



Advocating for Your Adult Care Business

Evelyn Hawthorne
NCALA Government Relations
Consultant
NCALA AIT Program



Advocacy Basics

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



Advocacy

- 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

- 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

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



Advocacy Basics

- 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

- 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

- Grassroots activities
 - what you can do in your communities?
 - Homework: I.D. your legislators at 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

- 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



Advocating for Your Adult Care Business

Evelyn Hawthorne
NCALA Government Relations
Consultant
NCALA AIT Program