



# Advocating for Your Adult Care Business

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# Advocacy Basics

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- Good advocacy is good business
- Advocacy is about building relationships
- Start with folks closest to you



# Advocacy

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- Basic tenets – what Mama always told you
- *It's harder to say no to a friend than to a stranger*
- *If you take care of the little things, the big things have a way of taking care of themselves*



# Advocacy Basics

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- Consider the folks with whom your community interacts
  - State: DHHS; DHSR; DAAS; DMA
  - Local: Health Department, Fire Marshall, Dept. of Social Services
- EDs should build positive relationships with such folks—state and local



# Three Branches of Government

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- Members of the General Assembly: House and Senate
- Governor
  - Agencies: State and Local
- Courts
- Rulemaking: quasi judicial under Administrative Procedures Act



# Advocacy Basics

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- It all starts with legislators/constituents
- How a Bill Becomes a Law: *I'm Just a Bill*
- <http://www.youtube.com/watch?v=mEJL2Uuv-oQ>



# NCALA Members and Advocacy

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- Be a part of NCALA's Advocacy Program
- Monitoring of legislative activity/rulemaking
- Communication and Opportunity
  - Respond to calls for action
  - Close the loop: let NCALA know what you learned
- Legislative Updates
- Visits, Meetings
- Political Action Committee



# Advocacy Basics

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- Grassroots activities
  - what you can do in your communities?
  - Homework: I.D. your legislators at [www.ncleg.net](http://www.ncleg.net)
  - Connect with legislators.
  - Add them to your mailing lists, invite them to your events.
  - Remind them often that you serve their relatives and friends.



# Advocacy Basics

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- Resources

- <http://www.ncala.org>
- <http://www.ncleg.net>
- <http://www.oah.state.nc.us/rules/>
- Advocacy manual, a how-to guide
- Questions? [evelynhawthorne@nc.rr.com](mailto:evelynhawthorne@nc.rr.com)



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