



2021 Policy, Advocacy, & Communications Kickoff Webinar



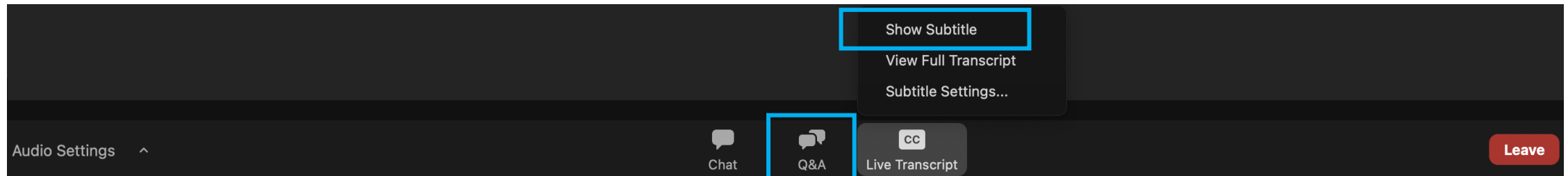
Nicole Jorwic, Senior Director Public Policy

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Housekeeping Notes

- All attendees are muted
- You can turn on closed captions
 - Click on “Live transcript” and select “Show Subtitle”
- Use the Q&A function to ask questions
- If you have technical problems during the webinar, please visit support.zoom.us or send a message to the host using the chat





Policy Update: 117th Congress



Congressional To-Do List:

- Power Sharing Agreement
- Cabinet Nominations
- Impeachment Trial
- COVID Rescue Package

Short- Term

- COVID Priorities into the COVID Rescue Package
- Process unclear bi-partisan strategy vs. budget reconciliation
- President Biden's proposal does NOT currently include funding Medicaid HCBS- WE MUST ACT
- Does include stimulus payments that include adult dependents
- HCBS COVID Relief Act

- Medicaid HCBS Solutions
- Waiting List Issues
- Workforce Issues
- Marriage Penalty
- Income Asset Limits
- Housing
- IDEA
- Health Care..... The list goes on

Building Relationships with Legislators



Federal level

- Know their committee assignments
- Staff level relationships are key
- Consistent contact, not just when you need something
- Awards and recognition go a long way.
- Social Media

District/State level

- Find a personal connection- never know who may have a connection-board members, staff
- Look for opportunities to educate and create buy-in- position your self as the expert
- Events- even virtual can be great opportunities to invite legislators in for an inside view
- Do your homework
 - About their background
 - About their district
 - About who they listen to



Grassroots Advocacy Update & Actions

Continued COVID-19 Advocacy



**SHARE YOUR STORY TO TELL CONGRESS
#WEAREESSENTIAL IN COVID-19 LEGISLATION!**



SHARE YOUR STORY!

SHARE

TELL CONGRESS: INCLUDE THE DISABILITY COMMUNITY IN COVID-19 RELIEF BILLS!



TAKE ACTION NOW!

SHARE

171,250 calls, emails, tweets to Congress from The Arc on COVID-19 in 2020!

Action Center

[TheArc.org/Action](https://www.thearc.org/action)

- ✓ New action center!
- ✓ Find the latest action alerts
- ✓ Sign up to receive Action Alerts and Capitol Insider
- ✓ Look up your legislators



The Arc of the United States

January 13 at 11:15 AM · 🌐



Don't let people with disabilities, families, and the direct support professional workforce be left behind again! Tell your Members of Congress that [#WeAreEssential](#) and MUST be included in the new Congress' first COVID relief bill.

[#WeActWednesday](#)



P2A.CO

Tell the 117th Congress: Include Disability Community in COVID-19 Relief Bills!

I just took action to tell Congress to include the needs of people with disabilities in the next co...

83

29 Shares



#WeActWednesday



New Resources: *Coming Soon*

Home and community-
based Services Advocacy
Toolkit

- ✓ Social media graphics
- ✓ Video
- ✓ Factsheets
- ✓ & more!



The Arc's Councils - Join & Promote!



National Council of Self-Advocate
(alexander@thearc.org):

Officer application due Feb 5

General membership on-going (no application)

National Sibling Council (mahar@thearc.org):

Application due Feb 5

Quarterly newsletter (no application)

Alumni Council (ford@thearc.org):

On-going (no application)



The Power of Stories

Media Relationship Building

- Leverage 2020 news coverage
- Research journalists (which ones makes sense to reach out to, not the breaking news/crime reporter)
- Be persistent, Keep in touch
- Invite reporters, anchors, editors to speak or emcee virtual events

Pitching to Local Media

- Pitch personal stories
- Send short, personalized emails
- Look for timely ideas

Sharing a Story

- Why should I care
- Deliver emotion
- Keep it simple



Questions?