other constituents. The goal of constituent advocacy is to impact the outcome of legislation by establishing effective communication with elected representatives. Constituent advocacy is achieved by educating your legislator about home care issues, and informing them about how a particular piece of legislation will affect the industry. Politically informed and active constituents who educate and demand accountability from their legislators have the power to change the political environment. Legislators realize that their power is derived from their constituents, and consequently are attentive to your needs and concerns.

Why should you become involved in Constituent Advocacy?

- Most people—including Legislators-- do not know what home care is until they need the services for themselves or a family member.
- Home care providers must comply with myriad of federal and state laws and regulations, and new laws are proposed every year. Your involvement in advocacy will give you a voice in determining the future of your business.
- Constituent advocacy is necessary to make an impact. Relying on the traditional method of using a lobbyist in the Capitol is not enough.
- As a constituent of your Legislator's district, you are highly qualified to communicate with your representative, and build a relationship with him or her.
- As an experienced provider of home care services, you are the most qualified to advise Legislators on issues affecting the industry.

What does CAHSAH's Constituent Advocacy program involve?

- Constituents will have the opportunity to meet in-person with their Legislators and staff
- Constituents may arrange for Legislators to meet with home care patients in the district
- Constituents are encouraged to participate in letter writing campaigns to Legislators
- Constituents can make phone calls to Capitol and District offices
- CAHSAH members are encouraged to attend fundraisers representing home care
- CAHSAH members can attend our annual "Make the Connection" Lobby Day event
- CAHSAH members can directly support the CAHSAH-PAC and CAHSAH-LAF through contributions and assistance with fundraising

How can you be an effective Constituent Advocate?

- Attend CAHSAH's "Make the Connection" Lobby Day event. This free event will improve your political savvy and lobbying skills, and you will learn the latest and most effective grassroots techniques.
- Read CAHSAH's monthly *bulletin*, our Weekly News Update (WNU), and member exclusive E-Alerts. These publications will sharpen your understanding of issues affecting the industry, and will keep you current on industry changes.
- Visit CAHSAH's State Advocacy section on our Website at www.cahsah.org to track key legislation.
- Respond to CAHSAH's Action Alerts which are distributed when legislation is at a critical point and your input can make the difference
- Work with CAHSAH staff and your colleagues to deliver a unified message

- Meet with your lawmakers, and become familiar with the district staff of your state and federal Legislators
- Conduct home visits for your state and federal elected officials and their staff.

Easy Guide to the State Legislative Process

One person can impact the California State Legislative Process

The state legislative session generally convenes in December to organize and begins work in January. Each legislative session is two years. The Legislature takes month-long breaks in the spring, summer, and early fall. The last day for bills to pass is usually early September. Besides working from their office in the Capitol, every Senator and Assembly Member of the California Legislature also maintains an office in the district which he or she represents. The role of the District office is to serve the constituents of the district. You can use this valuable tool by calling and meeting with district staff on issues of importance to home care.

The State Legislative Process and where you can intervene

From an Idea to a Bill Typically, interested individuals or groups (the bill “sponsor”) contact a legislator with a specific problem and solution they wish to have placed in a bill. When the Senator or Assembly Member agrees to “author” a bill, he or she sends the idea to Legislative Counsel, where the language is drafted as a bill. Once the author approves the draft, the bill is filed at the Senate Desk or Assembly Desk, at which time the bill is given a number and “read” for the first time (see glossary for more information on “readings”).

The Bill Must Pass in Committee All Senators and Assembly Members sit on one or more committees. Each committee deals with bills related to just one particular topic. For example, there is a committee specifically for health, education, public safety, transportation, agriculture, and so on. The first committee that all bills must pass through, is the Rules committee. The Rules committee is responsible for assigning the bill to one or more policy committees. For example, bills dealing with health issues are usually referred to the Assembly Health or Senate Health and Human Services Committees. A bill cannot be heard by a committee until it has been in print for 30 days. Each bill must also appear in the Daily File (the agenda of the Legislature’s daily business) for four days prior to being heard in a committee.

You can impact the outcome of a bill in a committee by writing letters or calling the office of the Legislators that sit on that committee. Any communication with a committee member regarding your opinion of a bill should take place *prior* to the committee hearing during which the bill will be heard. CAHSAH members can always access current bill status through the Bill tracking chart on CAHSAH’s web site at www.cahsah.org, on the State Advocacy page. Communicating with Legislators before the committee hearings will enable the Legislator to consider your opinions when voting on the bill early in the process. Your views may then also shape any amendments of the bill. If you are constituent, you should contact the Legislator’s district office to set up a meeting with the legislator in the district to share your views. Be sure to send copies of any

correspondence with the district office to the Legislator's *Capitol* office, and vice-versa. If you will be testifying before a committee regarding your opinion on a bill, state your name and where you live before stating your opinion. Be sure to keep your comments brief and relevant to the bill being debated. CAHSAH can provide assistance as you prepare to testify.

If the bill has a cost associated with its implementation, it must be heard by a "fiscal" committee, which is either the Senate or Assembly Appropriations Committee. Only comments related to a bill's *cost* are debated by the fiscal committees. After the bill passes its last committee in the house, it is read a second time on the Floor.

The Bill Must Pass off the Senate and Assembly Floor On Third Reading, the author presents the bill on the Floor to the entire house (either Senate or Assembly). Most bills require a majority vote (21 in the Senate and 41 in the Assembly) to pass. The exceptions to this are bills with an "urgency clause" and appropriation bills, both of which require a two-thirds vote (27 in the Senate and 54 in the Assembly). Once a bill passes out of the house of origin, it moves to the other house and goes through the process all over again. This means the bill must pass through the committees of the other house—and then must go to the floor of the other house.

The Bill Goes to the Governor If the bill has been passed by both houses, it is sent to the Governor. The Governor may sign the bill, or veto the bill. During the legislative session, the Governor has 12 days to sign or veto a bill. A letter or a phone call to the Governor's office is appropriate to state your position on a bill. If the Governor does not sign or veto the bill within the specified amount of time, the bill becomes law without signature. If the bill is signed or approved, it goes to the Secretary of State to be chaptered (see glossary). If the Governor vetoes a bill, a two-thirds vote in each house is needed to override the veto.

The Bill Becomes Law If the Governor signs the bill, and it is not over-ridden by the State Legislature by a two-thirds vote, the bill becomes law. Most bills take effect on January 1 following their passage. However, bills with an urgency clause take effect immediately upon signature by the Governor.

Making Amendments to Bills

Technically, bills can be amended at any point in the process. After the amendment has been submitted, the bill will be amended and reprinted to reflect the changes made by the amendment. If a Senate bill is amended in the Assembly, or vice versa, and the house of origin refuses to concur in those amendments, the bill will go to a conference committee. Conference committees consist of members from both houses who meet to try to agree on a compromise version of the bill. Members of the conference committee are appointed by the Rules Committees, three each from the Senate and the Assembly. If the conference committee agrees on a single version, it goes back to both floors for approval. If the house of origin concurs, the bill goes to the Governor for signature or veto.

Easy Guide to the Federal Legislative Process

One person can impact the Federal Legislative Process

Congress generally convenes at the beginning of January each year, followed by a winter district work week mid-month. There are additional district work weeks for spring, Memorial Day, Independence Day, and summer. Congress generally adjourns sometime during the last three weeks of October. While similar to the state legislative process, the federal process varies slightly. In either process, your ability to influence legislation and voice your opinion on how your elected official should vote on a particular issue remains constant.

In the federal legislative process, members of Congress introduce a bill, and are referred to as the bill's *sponsor*. At the state level in California, the legislator is referred to as the *author* and the entity who suggested the bill is referred to as the sponsor. The official legislative process begins when a bill or resolution is numbered, referred to a committee and printed by the Government Printing Office.

The four basic types of federal legislation are:

- Bills (H.R. signifies a House bill and S. signifies a Senate bill)
- Joint Resolutions
- Concurrent Resolutions
- Simple Resolutions.

After legislation has been introduced, it is referred to the committee of jurisdiction by the Speaker of the House or the President of the Senate, respectively. Each standing committee of the House and Senate has jurisdiction over issues in several areas, and most committees also have subcommittees that deal with more specific aspects of an issue. For example, there is the Subcommittee on Health of the Committee on Ways and Means.

Committee Action equals Constituent Action

When a bill is sent to a committee, it is placed on the committee's calendar and at this point the committee examines the bill to determine its purpose and to ascertain if there is a need for the new legislation. If the bill is amended by the committee or subcommittee prior to being voted on, the process is called a "mark up".

After receiving a subcommittee's report on a bill, the full committee can conduct further study and hearings, or it can vote on the subcommittee's recommendations and any proposed amendments. The full committee then votes on its recommendation to the House or Senate. This procedure is called "ordering a bill reported." If the committee takes no action, it is the same as killing the bill.

After a committee votes to have a bill reported, the Chairman instructs staff to prepare a report on the bill. This report describes the intent and scope of the legislation, its impact on existing laws and programs, the position of the executive branch, and views of dissenting members.

The committee and subcommittee process is the best time for constituent activity as lawmakers are accessible and receptive to input from the public. Everyone has access to the language of the legislation being considered (accessible through CAHSAH Web site links) and as a constituent, it

is important for you to communicate your position to your legislator. This is the point in the process where you may have the most impact.

After a bill is reported back to its chamber of origin, it is placed on the calendar in chronological order. In the House there are several different legislative calendars, and the Speaker and Majority Leader largely determine if, when, and in what order bills are called. In the Senate there is only one legislative calendar.

Floor Action

When a bill reaches the floor of the House or Senate, there are rules or procedures governing the debate. These rules determine the conditions and amount of time allocated for time debate. Debates in the House may be limited and confined to the subject at hand. The Senate, however, has no limitation except when the Senate itself decides. There is also no confinement of debate to only the particular legislative matter under consideration. After the debate and the approval of any amendments, the bill is passed or defeated by the members voting.

When a bill is passed by the House or the Senate it is referred to the other chamber ('other chamber' is called the 'other house' at the state level) where it usually follows the same route through committee and floor action. This chamber may approve the bill as received, reject it, ignore it, or amend it.

Concurrence of Amended Bills

If only minor changes are made to a bill by the other chamber, it is common for the legislation to go back to the first chamber for concurrence. However, when the actions of the other chamber significantly alter the bill, a conference committee is formed to reconcile the differences.

Conferees generally have three options in trying to reconcile two versions of a bill:

- Recommend the other chamber withdraw from its provisions;
- Recommend their own chamber withdraw from its provisions to accept those of the other house
- Recommend that both chambers compromise by withdrawing some of their provisions in exchange for keeping others.

When considering the bill, the conferees are not permitted to insert any provision that was not part of one bill or the other. If the conferees are unable to reach agreement, the legislation dies. If agreement is reached, a conference report is prepared describing the committee member's recommendations for changes. Both the House and the Senate must approve the conference report.

Presidential Action

After a bill has been approved by the House and Senate in identical form, it is sent to the President. If the President approves of the legislation he signs it and it becomes laws. The President can also take no action for ten days while Congress is still in session and the bill will automatically become law. If the President opposes the bill he can veto it; or if he takes no action after the Congress has adjourned its second session, it is a "pocket veto" and the legislation dies. In 1996, Congress gave the President the authority to use a line item veto for spending bills, such as appropriation bills. This veto permits the deletion of certain budget provisions in a bill while still allowing the passage of the overall bill. If the President vetoes a bill, Congress may attempt to "override the veto." This requires a two-thirds roll call vote of the members who are present in sufficient numbers for a quorum.

Communicating with State and Federal Legislators

How to Obtain the Contact Information for Your Representatives

The first step to communicating with your state or federal representative is to obtain their contact information. The representative's phone number (capitol and district office), fax number (capitol and district office), email address, and mailing address (capitol and district office) are all available to the public. For the contact information of your State representative, please go to <http://www.leginfo.ca.gov/yourleg.html> and enter your zip code. The information for the State Legislators that represent your district will be provided. For the contact information of your federal representatives, go to <http://www.congress.org/congressorg/home/> and enter your zip code. The names of your Representative will appear; click the names to obtain their contact information.

Next, contact the representative's staff to find out the preferred method of communication for that specific office and comply with the request. For example, some offices prefer faxes, while others prefer emails.

Effective Letter Writing

Writing letters to your State and Federal Representatives can be an effective way to make your opinion known on a particular issue. It is important that your letter look professional and is written concisely. See below for some helpful letter writing tips:

- Identify yourself as a constituent, or as representing a constituent group within the Legislator's district.
- Describe how the issue affects you, your business, and your employees
- Use personal or company stationery
- Use proper salutation – “The Honorable [full name]” (see shaded box below)
- Type your letters whenever possible.
- Limit letters to *one page* if possible and focus on one issue.
- Identify bills by the number and title, and indicate the current status of the bill.
- Be specific about your request, whether you are asking for their support or position regarding an issue, or for specific action.
- Copy the district office on letters regarding legislation sent to the legislator's Capitol office, and vice versa.
- Copy CAHSAH on your letters to your legislator, then your Legislator will know you are also in contact with your state association.

Effective Communication by Telephone

This method is best used after a relationship has been established with the legislator and their staff. See below for some helpful tips for communicating by phone:

- Immediately identify yourself as a constituent
- Get to the point quickly, explaining the issue and its consequences for you and those you represent
- Offer to send a fact sheet or other supporting information to the legislator, include your business card (CAHSAH can provide assistance with this if needed)

- Ask the Legislator to consider your input when deciding how to vote
- If you are unable to speak directly to the legislator, ask for the staff person who handles your issue (reference the bill number or issue topic)
- Be sure to leave a phone number where you can be contacted if the legislator has any questions.
- Update CAHSAH on any communications that you have with the Legislator

Effective Communication by Email

Technological advances have resulted in almost every business office being equipped with fax machine and e-mail capability, including the offices of legislators. However, it is strongly recommended that these methods *only* be used in the event that there is insufficient time to send your communication by mail. Due to the large volume of faxes and e-mails sent to legislative offices each day, there is a risk that your message maybe lost in the piles, and may not be noticed until it is too late. Faxes and emails should be used primarily when requested to do so by the legislator’s office. Nevertheless, always follow faxes or email with an original copy in the mail and a phone call to make staff aware that you have sent an e-mail or faxed a letter.

State	Federal
The Honorable John Doe California State Assembly State Capitol, Room 1234 Sacramento, CA 95814	The Honorable Jane Doe U.S. House of Representatives (insert address) Washington, DC 92429
Dear Assembly Member Doe:	Dear Representative Doe:
The Honorable Jane Doe California State Senate State Capitol, Room (insert room) Sacramento, CA 95814	The Honorable John Doe United States Senate (insert address) Washington, DC 94249
Dear Senator Doe:	Dear Senator Doe:

Meeting with State Legislators

Please contact CAHSAH prior to meeting with state or federal legislative officials for assistance with planning a successful meeting. There are several key components to having an effective meeting. First, you must familiarize yourself with the Legislator and their staff. Then, you must be sure that you are adequately prepared for the meeting. Make sure you have the necessary background materials, and that you know your issue inside and out. Once you have had a successful meeting, it is important to follow-up with both CAHSAH and the Legislator's office.

Get to know your Legislator and their Staff

To find out which legislators represent you, please visit CAHSAH's State Advocacy website at <http://www.cahsah.org/stateadvocacy/stateadvocacy.asp> and click on Legislative Action Center. Enter your zip code to search for your representative. Once you identify your legislator, it is important to familiarize yourself with him or her.

Obtain a copy of the legislator's biography which is available on-line or from the legislator's office. You may also request the legislator's vote history on issues related to home care. Find out which committees the member serves, and whether or not the legislator holds a leadership positions. You can find most of this information on CAHSAH's State Advocacy website.

Once you are familiar with your Legislator, begin to familiarize yourself with your legislator's staff. Call the Capital or district office to and inquire the names of the Legislator's key staff members: Chief of Staff, Scheduler/Secretary, and the Legislative Aides. Find out which staff person handles the issue that you are interested in-- Medicare, Medi-Cal, health, home care, etc. It is important to get to know staff because you may end up meeting with the staff member if the Legislator is unavailable.

Background Essentials-- Being Prepared is the Key to Success

CAHSAH can help you get prepared for the meeting. CAHSAH will have pertinent supporting information, such as fact sheets, graphs, spreadsheets, and historical data about your issue. Request these materials from CASHAH in advance, so that you can disperse them to the Legislator and their staff in your meeting.

It is important to know your issue well and be familiar with how it impacts your business, your industry and your community. Being prepared and confident in your issue will give you credibility. Make sure that you are familiar with all sides of the issue—this will require you to research any opposition. Finally, the better prepared you are, the better you will be able to answer the Legislator's questions. If the Legislator asks you a question and you do not know the answer, offer to do some research and get back to the legislator later. Do not guess the answer, or provide an answer that you are not sure is true. Telling the Legislator that you will follow-up on their question also allows for continued communication with the legislator and staff once the meeting has ended.

Make the First Contact—Request a Meeting

Call the legislator's district or Capital office to introduce yourself, indicating that you are a constituent. Briefly describe your industry and ask for an appointment with the legislator. Be sure to explain the purpose of your meeting. For example, you can tell the office that you would like to meet to discuss a particular bill-- identify the issue or specific bill by number, title, and author. When scheduling the meeting, tell the office how many people will be

attending the meeting (no more than three people). Finally, confirm the meeting appointment with a letter. In the letter, include the issue to be addressed, a fact sheet about the issue, and the names of the people who will be in attendance. The Legislator may be unavailable when you call, but ask to speak with the staff person who handles your issue. Inquire if the staff person is familiar with your industry-- if the answer is no, offer to fax or mail a brief information or fact sheet directly to them. If the legislator is unavailable to meet with you, and your issue is time sensitive, ask for an appointment with the staff person who handles the issue that you wish to discuss. A staff person can indicate the legislator's point on view on most issues. Be sure that the people that you bring to the meeting support your issue, and that they do not have their own agenda. Their purpose at the meeting should be to add credence to what you are presenting. If someone has nothing to add, they should not be attending the meeting.

Constituents and Legislators Come Together—Meeting Day

During the Meeting there are several things to keep in mind:

- Dress professionally, and show courtesy and respect
- Arrive a few minutes early, allowing time to compose yourself. This also demonstrates that you respect the Legislator's time and busy schedule
- Greet the legislator and everyone present, and introduce members of your group
- Bring multiple copies of your business card
- Be focused in your presentation; concentrate on your issue. You may only have 15 minutes of the Legislator's time.
- Do not be antagonistic or argumentative during the meeting
- Allow the legislator to respond to your presentation, and ask questions
- Present the legislator with facts, not opinions
- If you do not know the answer to a question, offer to do some research and get back to the Legislator later with an answer. If you say this, you must follow-up.
- Offer to be available to the Legislator/staff to answer future home care questions
- Ask for the Legislator's support on your issue-- this is the primary goal
- Get the business cards of the staff members and the Legislator so that you have their contact information for the future

Post Meeting Follow-up with Legislator and CAHSAH

Once you have had a successful meeting, immediately send the legislator a letter or card thanking him or her for the meeting. In the letter, reiterate key points of the meeting. If you offered to follow-up on questions or said that you would provide more information, include the additional materials in the letter. Remember to send a copy of the letter to legislative staff members who were present at the meeting. If any of the legislator's staff were particularly helpful to you, mention them by name in the letter. Keep the letter to one page, using the business format, and printed on your own letterhead. CAHSAH can provide tips on writing letters, or see the sample letter in the appendix. It is very important to also follow-up with CAHSAH once you have had your meeting. Contact CAHSAH to communicate any developments or information resulting from the meeting. Complete and fax or mail a legislative debriefing form to CAHSAH. A sample of the debriefing form is located in the appendix of this manual.

Taking a Legislator on a Home Care Visit

Planning a Legislative Home Care Visit

A home care visit, with an elected official, is a “meeting” between the elected official and one of your patients in the patient’s home. An elected official can be a Legislator, as well as the mayor, or County Supervisor. Conducting home care visit with an elected official is an excellent way to promote the benefits and advantages of home care while providing an opportunity for both the legislator and your company to receive media coverage. Elected officials are better equipped to support home care after having first hand knowledge of its benefits. Setting up a home care visit is not difficult; CAHSAH has provided several suggestions to assist you.

First, meet with your Administrator, CEO and key managers to determine the strategy and agenda for the visit. Answer the question, “What do we want to achieve?” Remember that the visit does not necessarily have to focus around any specific legislative issue. The purpose could be to highlight home care, and its benefit to the community, or to educate your elected official about the vital industry.

Consult with CAHSAH to ensure you have the most current industry statistics and policy information. CAHSAH can also provide you with handouts, graphs, and charts to distribute to the Legislator during the home care visit. It is important to become familiar with your Legislator before you meet with them. Obtain biographical information on the legislator including a photo. You may also request the legislator’s vote history on issues related to home care. Find out which committees the member serves, and whether or not the legislator holds a leadership positions. You can find most of this information on CAHSAH’s State Advocacy website.

Extend an Invitation to your Legislator

Make personal contact with the elected official’s office to extend the invitation. Identify a suitable and convenient time for the visit, and discuss strategy. Please note: do not plan on presenting your legislator with a token gift as most Legislators no longer accept gifts. If you wish to make such a presentation, check with the elected official’s office first. The key to having a successful home care visit is to be prepared. Continuous communication with the staff of the legislator, your Administrator or Chief Executive Officer, manager and staff, and CAHSAH is essential to ensuring a successful outcome. CAHSAH has provided the tips below to prepare you for the visit:

Preparation with the Legislator’s Office

- Send the legislator materials on home care and its role in the health care system.
- Get clearance from the legislator’s office to have media present if appropriate.
- Prepare a precise schedule or agenda for the legislator.
- Collect background information to bring with you to give to the Legislator. CAHSAH can provide you with a fact sheet, summary of state issues, summary of federal issues, and copies of recent news articles about home care
- If possible, bring a photographer or camera for photos. CAHSAH would like to post the photos on our website, or publish them in our WNU or *bulletin*.

- Before you take any photos, however, obtain photo releases from the Legislator and any staff that may be photographed. CAHSAH has a sample Photo Release form located in this appendix.

Preparation with the Patient

- Take the time to find a patient who is interesting and newsworthy. See “How to Choose a Patient for Home Care Visit.”
- Obtain the patient’s *written consent* allowing the legislator to visit their home.
- Speak to the patient regarding the purpose of the visit so that he or she can be supportive of home care when questioned by the legislator or aide.
- Make sure you know how to locate the patient’s home. CAHSAH suggests actually driving to the patient’s home before the visit, to be sure you know how to get there and to have an accurate calculation of the time it takes to get there.
- Check in with the patient on the morning of the visit to ensure that they are home

Preparation with the Media

- Get clearance from the legislator’s office to have media present if appropriate
- If the media will attend, schedule them to arrive in advance of the visit. Keep in mind that the legislator may arrive late.
- If possible, bring a photographer or camera for photos. Don’t count on the reporter to have a camera.
- Write a news release giving details about the home care visit: who, what, where, when, why. Contact CAHSAH for further assistance if needed.
- See CAHSAH’s “Tips for Working with the Media” in this manual

Preparation with CAHSAH

- Notify CAHSAH of the home care visit, and send copies of all the materials used or created for this visit, including press stories.
- Ask CAHSAH if it is possible for a staff person to attend the visit with you.
- As you plan this visit, please be in touch with CAHSAH. We can assist you in every step of the process.
- Ask CAHSAH for a fact sheet on the issue you would like to discuss at the visit, a summary of state and federal issues, and recent news articles about home care
- Try to help everyone – legislators; the media, the patient enjoy the visit. Encourage the patient to laugh and express how he/she feels about the caregiver.
- A positive feeling during the visit means a positive impression of home care.

Follow-up after the Home Care Visit

After a successful home care visit with an elected official, write a thank you letter to everyone who participated or assisted, including: the elected official and staff, agency or company staff, media, patient, and the patient’s family. Make sure to follow up on all details that you promised the elected official. Please send CAHSAH a brief report about the visit, along with any available photos. (Use the debriefing form in the appendix.) CAHSAH will post your story and photos on our website.

Taking a Legislator on a Home Care Visit

Choosing a Patient for the Home Care Visit

Be mindful that most people have never visited a home care patient before. What you consider an everyday situation may be brand new and exciting to a visitor. Your home care visit will likely be a new experience for most legislators. Because you are bringing an elected official into the patient's home to promote the industry, you may feel that you are "exploiting" the patient and their condition. You may feel that you are unnecessarily exposing the patient to attention. But remember that you and the patient are helping to educate others who might not know what home care has to offer.

It is important to carefully consider which patient you would like to schedule for a home care visit. It is best to choose patients who have a compelling story, or a patient that demonstrates home care's best benefits-- such as remaining at home with family rather than living in a nursing home or hospital at a much higher cost. Choose a patient who can speak about how much they love their home care, or have family nearby who can say how important their child's, spouse's or parent's home care is to them.

Try to avoid choosing a patient whose medical condition may be the result of the patient's own life choices, such as drug or alcohol abuse. These patients receive little sympathy from the public and can cause people to ask why they should receive care at the taxpayers' expense.

Finally, do not wait until the last moment to find a patient; this is an important step in having a successful home care visit. Here are some questions to ask yourself to help you choose a patient for a home care visit:

- Does the patient have an interesting personal history?
- Does the patient have a special claim to fame?
- Did he or she do something while receiving care that might be considered extraordinary?
- Is special technology being used to make the patient's life better?
- Does the patient have their nurse or aide available for the visit? (Legislator and reporters may want to ask providers about the care they give the patient.)
- Does the patient have a good demeanor? Good sense of humor?
- Is the patient's behavior predictable and stable?
- How is the patient's case relevant to key issues affecting the home care industry?
- Does the patient require long term care beyond the beneficiary limit cap?
- Is the patient at risk for losing care at home because the agency is no longer able to afford to provide the necessary care due to inadequate reimbursement rates?
- Are there deficiencies in the system that are putting the patient at risk?

Try to help everyone – the elected official, the media, and the patient-- to enjoy the visit. Encourage the patient to laugh and express how he/she feels about the caregiver. A positive feeling during the visit generally means a positive impression of home care.

CAHSAH Political Action Committee (PAC)

California Association for Health Services at Home's Political Action Committee (CAHSAH-PAC) is a voluntary, nonprofit, bipartisan committee that makes contributions to legislators who understand the importance of home care and hospice services, and support the goals and objectives of CAHSAH and its members.

The California Association for Health Services at Home's legislative advocacy program consists of four components:

- Professional lobbyist and staff
- Grassroots advocacy network of concerned individuals
- The Political Action Committee (CAHSAH-PAC)
- The Legislative Action Fund (CAHSAH-LAF)

The Role of CASHAH-PAC

CAHSAH-PAC exists to elect, educate and build rapport with elected leaders and officials who understand the important role home care and hospice play in our state. CAHSAHPAC solicits contributions from CAHSAH members and concerned individuals across the state and distributes those funds to officeholders and candidates that support home care, home infusion pharmacies, home medical equipment, interdisciplinary professional services, and hospice services issues. The program relies on effective communication and coordination between CAHSAH staff, the Regional Councils and CAHSAH members.

What is the LAF?

CAHSAH's Legislative Action Fund (LAF) helps to ensure home care representation at legislative and political events which are *not* related to election campaigns; it also helps to fund the development of fact sheets on state legislation, CAHSAH participation in policy forums, and other materials useful to members in learning about and participating in the legislative process

Why is it important that you give to CAHSAH-PAC or the LAF?

You are helping to assure a strong voice for home care and hospice in the places where decisions are being made that impact the delivery of home care to fragile populations. These decisions, made every day in the California Legislature, will affect our ability to fulfill our mission into the future. CAHSAH-PAC helps to ensure that the elected officials making these important decisions understand the fundamental roles home care, home infusion pharmacies, home medical equipment, interdisciplinary professional services, and hospice services play in the future of health care. As essential to CAHSAH's grassroots program as member participation, the CAHSAH-PAC helps forge meaningful relationships with legislators and policy makers throughout the state.

Check your Organization's Status before Contributing to PAC

Not every CAHSAH member is eligible to donate to the Political Action Committee (PAC). Organizations with a non-profit 501(c)(3) status are not permitted to donate to political committees without jeopardizing their exempt status. Non-profit organizations

wishing to donate to CAHSAH can donate to our Legislative Action Fund (LAF). The LAF, which is not a political fund, helps to ensure home care representation at legislative and political events which are not related to election campaigns. The LAF also helps to fund the development of fact sheets on state legislation, CAHSAH participation in policy forums, and other materials useful to members in learning about and participating in the legislative process. Any organization may make a contribution to the LAF, but again, non-profit organizations may not make contributions to the PAC on behalf of the organization. However, employees of both for-profit and non-profit organizations may contribute to either the PAC or the LAF.

What information should I include when I give money to CAHSAH-PAC?

When giving donations to CAHSAH-PAC, always include your name, phone number, address, city, state, zip, employer and occupation. To make a contribution to CAHSAH-PAC or for more information, call (916) 641-5795 ext 124. You may also make an online contribution by visiting: <http://www.cahsah.org/pac/PacLaf.asp>

In order to be an effective home care advocate, CAHSAH counts on both organizations and individuals/employees to make contributions to the CAHSAH-PAC or LAF. See below for a guideline on how much to contribute:

Expected Organization Contributions

Organization Contribution (recommendation 10% of dues, or \$100)

Expected Individual Contributions

General membership (individual contribution): \$25 or more

Committee Member: \$50

Committee Chair: \$100

Board Member: \$100

Tips for Working with the Media

DO know your subject and the key messages to communicate before you begin speaking. Develop one or two key points you want to make—short, positive story-related statements about your organization or programs. If you have any questions, call CAHSAH and we will be happy to provide you with more information.

DO return press calls in a timely and courteous manner to assure a positive interaction. You will avoid the negative impression reporters might get if they have to call two or three times and you will help them meet their deadlines.

DO pause for a few seconds before answering questions. Consider the question, focus your thinking, and answer thoughtfully, succinctly and articulately, maintaining eye contact.

DO go out of your way to be helpful. If you do not know the answer to a question, offer to find out or refer the reporter to CAHSAH if we can help. You will be remembered as a helpful source and contact who can be called again in the future.

DO remember your audience. Who are you talking to? Is it a local newspaper or radio station that reaches a general audience? A trade publication? Consider who the audience is and tailor your message accordingly.

DO write a thank you note after a substantial interview. You might pass on an interesting follow-up thought or simply thank the reporter for his or her time. That helps get your number filed for use as a source in the future.

DON'T try to fake an answer when you are not sure. There is nothing wrong with saying you do not know but will get the information and call right back. No one expects you to be an expert at everything.

DON'T keep talking for the sake of avoiding silence. When you've answered the question, stop talking. Say what you have to say confidently and with a smile, then wait for the next question.

DON'T lie. Tell the truth. If you've made a mistake, admit it or say you're looking into it and shift the focus to what you are doing now to correct the situation or assure it can't happen again. When your lie is caught, you and CAHSAH will be considered an unreliable source with something to hide.

DO make press relations a two-way street and do not always wait for reports to call you. Pass on truly compelling story ideas—you will become a sought-after commodity!

DO use CAHSAH as a resource. Call us whenever you have questions about how to handle media and whenever you are contacted by the press.

DON'T answer a reporter with “no comment.” If you can't answer a question for legal or other reasons, explain why.

Remember, you are the expert on home care issues. You have the right to be treated courteously, to answer questions fully, to make your points, and to be quoted accurately.

Event Planning Guidelines: Home Care Special Events

Planning for a special event takes time; it is recommended to begin preparing early. The first step is to assemble a team to assist you. Once you have a team, you can begin having discussions about your event.

Six Months before the Event—Assemble a Team and Start Planning

Preliminary Details

- Select a date and theme for the event
- Determine budget parameters
- Select a preliminary location, a backup location, and a menu
- Decide upon a regular meeting schedule, and whether the meetings will be face-to-face, conference call, or a combination of both.
- If it will be a ticketed event, decide on price of tickets
- Think about how to decorate for the event
- Using the guidelines below, delegate specific responsibilities to team members

Location (This responsibility can be delegated to team member/s)

- Call selected location to make reservations for to specific date and time selected.
- Discuss rental fee and policies (deposit, refund, security, cancellation, etc.)
- Find out if catering is available or if “outside” catering is allowed (as needed)
- Find out about audio/visual equipment and availability (if applicable)
- Sign rental agreement

Promotion (This responsibility can be delegated to team member/s)

The promotion of the event will be primarily determined by the type of event, whether the event is free, or ticketed, and how many people will be expected to attend. The team should answer the following questions to guide event promotion:

- Who is the targeted audience?
- What is the best method or combination of methods (flyer, invitation, letter, etc.)?
- How early and how often should promotional pieces be distributed?
- What is the attendance goal for the event?
- Are there other opportunities for promotion, such as to send out flyers with other materials, or to promote it at other events, etc?

Sponsorship (This responsibility can be delegated to team member/s)

- Discuss different sponsorship opportunities that are available and suitable
- Identify possible sponsors and determine sponsorship benefits
- Create names for sponsorship opportunities that coordinate with the theme
- Draft and distribute sponsorship request letters (see sample letter in the appendix)
- Identify organizations or entities are known for their generosity?

Media contact (This responsibility can be delegated to team member/s)

- Determine if this event is suitable for media coverage.
- If there will be media, decide what type of coverage, broadcast and /or print , etc

- Identify local media to be contacted, such as local news stations, newspapers, etc.
- *Do not* contact media at this point.
- Obtain permission to photograph. There is a sample Photo Release form in the Appendix.

Awards (This responsibility can be delegated to team member/s)

- Decide if it is appropriate to incorporate awards into your event
- Develop criteria or use already existing criteria to select award nominees
- Follow established protocol to select final award recipient
- Discuss and decide upon type of gift for award recipients (plaque, flowers, etc.)
- Identify any other honored guests
- Sending out invitations to honored guests. Keep in mind that schedules change, so you may or may not want to mention you honored guests on promotional materials, depending on how certain you are of their attendance). Include RSVP phone/fax number on the invitation.

On-site coordinator

This person is responsible for ensuring that all tasks have been completed in a timely manner according to the agreed upon schedule.

- Examine all contracts carefully before signing to ensure that they deliver what you requested.
- Have copies of all of the contracts on the day of the event.
- On the day of the event, arrive at the site with plenty of time to ensure that the room setting is as requested
- The on-site coordinator is the person to “put out fires” and make on the spot decisions

Five Months before the Event—Keep the Ball Rolling

- Design and print promotional material to boost attendance
- Distribute initial promotional material to targeted audience (E.g. save the date card)
- Monitor level of response to sponsorship requests
Send thank you / confirmation letters as people agree to sponsorships
- Examine budget, make adjustments to plans if necessary
- Make contacts, and get quotes for decorations
- Make contacts, and get quotes for catering or other food/drink service

Three Months before the Event—Promotion, and Follow-up

- Distribute publicity pieces and flyers to promote ticket sales
- Contact the appropriate media regarding publicity and coverage of the event
- Make arrangements for a separate photographer in case the media does not show
- Delegate on-site staffing responsibilities to assist On-site Coordinator
- Order plaques, flowers, balloons, etc-- be specific as to what you want
- Get written conformation of all orders
- Follow-up on decorations, identify volunteers or company that will be decorating

- Follow-up on caterer or other food/drink service

Two Months before the Event—Get with the Program

- Call honored guests to reconfirm that they will be in attendance
- Draft on-site program, including who will introduce, present, and announce
- Script speeches for any presentations, including a biography of honored guest
- Script acknowledgments for sponsorships and other contributors
- Script speeches for award presentations if applicable
- Determine expected attendance

One month before the Event—Reconfirm Details

- Distribute publicity to local press (see press release example in Appendix)
- Discuss on site procedures, includes trouble shooting (e.g., the honored guest is late, etc.)
- Update expected attendance and budget status
- Print on-site program and any other materials (Do this 1 or 2 weeks before the event, in case there are changes)
- Reconfirm orders for menu, plaques, flowers, balloons, etc.
- Update sponsorships
- Reconfirm media coverage, and photography
- Prepare name badges and check-in lists for attendees
- Confirm transportation and arrival time for honored guests

The Day of the Event—Be Organized

- Arrive early to the event site and confirm that preparations are complete
- Greet guests/speakers as they arrive
- Position on-site staff
- Ensure that protocols are in place for handling unexpected guests
- Have check-in lists and name badges available and ready
- Be prepared to modify program as needed
- Do your best to keep things organized, and running smoothly

After the Event—Thank those who Assisted

After your successful event, send thank you letters to sponsors, speakers, media, special guests, planning committee members, and volunteers. Also, complete an analysis of the event to determine if you stayed on budget. Write notes on what you would do the same, and what you would do differently. Get feedback from the attendees on the event. Keep all of these materials together to assist planning for next year.

Notice: Please note that this timeline is provided to assist you in your event planning; it is only to be used as guidance. CAHSAH recommends that you customize the planning process to suit the particular needs of your event.

Ideas for Celebrating Home Care and Hospice Month in November

Use California Home Care & Hospice Month as an opportunity to acknowledge your staff, referral sources, patients, garner media attention, support from public officials, and promote awareness and education in your community. Below are some ideas for celebrating California Home Care and Hospice Month with your staff and your community. Use California Home Care and Hospice Month as the basis for a campaign to celebrate and promote your industry! Please let CAHSAH know about your activities – so we can highlight them in the monthly *bulletin* and share your ideas with other members.

Promote Awareness among Potential Consumers

The key to successfully educating consumers is capturing community interest with programs and materials that are informative, well targeted, and fulfill a consumer need. The following are some celebration ideas designed to target and educate consumers.

- Provide a speaker for a senior citizen group, managed care organization, health care organization or nursing school, and tell them about the benefits of home care
- Participate in the Home Care and Hospice Month activities of the regional council
- Organize community events, like a food drive for needy patients or a health fair
- Offer a special class, with CEUs to introduce hospital nurses to home care
- Launch a ribbon wearing campaign promoting Home Care and Hospice Month or Home Care Aide Week. Pass out ribbons that can be pinned on clothing to show support for home care and hospice
- Host an open house to bring new people into your office and to provide you with the opportunity to answer questions they may have about home care and hospice.
- Coordinate a "Walking Home" walk-a-thon to raise funds for low-income individuals who need home care and hospice or home care services.
- Display banners and billboards announcing CALIFORNIA HOME CARE AND HOSPICE MONTH throughout your community.
- Organize a silent auction to raise community funds.
- Construct a Home Care and Hospice Bulletin board, or information booths at your local hospitals, shopping centers, and health departments with general information about home care, hospice, pain control, etc.
- Work with your local public libraries to feature books and other educational materials about home care and hospice. Provide libraries with special bookmarks
- Organize a holiday home care and hospice tree lighting fundraiser. Sell handmade ornaments that people can purchase in honor of a home care and hospice worker
- Organize a resource fair and a seminar series for your community's informal caregivers with information about the resources for respite and support.
- Visit residents of retirement communities and provide them with general information about home care and hospice services and tips for finding and financing the highest quality care.
- Ask local corporations and public utility companies to print and insert home care and hospice information in their November bills.

- Distribute brochures, fliers, and posters about home care and hospice services to local libraries, churches, pharmacies, retail outlets, etc.
- Provide videos describing home care and hospice services to local video stores that offer "free video" community-service racks.
- Organize a city-hall reception and news conference to announce a mayoral CALIFORNIA HOME CARE AND HOSPICE MONTH proclamation.

Show Appreciation for Staff and Volunteers

A Home Care and Hospice Celebration would not be complete without recognizing the home care and hospice team's dedicated staff and volunteers. Let these important people know how much you appreciate the physical and emotional support they provide for patients and their families. Here are some easy ways show appreciation:

- Hold an Open House for physicians, discharge planner, prior case managers, elected officials and others in the community
- Designate awards for a physicians, elected official or media representative, and present the award at the Open House
- Cater a breakfast, lunch, or ice cream social at a staff meeting
- Have an Open House or other event aimed at recruiting new staff
- Invite a motivational speaker or comedian to address your staff
- Consider honoring the different types of home care and hospice providers and their areas of specialty on specific days or weeks in November.
- Enlist the help of local businesses in placing a public service announcement or paid advertisement with your local television or radio stations and newspapers, announcing CALIFORNIA HOME CARE AND HOSPICE MONTH and thanking your agency's employees and volunteers.
- Ask patients/families to sign a giant "thank you" card for staff and volunteers.
- Distribute cookies or other treats with a special message thanking personnel for their time and commitment.
- Post a message in your company's e-mail system, on paycheck stubs or on envelopes thanking staff and wishing them a happy home care and hospice month.
- Honor your employees and volunteers with special gifts, such as T-shirts, coffee mugs, and bags honoring the importance of home care and hospice.
- Create an in-house bulletin board profiling your employees and volunteers.
- Host an "Employee and Volunteer of the Year" awards event, recognizing the top staff members from each division of your organization.
- Host a breakfast, luncheon, picnic, or banquet honoring all of your employees and volunteers. Invite patients and their families, public officials, and your board of directors to come and show their appreciation.

Strengthen Relations with Physicians and Other Referral Sources

California Home Care and Hospice Month also provides a valuable opportunity for you to promote greater awareness of your services and understanding of home care and hospice among local physicians and other referral sources. This target audience includes private third-party payers, government agencies, and health facilities and professionals.

- Distribute home care and hospice informational packets to physicians.
- Let them know that your agency's staff is available to visit the doctor's office to work under their supervision, learning his or her protocols and practice style.
- Provide them with copies of the thank-you letters your agency receives from patients and family members who have benefited from home care and hospice.
- Provide physicians with a subscription to your newsletter. If you don't have a newsletter, consider creating a quarterly publication designed specifically for physicians, educating them on the latest developments in home care and hospice.
- Present a "Physician of the Year" award to the physician who has been the most supportive of home care and hospice in the medical community.
- Offer to help establish or teach a home care and hospice curriculum at area medical schools. If this is not an option, volunteer to serve as a guest lecturer.
- Work with teaching hospitals to develop a home care and hospice rotation.
- Encourage the establishment of a home care and hospice residency program to help new physicians learn about the role of home care and hospice providers.
- Members of the clergy can also be vital referral sources. Host a clergy day and invite members of the clergy to your offices to learn about home care and hospice.

Garner Support from Public Officials

One of Home Care and Hospice Month's objectives is to educate public officials about home care and hospice community's compassion and dedication to quality care. Officials need your feedback as they look for ways to develop new systems that will address the growing needs of their constituents.

- Ask the mayor of your community to sign a proclamation designating the month of November as Home Care and Hospice Month in your community. See the appendix for a sample proclamation.
- Arrange for an elected official or media representative to go on a home care visit or visit your elected official at the district level. Contact CAHSAH's Policy, Advocacy & Public Affairs Department for up-to-date information on issues and visit CAHSAH's State Advocacy website.

Honor Patients and Their Families

The California Home Care and Hospice Month celebration also serves as an opportunity to honor and assist the people who need your organization's support and appreciation most-- patients and their families. Here are ways to show them you care:

- Create a "partnership quilt" (fabric or paper) throughout the entire month, inviting patients, family members, and staff to design and contribute their own personal squares. Arrange to have all of the patches woven or glued together by the end of the month and featured in a prominent place.
- Develop California Home Care and Hospice Month "fun sheets" (for example, crossword puzzles, coloring pages, and story games) that staff can give to children during home visits.
- Help families create "stress gloves" by filling latex gloves with colored play dough. Encourage them to squeeze their gloves whenever they are anxious, upset, or in pain.

- Develop and distribute a parent's guide (or children's guide) to discussing terminal illness issues, including answers to the most frequently asked caregiver questions.
- Honor an outstanding patient with a "Patient of the Year" award.
- Host arts and crafts activities for home care and hospice patients.
- Coordinate a "caregiver's night out," during which agency staff and volunteers sit with patients while caregivers get together for an evening away from home.
- Cater a special meal for your patients, incorporating their favorite foods.
- Ask employees, volunteers, or the local Humane Society to participate in a share-a-pet day. Request that carefully screened pets be brought to patients' homes for companionship.
- Organize a Hanukkah party, Christmas tree tour, or other holiday celebration for patients and their friends and families.
- Insert a special flyer into discharge packets for hospital patients
- Prepare a special California Home Care and Hospice Month newsletter and distribute it to homebound patients, patients in the hospital, Meals on Wheels clients, physician offices, hospital discharge planners, and others
- Prepare a banner on your computer and display it in a hospital lobby
- Deliver a small gift to your patients, discharge planners, physician offices, and managed care organizations, such as a balloon, flower, or box of cookies

Visit CAHSAH's Website to jump start your Home Care and Hospice Month Celebrations. You will find sample materials on the website, and also within the appendix of this manual.

- Fact Sheets
- Sample News Releases
- Public Service Announcements
- Media Relations
- Posters
- Sample Mayoral Proclamations
- Sample language for a Legislator Resolution
- Sample letters to the editor, and the media
- Sample Sponsorship Letter
- Sample Photo Release Form
- Media Contact Form
- And more...

Appendix

- Sample Public Service Announcement
- Sample Letter to Legislator or Elected Official
- Sample Letter to the Editor
- Sample Letter to Reporter
- Sample Letter Requesting Sponsorship
- Sample News Release
- Sample Permission to Photograph, Record, or Video Record
- Sample Mayoral Proclamation
- Sample Language for Legislative Resolution
- Legislative and Home Visit Debriefing Form
- Media Contact Form
- Health Care Recognition Days
- Glossary of Lawmaking terms

Sample Public Service Announcement

What are public service announcements?

Public service announcements (PSAs) are free air-time provided by radio and television stations for community announcements that promote nonprofit events or community services. Public service announcements are not the same as commercials or paid advertisements.

Public service announcements can be either live or pre-recorded.

Public service announcements are generally run on a limited basis throughout the day, or when commercial time has not been sold out during programming.

How do I produce a public service announcement?

A public service announcement is usually a 30-second piece read live by a disk jockey or other on-air person. Because time is limited, when writing a public service announcement, keep it straightforward and concise. Write the announcement as if you were speaking directly to someone. Be sure to include all the relevant details: what, why, when, where, and whether there is any cost.

If you need assistance, the station will often help you, and may provide local journalists to read your public service announcement on the air. Contact the public relations or community relations directors of the local stations when producing public service announcements for television. For wider use, contact CAHSAH for information about producing your own video public service announcements.

How do I get the public service announcement on the air?

To place a public service announcement on a specific station, contact the station for their guidelines and standards. Send it to public service directors at least three weeks in advance, or within the specified time period given by the station.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

(Not to exceed 30 seconds in length)

(Agency) and **(community cosponsors)** invite you to join them for a free **(event)** on **(date)** at **(location)**. This event is in celebration of California Home Care & Hospice Month. The **(event)** will include **(brief list including free health services, etc.)** and information about home care services available in your area. For more information, call **(agency or contact)** at **(phone number)**. Thank you-- we hope to see you there!

California Association for Health Services at Home



September 1, 2006

3780 Rosin Court, Suite 190, Sacramento, CA 95834
(916) 641-5795
Fax (916) 641-5881
www.cahsah.org

The Honorable Arnold Schwarzenegger
Governor of California
State Capitol Building, First Floor
Sacramento, California 95814
Fax: 916-445-4633

RE: SB 676 (Ashburn)—REQUEST FOR SIGNATURE

Dear Governor Schwarzenegger:

The California Association for Health Services at Home (CAHSAH) represents members in the home care industry-- over 750 locations of licensed home health agencies, hospices, home infusion pharmacies, and providers of private personal care services in the home. **CAHSAH is the sponsor of SB 676 (Ashburn).**

Intravenous Infusion Therapy is an alternative to hospital-based treatment for patients who require blood transfusions, drugs to control infections, pain control, or treatment of chronic diseases such as kidney diseases, Sickle Cell, HIV, cancer, or Thalassemia. Because this treatment is provided to Medi-Cal patients *in the home*—and not in the hospital—the state saves money. SB 676 intends to ensure continued availability of intravenous or infusion drug therapy to Medi-Cal patients by restructuring the reimbursement for the therapy to *per diem* or *bundled* reimbursement rates for pharmacies that provide home infusion supplies and services. This proposed reimbursement structure is used by all private payers and 10 other states.

SB 676 is essential, as it will resolve the reimbursement structure of infusion therapy medications with the Department of Health Services. If the medications provided by home-infusion pharmacies can not be made available to the home health agency as this bill would permit, then the patient will have to be serviced in a hospital or other long-term care facility.

We respectfully request your signature on this measure.

Sincerely,

Joseph H. Hafkenschiel, CAE
President

Sample Letter to the Editor

(Date)

(Editor name & title)
(name of publication)
(Address)
(City ,State, Zip)

Dear (Editor):

The month of November is California Home Care & Hospice Month. It is a time to remember and celebrate the home care and hospice workers who make it possible for our ill, elderly, and disabled to receive care in their homes. During this month, it is important to remember that home care workers and agencies provide needed and compassionate service with integrity.

Given the option, most patients would prefer to be cared for in their own homes. Home Care and Hospice providers make this preference possible. When patients can avoid institutional care, they tend to heal better. The home care option also reduces the cost of care.

For these reasons, I am proud of California's home care and hospice workers-- not just this month, but every day. They make a true difference in the lives of home care patients and their families.

Sincerely,
Name
City, State

Sample Letter to Reporter

(Date)
(Reporter's Name)
(Address)
(City, State, Zip)

Dear (Reporter):

Home care has been in the news frequently in over the past year. Unfortunately, what's been forgotten in the debate over how to save Medicare is what's behind the numbers: The millions of ill, elderly and disabled persons whose lives are enriched through the care of home care professionals who enable patients to remain in the homes they love.

The month of November has been declared "*California Home Care & Hospice Month*." It is a good opportunity to remind your (readers / viewers) of how much home care offers, how it saves money for taxpayers by helping patients avoid hospitalization, and what it means to individual patients and families in our area.

We are always surprised to learn how many people in the community don't know how they or their relatives can be helped by home care. Advancing technology has made much more care available in the home, which is fortunate because private insurers and government insurance programs are forcing patients to be discharged from hospitals earlier – and sicker – than ever before. Home care can help patients recover from surgery, continue relatively normal lives while being treated for serious conditions, and keep dying patients comfortable in the familiar surroundings of their own homes.

We are hoping that you might help us make your (viewer / readers) more aware of home care's benefits during Home Care & Hospice Month. Some possible angles include:

- What kinds of care can be delivered in the home, and how to find a reliable home care provider;
- How technology allows more care in the home, and what these advances mean to patients;
- How to find a long – term policy that will help you plan for the future and give you or family members the option of care in your home;
- What safeguards are in place to screen caregivers, and what patients and families need to know before they allow caregivers in the home.

The growth of managed care and our aging population means more of your (viewers / readers) than ever will either be candidates for home care or seek help for their elderly parents. If you would like to accompany us on a visit or learn more about home care and Home Care & Hospice Month, please call me at (phone number). I'll be happy to assist you in any way possible.

Sincerely,
Your Signature

Sample Sponsorship Letter

(Date)

Name
Organization
Address
City, State, Zip

Dear Mr. /Mrs. Last Name:

The (**Organization**) of (**City**) is currently organizing the (**Event**) to be held on (**Date**) at (**Location**). This year it is our privilege to honor (**honoree**) for his/her valuable work (**insert reasons for honor here**). We hope you will join us in paying tribute to this deserving (**man / woman**) who has made many significant contributions to the health care industry.

Attached/Enclosed is a brief history of (**Organization**), which outlines the programs and services which will benefit from the proceeds of this event. Also, there is a listing of the available Sponsorship Opportunities and a listing of the health care and community leaders who have already agreed to lend their support either as a member of the Planning Committee, or as a sponsor.

Please take time to consider your participation in our event. The contribution is tax-deductible to the fullest extent allowed by law and the proceeds will benefit a worthy cause.

Should you need additional information or have any questions, please contact (**Contact**) at (**Phone**). We look forward to your involvement in the (**Event**). Thank you for your time and consideration.

Sincerely,

Name and Signature

Sample News Release

FOR IMMEDIATE RELEASE: (DATE)

FOR MORE INFORMATION: (Your name or appropriate contact)

[Agency name] TO HONOR CALIFORNIA HOME CARE AND HOSPICE WORKERS: “THE HEART OF AMERICA”

[City (Date)]-In honor of the nation's home care and hospice professionals and volunteers, [City] should recognize the more than 800 California home care providers whose nurses and staff deliver over 9.5 million home care visits annually to their patients, and the paid and volunteer hospice workers who serve over fifty-six thousand hospice patients annually.

The month-long celebration pays tribute to hospice and home care providers who are dedicated to providing physical, spiritual, and emotional support to the ill, disabled and terminally ill patients, and also serves as a means of increasing public awareness about choices between institutionalization and home care, and the choices in end-of-life care that are available in the community.

"All too often the families of and the people facing disability and illness don't know where to turn for home care and hospice for nursing, comfort and support," said [Name of agency's director], director of [Agency's name]. "Through this celebration, our goal is to educate the community about the services that can be provided in the home and the heroes that provide those services." [You may customize this quote as needed]

[Agency name] will kick off National Hospice and Home Care Month by hosting a reception at the [City] City Hall where Mayor [Name] will issue a Home and Hospice Month proclamation for the city in celebration with National Home and Hospice Month. Other events throughout the month include a day-long health fair at [Time] on [Date] at [Place]; a benefit concert at [Time] on [Date] at [Place] to raise funds for hospice care provided to low-income patients; and an awards ceremony honoring [Agency name]'s staff members and volunteers at [Time] on [Date] at [Place].

[Home Care Agency][Insert a brief paragraph describing your agency], founded in (Year), provides comprehensive health and supportive services for [City's] homebound, disabled and ill patients and their families. Its team of nurses and professionals deliver home care services to [number of patients] who require services because of acute illness, long-term health conditions, permanent disability, or terminal illness.

Sample permission to photograph, record or videotape

(For patients and their family members)

I, _____, grant permission to **[your business name]** to photograph, record or videotape me and members of my family for the purpose of highlighting home care. I understand this visual and / or sound recording will be the property of and may be used by **[your business name]** for reproduction in such outlets as print and broadcast news stories, brochures, print and broadcast advertisements, bulletin board displays or other promotional media.

Signature:

Date:

Signature of parent or guardian:

Date:

Signature of **[your business name]** Representative
[Title]

Date:

Sample Home Care & Hospice Month Legislative Resolution

Note: This document is a template. It is a document that your Legislator can have printed to give to your organization to hang on your walls. You will need to modify this document to fit your organization.

2008 California Home Care & Hospice Month

By Legislator Name and District

A Resolution

Home care and hospice providers in **(city name)** at **(name your organization)** are leading the way into the future of home care. **(Name of your organization)** provides **(list your services)** to **(list your patient population data as necessary)**

We salute **(your organization's name)** for your long-standing commitment to delivering cost-effective, humane and high quality home care services to persons in their places of residence.

Home care allows patients to receive care in familiar surroundings with loved ones close at hand. It promotes dignity and independence and enhances quality of life. Home care services are suitable for persons with acute or long term care needs. Patients of home care can include all ages, from newborns to the elderly with all ages in between. There are many types of providers of home care services. Services provided by home care can range from technologically sophisticated care to personal care services, including assistance with activities of daily living. All of these services are critical to maintaining the home care continuum to reduce institutionalizations and to live a dignified life as independently as possible.

Throughout the year, home care and hospice providers and providers of related products and services, selflessly care for numerous patients in their communities. In recognition of these many hours of devoted service, now, therefore, I, **(Legislator's name)**, do proclaim November 2008 as "*California Home Care & Hospice Month*" in the **(Assembly or Senate District)**.

Resolved by **(Legislator's Name)** that I have signed, this **(date)** day of **(month)**, 2007, and affixed the seal of the State of California

(Legislators' signature)
(Legislators' name)

Sample Home Care & Hospice Month Mayoral Proclamation

Note: This document is a template. It is a document that a city official can have printed to give to your organization to hang on your wall. You will need to modify this document to fit your organization's information and to fit your situation

2008 California Home Care & Hospice Month

By Mayor of (city name)

A Proclamation

Home care and hospice providers in **(city name)** at **(name your organization)** are leading the way into the future of home care. **(Name of your organization)** provides **(list your services)** to **(list your patient population data as necessary)**

We salute **(your organization's name)** for your long-standing commitment to delivering cost-effective, humane and high quality home care services to persons in their places of residence.

Home care allows patients to receive care in familiar surroundings with loved ones close at hand. It promotes dignity and independence and enhances quality of life. Home care services are suitable for persons with acute or long term care needs. Patients of home care can include all ages, from newborns to the elderly with all ages in between. There are many types of providers of home care services. Services provided by home care can range from technologically sophisticated care to personal care services, including assistance with activities of daily living. All of these services are critical to maintaining the home care continuum to reduce institutionalizations and to live a dignified life as independently as possible.

Throughout the year, home care and hospice providers and providers of related products and services, selflessly care for numerous patients in their communities. In recognition of these many hours of devoted service, now, therefore, I, **(Mayor's name)**, do proclaim November 2008 as "*California Home Care & Hospice Month*" in the city of **(city name)**.

In witness whereof, I have signed, this **(date)** day of **(month)**, 2007, and affixed the seal of the City of **(city name)**.

(Mayor's/Legislators' signature)

(Mayor's/Legislators' name)

Legislative and Home Visit Debriefing Form

Agency Name: _____ Constituent Contact: _____
Legislator visited: _____ Phone #: _____
Date of Contact: _____ Others in Group: _____

- 1.) Did you meet with the legislator directly? Yes No
2.) Did you take the legislator to visit a patient? Yes No

3.) What was the legislator's knowledge of home care and its benefits to the community?
 Very knowledgeable Some what knowledgeable Not knowledgeable

4.) Was your impression that the legislator is supportive of home care? Yes No

5.) What were the issue(s) discussed during the visit?

6.) What was the legislator's position on the issue(s)?

7.) Did the legislator ask for your help on any issues? Yes No
If yes, what issues and in what areas? _____

8.) What was the overall legislator/aide's overall attitude during the visit?
 Open and receptive Reserved Less than congenial

9.) Is follow-up to the meeting ... Required? Advisable? None

If yes, what kind of follow-up? _____

10.) Who should follow-up? Agency Regional Council CAHSAH
Explain: _____

11.) Was the media present? Yes No
If yes, what were the name(s) of the media outlets and contacts: _____

12.) What was the media's response to the home visit? _____

13.) Will there be a follow-up story? Yes No
If yes, what is the angle of the story? _____

Additional Comments: _____

Note: Remember to send a thank you letter to the legislator. Please return this feedback form to CAHSAH by fax (916) 641-5881, or by mail, 3780 Rosin Court Ste #190, Sacramento, CA 95834

Media Contact Form

Name: _____ Title: _____

Company: _____

Date of media coverage: _____ Time of day if electronic: _____ a.m./p.m.

Station Name: _____

Program: _____ Name of host/reporter: _____

Topic: _____

Please explain whether the coverage of home care was positive or negative, and why:

Name of publication if print media: _____

Name of reporter/writer/editor: _____

Other comments: _____



Fax this form back to CAHSAH at 916-641-5881

Select 2008 Health Care Recognition Days

The following recognition days may provide your agency with additional opportunities to celebrate staff, educate the public and engage elected officials.

January

National Volunteer Blood Donor Month

February

American Heart Month

National Patient Recognition Week

National Cardiac Rehabilitation Week

Cardiovascular Professionals Week

March

Hemophilia Awareness Month

Metal Retardation Awareness Month

National Kidney Month

National Social Work Month

National Nutrition Month

April

National Occupational Therapy Month

Public Health Week

National Healthcare Access Personnel Week

National Medical Laboratory Week

National Infant Immunization Week

National Organ/Tissue Donor Awareness Week

May

Allergy and Asthma Awareness Month

Medic Alert Awareness Month

National Arthritis Month

National Nurses Day

National Nurses Week

National Hospital Week

Nations Nursing Home Week

June

Nursing Assistants' Week

National HIV Testing Day

September

Leukemia Awareness Month

National Sickle Cell Awareness Month

National Assisted Living Week

National Rehabilitation Awareness Celebration

October

National Allied Health Professions Week

National Brain Injury Awareness Month

National Breast Cancer Awareness Month

National Physical Therapy Month

National Respiratory Care Week

National Adult Immunization Awareness Week

Pastoral Care Week

National Pharmacy Week

November

American Diabetes Month

National and California Home Care and Hospice Month

National Family Caregivers Week

National and California Home Care Aide Week

December

World Aids Day

Glossary of Lawmaking Terms

- Author** State Senator or Assembly Member who submits or introduces a bill and carries it through the legislative process.
- Amendment** Any alteration made, or proposed to be made, in a bill, motion, or clause thereof, by adding, changing, substituting or omitting.
- Assembly** The house of the California legislature consisting of 80 members, elected from districts apportioned on the basis of population.
- Bill** A proposed law, introduced during a session for consideration by the Legislature, and identified numerically in order of presentation; also, commonly, but incorrectly, refers to Joint and Concurrent Resolutions, and Constitutional Amendments.
- Spot Bill** Bill introduced that usually makes non-substantive changes in law. The so-pt bill is substantially amended at a later date. This procedure evades the deadline for the introduction of bills.
- Budget** Suggested allocation of state moneys presented annually by the Governor, for consideration by the Legislature; compiled by the Department of Finance, in conjunction with directors of State Departments.
- Chambers** Refers to the federal legislative bodies; the House of Representatives is one chamber, the Senate is the other.
- Chaptered** A bill that has passed both houses and has been signed by the Governor is said to be “chaptered.” The bill becomes law January 1 of the following year unless it contains an urgency clause or specifies its effective date.
- Constituent** A citizen residing within the district of legislator.
- Consent Calendar** File of non-controversial bills.
- District** That division of the State represented by the legislator, distinguished numerically, by counties contained therein, determined on the basis of population.
- Enrollment** Legislation that has passed both houses is sent to enrollment for proofreading for consistency before being sent to the Governor for approval.
- Legislative Counsel** Officer elected jointly by both houses. He or she directs the drafting of proposed legislation and acts as the Legislature’s lawyer.

- Quorum** The number of members whose presence is necessary for the transaction of business. If a point of order is made that a quorum is not present, the only business in order is either a motion to adjourn or a motion to direct the sergeant-at-arms to request the attendance of absentees.
- Federal Quorum** In the Senate a majority of 51 is needed to form a quorum; the House requires a majority of 218 (when there are no vacancies).
- State Quorum** The State Senate requires a majority of 21 to form a majority of 41 (when there are no vacancies).
- Reading** Presentation of a bill before either house by reading the title thereof; a stage in the enactment of a measure. A bill, until passed, is either in process of first, second or third reading, no matter how many times it has actually been read.
- First reading** A bill's first reading is when the Clerk reads the bill number, the name of the author, and the descriptive title of the bill.
- Second reading** Bills passed by Committees are read a second time in the house of origin; and then placed on file for third reading.
- Senate** The house of the California Legislature consisting of 40 members, elected from districts comprised of nested Assembly Districts.
- Sponsor** Organization (e.g. CAHSAH) that brings the bill idea to the author and agrees to take on the work of getting the bill passed. (e.g. letters of support, expert testimony, press).