

Advocacy in Action; Building Seniors First San Diego

Senior Center Stakeholder Forum
November 14, 2011



Seniors First San Diego - Who we are?



Under the leadership and direction of Paul Downey, SCC's launches advocacy program with a grant from Leichtag Family Foundation.

Seniors First San Diego™ initiative includes building a coalition of seniors, people who care about seniors and organizations to be the “Voice” for seniors issues.

Network aims include:

1. Combating ageism
2. Promoting positive depictions of aging
3. Engaging seniors to become advocates

Building Seniors First San Diego



- Assessing the environment
- Developing Advocacy Strategy
 - Targeting and prioritizing outreach
 - Identify needs (operation set-up)
- Operational Framework
- Executing the Plan
- Reporting

Assessment



What is the Landscape?

- Key issues
- Existing relationships
- Organization's mission and values
- Introductions
 - Staff, colleagues, collaborative partners
 - Clients
 - Staff interviews
 - Client visits

Developing Your Advocacy Strategy



- Identify:
 - Mission
 - Margets and prioritize outreach
 - Tactics
 - operational needs
 - **Reporting criteria**
- Develop
 - Key Issues
 - Communications plan
 - Timeline
 - **Reporting**

Setting Up for Success



- Office
- Logo
- **Database***
- **Website ***
- **Social Media***

***We include reporting. We use spreadsheets and Database to track reporting metrics.**

Types of Advocacy Activities

All the following advocacy activities fall into community organizing

- Phone calls
- Email
- Letters
- Petitions
- Scheduling meetings (with elected officials or community leaders)
- Coalition building

Seniors First San Diego Launches

- Distributed Release and Seniors First Day
- Building Seniors First coalition
- Developing relationships with elected officials
- Participate in community events around county

Senior First San Diego - what we do?

- Developing Seniors First network through community organizing tactics
- Communicating through web (website, social media)
- Engaging advocates through activities (i.e. letter writing)
- Senior Advocacy Workshops
 - educating and engaging seniors to become advocates
- Advocacy 101 for organizations
- Community presentations
 - educating and engaging the public on issues facing our seniors, like elder economic security and population growth
 - opportunities to support seniors through issue education citing public policy, such as Elder Economic Security Initiative



Expanding our Outreach Efforts

More and more adults in their 30s and 40s find themselves in what is called the Sandwich Generation: adults who are busy taking care of their own kids and their parents as well. This is why Seniors First San Diego encourages these younger adults who care for their aging parents and grandparents to connect and voice their concerns to help shape legislation that affects seniors now and in the future.



Engaging our Community

- Have message defined
- Know your ASK
- Provide advocates with talking points or fact sheet
- Understand your community, clients and constituents
- Use the varies forms of engagement. One type doesn't fit all
- Create deadlines for activities



Seniors First in Action: The Elder Economic Planning Act of 2011

Seniors First advocates made their voices heard by championing the importance of AB 138 which requires the use of the Elder Index, rather than the antiquated Federal Poverty Level, in planning by local Area Agencies on Aging.

- Advocates flooded office of Senator Chris Kehoe with more than 250 letters supporting the enactment of this legislation.
- Action Alert posted on servingsenior.org and shared through social media
- Community educated through presentations and social media to increase awareness and support
- Seniors made a video to advocate for AB 138. [Click to watch>>](#)
- Participated in state-wide coalition of organizations advocacy effort

Together, we demonstrated that seniors matter and deserve to be counted!

Sharing Our Victories

- Update our materials and website
- Use Paul's blog and social media
- Reporting to stakeholders

Contact Information



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