OUR APPROACH

CULTURE CHANGE
values, ideology, the world we want/need/deserve, culture setting

POLICY + RESEARCH
state policy models (UFC + ULTC), federal policy models, research to make the case for UFC

ORGANIZING
digital, state, federal

OUR APPROACH
CHANGING CULTURE
Our Policy Agenda

- Comprehensive long-term services and supports - ULTSS
- Direct care workforce solutions
- Supports for family caregivers like childcare, paid leave, and financial supports for caregiving
- Ideal: Universal Family Care
“I’m the only child of immigrant parents, so care is all on me. Caring for my dad has brought on a lot of stress and frustration. Having someone to step in, even just to walk with him or offer him advice, would strengthen our relationship and make a world of difference.”

– Leah
RESEARCH

● NASI UFC Report
● PHI Workforce Report
● NAC Sandwich Generation Report
● IPS Inequality Report
● Polling
● Messaging
ORGANIZING
DIGITAL ORGANIZING

Tell Your Rep to Co-Sponsor the FAMILY Act!

Help win paid family leave!

1301
Goal: 1400

Help build support for a comprehensive paid family leave policy that includes strong support for family caregivers. **Ask your Representative to co-sponsor the FAMILY Act now!** The more co-sponsors, the more likely we can win in the House of Representatives.
FIELD ORGANIZING: State Models for Care

Hawaii
Kupuna Caregivers Program

Washington
Long-term Care Trust Act

Maine
Universal Home Care
State Models for Care

Hawaii

- $70/day
- Up to 365 days
- Working 30 hours a week

Kupuna Caregivers Program
Rex’s Story
In December 2017, the Kupuna Caregivers Program officially launched. In the 2018 legislative session, we won $2 million to increase funding for the program.
State Models for Care

- All workers over 18
- $100/day reimbursed to providers
- Up to 365 days
- .49% payroll deduction

Washington
Washington

Organizing for the passage of the Long Term Care Trust Act!
State Models for Care

Maine

- Guaranteed homecare for all
- Stipend for family caregivers
- 1.9% tax above SS cap paid by individuals
- 1.9% tax paid by employers
- 3.8% on unearned income
Maine

Homecare for All referendum in the 2018 ballot.

MPA delivered 67,000 signatures to the Secretary of the State’s office in January 2018.
Hoadley: Take action now to provide better long term care options

Jon Hoadley is in his second term as the representative for the 60th House district, which includes Kalamazoo and portions of the city of Portage and Kalamazoo Township.

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As a state legislator who talks to hundreds of older Michiganders every year, I’ve seen firsthand how important it is that they and their families receive the support they need. But we are failing them in one important, yet unacknowledged, area – and that is long-term care.

Over the years, more and more families ask me what kind of help is available for them and their loved ones – a working daughter whose mother with Alzheimer’s can no longer live alone; a woman whose husband with Parkinson’s needs more help than she can provide as she herself gets older; older Michiganders who live alone and are struggling to keep themselves safe and healthy.
THE FEDERAL LEGISLATIVE LANDSCAPE

Consumers
- Medicare For All
- Medicare At 50
- Money Follows the Person
- Medicaid Extenders

Caregivers
- EITC Modernization Act/Cost of Living Refund

Workforce
- Raise the Wage + Paycheck Fairness Act
- Domestic Worker Bill of Rights
- Direct CARE Opportunity Act
- Workforce Advancement Act
FINANCING:
What we’re learning
Key Ingredients

- An Articulation of the Problem
- Big, Bold Policy Solution
- People in Motion
- 360 Degree Storytelling
- Coalition Partners
- A Winning Political Landscape
THINGS TO REMEMBER

- We need to think of solutions for consumers, family caregivers, and the workforce
- The problems are opportunities that have solutions
- States are the frontlines
We are the Caring Majority