

NEW YORK DISABILITY ADVOCATES

Life. Supported.



NEW YORK DISABILITY ADVOCATES 2022 LEGISLATIVE AND PRESS STRATEGY

Presented by Kivvit and Ostroff Strategies

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RECENT EARNED MEDIA ACTIVITIES

Kivvit has worked to build a bold brand for NYDA that has created a singular statewide voice among I/DD providers.

This voice has led to statewide, regional and local earned media placements.

Disability service providers need help



Newsday

Disability service providers need help

OPINION

Commentary: People with disabilities face critical shortage of caregivers

Erik Geizer, Michael Seeritter and Mike Alvaro
Oct. 8, 2021



Chants of "Save our services" rang out in the shadow of the state Capitol when self-advocates, family members, elected officials

TIMES UNION

Commentary: People with disabilities face critical shortage of caregivers

New York Disability Advocate members, local groups, call on Albany to stop cuts, raise wage



**BINGHAMTON
homepage.com**

New York Disability Advocate members, local groups, call on Albany to stop cuts, raise wage

Opinion

Staffing shortages threaten well-being of New Yorkers with disabilities
(Guest Opinion by John Kowalczyk)

Updated: Sep. 28, 2021, 12:59 p.m. | Published: Sep. 28, 2021, 11:00 a.m.



By John Kowalczyk | Arc New York

syracuse.com

Staffing shortages threaten well-being of New Yorkers with disabilities (Guest Opinion by John Kowalczyk)

Another Voice: WNYers with disabilities deserve a fresh start

Rhonda Frederick · Oct 7, 2021 · 0

Support this work for \$1 a month



Gov. Kathy Hochul is inheriting a mess. Years of underfunding compounded by the Covid-19 pandemic have left the service system for people with intellectual and developmental disabilities at a

THE BUFFALO NEWS

Another Voice: WNYers with disabilities deserve a fresh start

OPINION

Remember Willowbrook, and do better

By SUSAN CONSTANTINO, ERIC GEIZER and TOM MCALVANAH
NEW YORK DAILY NEWS | OCT 12, 2021



DAILY NEWS

Remember Willowbrook, and do better

SOCIAL MEDIA AND COLLATERAL

Through this singular statewide brand and voice, Kivvit has also created social media and collateral to amplify the Association's messaging and priorities.

Through our social media strategy, Kivvit has built a grassroots audience across social platforms by posting media placements, highlighting reports, live tweeting events, and engaging with advocates and decisionmakers.

WORKFORCE CRISIS



I/DD WORKFORCE EMERGENCY

New York Disability Advocates Report
JULY 2021

Save the Date EMERGENCY WORKFORCE SUMMIT

JUNE 2, 2021
10:00 AM - 4:00 PM
TO REGISTER:
https://nyda.org/online-meeting/register?utm_source=workforce-emergency

New York's system of supports and services for individuals with intellectual and developmental disabilities (I/DD) is in the midst of an emergency due to its inability to recruit and retain Direct Support Professionals (DSPs), who are the backbone of our system. This staffing crisis has been worsened by gaps in our funding, which have been compounded as a result of the COVID-19 pandemic.

DSPs work with individuals with I/DD, helping them live fulfilling lives, make choices, and live and work in their communities. The DSP workforce emergency affects us all, and it is essential to the lives of the people being served. DSP work is essential to the lives of individuals with I/DD, and it is essential to the lives of the people being served. DSP work is essential to the lives of individuals with I/DD, and it is essential to the lives of the people being served.

To address this emergency head-on, NYDA is hosting a summit to bring together key stakeholders from government, provider agencies, labor and others around the state to share ideas and develop strategies.

The summit will focus on the following topics:

- RECRUITMENT AND RETENTION**
 - Champion of a Pipeline into the Field
 - Recruitment
 - Retention
 - Career Ladder/Continuing Education
 - Recognized Other Support Jobs Title Benefits
 - Retention
- FISCAL**
 - State Pay Commission for Existing Workforce
- REGULATORY RELIEF**
 - Targeted Technology
 - Documentation Compliance

NEW YORK DISABILITY ADVOCATES

HOW TO EXECUTE YOUR WORKFORCE CRISIS EVENT

Event Planning & Outreach Strategies

2021 NYDA Workforce Survey

NYDA provider organizations recently conducted their annual statewide workforce survey. The 2021 survey results reflect the period from January 1 through April 30 and represent data from 118 providers responsible for well over 60% of statewide disability services program funding. The survey also included questions added to capture the impact of COVID-19 and the workforce shortage on people who receive services and the staff who provide those services.

SURVEY RESULTS	
Total Survey Responses	118
Statewide Average Vacancy %	34.75%
Region 1 Vacancy %	18.25%
Region 2 Vacancy %	27.50%
Region 3 Vacancy %	35.75%
Region 4 Vacancy %	27.50%
Change in Average Statewide Staff Vacancy Rate from pre-pandemic (rough January 1, 2021 - April 1, 2021)	74.3%
Staff Turnover Rate - Statewide	11.80%
Statewide Agency Staff Vacancy Rate Over 50%	33.9%
Agencies reporting senior staff had to cover shifts due to staffing shortages from January 1, 2021 - April 1, 2021	69.5%
Agencies reporting that their agency had to close programs or reduce operations due to staffing shortages	42.5%
Agencies reporting programs not opened due to staff shortages	38.9%
Agencies reporting a decrease in job applicants	55.10%

WORKFORCE CRISIS

New York Disability Advocates @NYDisabilityAdv · Oct 7
Use NYDA to support the DSP workforce and fund the foundation of care for New Yorkers with I/DD. <https://nyda.org/workforce/> #NYDisabilityAdv

SO MANY
DISABILITY ADVOCATES

MORE THAN 70%
OF PROVIDER ORGANIZATIONS' COSTS
GO TO DIRECT CARE WORKERS' WAGES

New York Disability Advocates @NYDisabilityAdv · Oct 1
Establishing a personal income tax credit for DSPs is one of many ways NYS can address the workforce crisis and retain invaluable direct care staff. Learn more: <https://nyda.org/workforce/> #NYDisabilityAdv

Keep skilled, essential workers
IN DIRECT CARE.

New York Disability Advocates @NYDisabilityAdv · Sep 20
New Yorkers with I/DD are tired of the lack of investment in their care. The State must prioritize funding and a sufficient workforce for the I/DD services sector. #DSPPriority

"The only thing I can do is ask New York State to do what is right, and that is to fund programs for people with disabilities."

— BEVER CHRISTMAN, SELF-ADVOCATE

New York Disability Advocates @NYDisabilityAdv · Aug 19
New York State's lack of investment in the direct care workforce hurts New Yorkers with I/DD. Learn more about the workforce emergency <https://nyda.org/workforce/> #NYDisabilityAdv

Statewide, provider organizations have an average staff vacancy rate

OF NEARLY 25%.

New York Disability Advocates @NYDisabilityAdv · Aug 3
By expanding proven training programs statewide, we can prepare the next generation of DSPs for careers helping New Yorkers with I/DD live independent lives. #NYDisabilityAdv <https://nyda.org/workforce/>

INSPIRE THE NEXT GENERATION OF DSPs.

New York Disability Advocates @NYDisabilityAdv · Aug 3
Caring for people with intellectual and developmental disabilities is important work. NYS needs to invest in training and other opportunities to introduce a new generation of workers to this career. #NYDisabilityAdv <https://nyda.org/workforce/>

Invest in careers
IN DIRECT CARE.

NYDA 2022 LEGISLATIVE PRIORITIES

INVESTMENT IN NEW YORK'S CARE ECONOMY

- **COLA**
 - Projected to be 5.4% for FY 2023
- **Workforce Funding**
 - Maintain and expand 20% wage enhancements
 - Expand to CFR Title Code 100 and 300 Series Frontline Workers
- **Recruitment and Retention**
 - Establish a Personal Income Tax Credit for Direct Care Staff
 - Implementation of Statewide Recruitment Programs
 - Implementation of Credential and Career Ladder Programs
 - State of New York Advocacy for Federal Direct Support Professionals Standard Occupational Classification
 - The Arc New York's Regulatory Reform Proposals
- **Rate Reform**

KEY DECISION MAKERS & COMMITTEES

To accomplish NYDA's legislative priorities, they must be included in the Budget.

The following legislators and committees will be vital in ensuring our priorities are included:

Governor Hochul

**Senate Majority Leader
Andrea Stewart-Cousins**

**Assembly Speaker
Carl Heastie**

**Senate Finance
Committee Members**

**Senate Disability
Committee Members**

**Assembly Ways and Means
Committee Members**

**Assembly Disability
Committee Members**

**Senate and Assembly
Health Committee Members**

EARNED MEDIA STRATEGY AND TACTICS

- **Influence key Legislators where they are through regional and statewide press placements**
 - To influence these legislators on NYDA's priorities, we will meet them where they are through targeted print, TV, radio and digital media placements, regional and statewide op-eds and social media.
 - Securing placement on NYDA reports and surveys, local human-interest pieces, and op-eds in outlets within the Legislator's home district, as well as statewide and statehouse placements, will be vital to accomplishing NYDA's legislative priorities.
- **Educate regional and statewide reporters on issues facing I/DD community**
 - Through NYDA's statistics, surveys and reports—we will also work to educate regional and statewide reporters on the issues facing the I/DD community, so they are better suited to report on the issue.

THANK YOU

NEW YORK
DISABILITY ADVOCATES
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What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



Government Relations

\$42.4 Million

Kept in the System



This session, CP State fought for:

- Elimination of \$22.5M in proposed OPWDD cuts
- Elimination of \$11.9M in Early Intervention cuts
- \$8M Excessive Teacher Turnover Prevention Grant (ETTP) funding
- Prioritization of People with I/DD for COVID -19 Vaccination
- Delay of the Vacancy Rate cuts

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



VoterVoice One-Click Advocacy

Last June, CP State launched its one-click advocacy tool, making it easier for Affiliates and their communities to connect with lawmakers on important issues.



40

Campaigns on education,
vaccination, funding and equity.

80,000

Messages sent to the Governor,
legislators, OPWDD, DOB and more.

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



NYS Elks Association

\$481,730

CP State continues its partnership with the NYS Elks Association to provide additional support to the Home Service Program. Since 1964, the Elks have donated more than **\$30M** to CP Affiliates. Between the Major Projects Grant Awards, Home Service Director wages, and funding for vehicles, the Elks gave **\$481,730** to Affiliates in 2020.



What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



Community Health Outreach Project (CHOP)

CHOP was a grant-funded program established in January 2020 by CP State to provide financial assistance for the purchase of equipment, services, and other supports needed by individuals with disabilities when other funding opportunities have been exhausted.



\$964,831

Awarded to Service Providers
and Individuals in 2020-21



1,432

People with I/DD served
by CHOP grants

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



Bulk PPE Purchasing

During the COVID-19 pandemic, CP State was able to procure PPE for 20 Affiliates and their related organizations. This included:

146,240 KN95 Masks

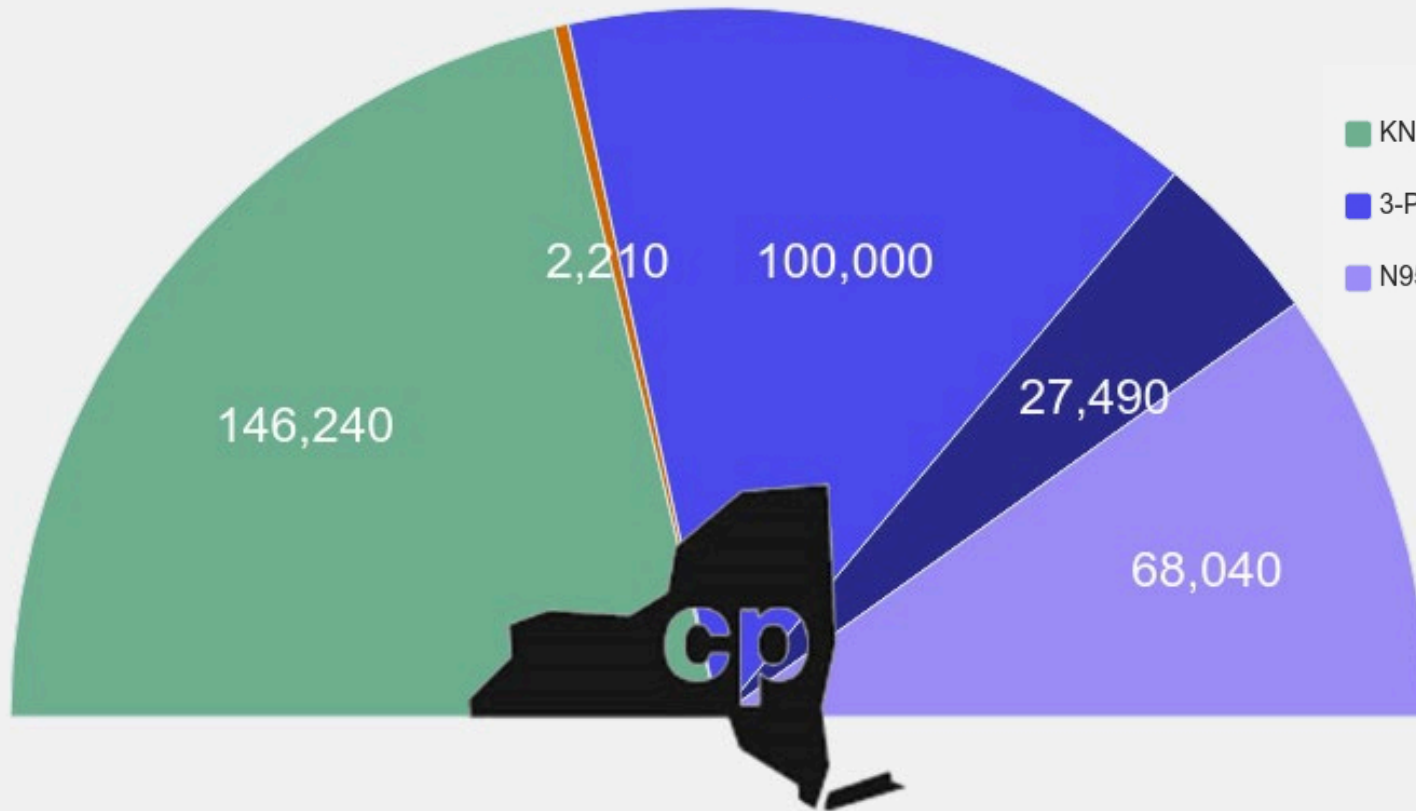
68,040 Respirator Masks

27,490 Gowns



What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



KN95 Facemasks	146,240	Face Shields	2,210
3-Ply Disposable Facemasks	100,000	Disposable Isolation Gowns	27,490
N95 Particulate Respirator Masks	68,040		

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



Litmos Learning Management System



200+
Courses

Affiliates onboard and train staff easier.



\$343,850
Total Yearly Savings

Individual Affiliates save \$10-18k annually.

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



DDPC Rural Outreach Grant

Advocacy trainings and regional team projects have provided a great opportunity for CP State Affiliates to collaborate. Year 1 of the grant allowed for **\$12,000** in direct payments to participating Affiliates. Year 2 of the grant is underway with a budget of **\$18,000** for direct payments.



What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



Telemedicine Grant



\$10 Million

In savings over the life of the grant.

In 2020, CP State was awarded a five-year grant to implement a telemedicine triage program for people with I/DD. Telehealth kiosks have avoided costly emergency room visits and saved participating Affiliates more than \$2M annually.

What does CP State do for you?

A sample of the value we provided Affiliates in 2020-21



The Latest Information and Guidance

At CP State we know information is priceless, and the wrong or missing information can be costly.

CP State has provided direction and assistance with rate appeals, change of auspices, CONs, mergers, billing issues, and more. This saves Affiliates the expense of hiring consultants and increases their revenues through improved rates and efficiencies.

\$20 Million
And counting!

We also amplify the voices of our Affiliates through persistent social media, internal communications, NYDA press activities, and representation on statewide and national policy making groups.

Thank you!



cpstate.org



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