



State of Illinois
Rod R. Blagojevich, Governor

Illinois Department on Aging
Charles D. Johnson, Director

Illinois Long-Term Care Council Meeting

February 26, 2007

Goals

- **Long-Term:** To increase Personal Needs Allowance (PNA) for all residents in nursing homes, Intermediate Care Facilities – Developmentally Disabled and Community Integrated Living Arrangements, to keep pace with the Cost of Living Assessments (COLA).
- **Intermediate:** Attempt to increase PNA to \$90 and accept incremental increase.
- **Short-Term:** Get bill out of committee.

Organizational Considerations

- **Resources:** Residents, their families, and advocates. Time commitment of the Illinois Long-Term Care Council, associations representing long-term care organizations and other advocates including nursing home owners, Illinois Association of Long-Term Care Ombudsmen and AARP.
- **Building the organization:** Illinois Department on Aging, Illinois Department of Healthcare and Family Services, Department of Human Services, Nursing Home Administrators and Associations.
- **Internal problems:** Delayed payments. Money and staffing—how to fund? Possible taxation, etc.

Constituency

- **Who cares about this issue?** Residents, their families, advocates, nursing home owners, and trade associations.
- **Who has the power?** Voters wield the power.
- **What will we gain?** Gains include independence, more purchasing power, enhanced quality of life, self esteem, and freedom.

Opponents?

Vendor cost:

- Should the state increase asset limits?
- What will be the impact on the budgets of the Departments of Healthcare and Family Services and Human Services?
- There's a possible opposition by trade association if the increase delays payment.

Decision Makers

- Governor;
- Department of Healthcare and Family Services
- Department of Human Services;
- Legislature Committee Chairs including Aging: Joyce; Human Services: Jacobsen, Meeks;
- Local Legislators.

Secondary: advocates; leaders of House and Senate, other key legislators.

Tactics

- Petition Drive — Done. Yielded 31,000 signatures.
- Letter of editor — Done. 120 for 30-plus.
- Coordinate phone calls and letter writing.
- Posters in nursing homes
- Host Legislators in nursing homes
- Look at the number of registered voters in nursing homes, then contact the activity directors about them.

Increased Funding for Long-Term Care Ombudsman Program:

- **Long-Term:** All residents in Long-Term Care Facilities have timely access to ombudsmen, when they need it. Measurement: Institute of Medicine Study, one paid Ombudsman for every 2,000 residents (all ages)
- **Intermediate:** Increase General Revenue Funds (GRF) appropriation by \$3.8 million
- **Short-Term:** Include request for GRF increase in the Governor's budget for 2008 fiscal year on March 7.

Organization Considerations

Resources

- Long-Term Care Council members — people power; time; expertise; connections with others
- Illinois Association of Long-Term Care Ombudsmen
- Other advisory councils
- Illinois Department of Public Health
- Older Adult Services Advisory Committee
- Family Council Coalition
- Other constituencies

How to Build Organization

Resources

- New members — outside the aging network
- Jane Addams Senior Caucus
- Metropolitan Senior Action
- National Alliance on Mental Illness
- Family Councils
- Commissions on Aging
- ARC of Illinois

- Centers for Independent Living
- Multiple Sclerosis, Alzheimer's Disease, Parkinson's Disease, and other disease specific organizations
- Long-Term Care provider associations (Illinois Health Care Association, Long-Term Care Council of Illinois, Life Services Network Illinois, Illinois Association of Rehabilitation Facilities)
- Long-Term Care Facilities
- Mental Health Associations
- AARP
- Retired Teachers Association

Internal Problems / Solutions

- Budget constraints
- Tax increase
- Need to contact all these organizations and educate them

Constituency of People Power

Who cares about the issue?

- Residents—voters, emotional context
- Families—voters, emotional context.
- Friends
- Faith-based organizations
- Hospitals (Long-Term Care facilities are where rehabilitation happens)
- Long-Term Care Facilities
- Legislators
- Parish nurses
- Media
- Long-Term Care Employees
- Local police, fire
- Departments of Public Health
- Ombudsmen and community ombudsmen volunteers
- Case Coordination Unit Case Managers
- Area Agency on Aging
- Elder Abuse Case Workers
- Illinois Citizens for Better Care
- Citizen Action Illinois

What do they gain?

- Better quality health care
- Better quality of life for residents
- Good for business/ reputation
- Solve problems for facilities as well as residents
- Reduces work load for public health, fire, and police (first responders)

Opponents:

- Competitors for limited state funding
- Groups opposing tax increases
- Industry representatives who contend that Long-Term Care Ombudsman Program is adequately funded
- Legislators who contend state increased payments for Medicaid Long-Term Care facilities
- Role differentiation

Target:**Primary (decision makers):**

- Governor's office / the Governor
- Deputy Governor –Louanner Peters
- Office of Management and Budget—Ginger Ostro
- Gary Hannig, (D)—House Budget Leader
- Representative Julie Hamos (champion)
- Representative Sara Feigenholtz (Appropriations / Human Services)
- Senators Dan Rutherford, Jeff Schoenberg
- Chairpersons of key committees
- Senator Emil Jones
- Illinois Department for Aging
- Director Charles Johnson

Secondary

- African American Churches
- Relatives of persons—residents and family members of nursing homes residents who have contacts with key legislators
- Media

Tactics:

- Letters to the editor
- Answer questions: What / who is an Ombudsman?
- Promote that this program provides “big bang for the buck”
- Identify how many Ombudsmen are paid and how many are volunteers
- Train and involve volunteers in legislative advocacy
- “Ombudsmen” is federally defined (authority)
- Problem is not the name. The problem is promoting understanding of what the Ombudsman program does
- Get pictures of Ombudsmen out there
- Roles of Ombudsmen in collaborating with State Elected Officials in solving constituent problems
- Visits to Long Term Care Facilities,
“Take your legislator to the facility”
- Arrange visits with family council members
- Be more overt about what we need; Who we serve; What we do
- Legislative Forums / Breakfasts

- Letters to Governor; Ombudsmen; Legislators and Key Groups
- Statewide media campaign
- Presentations to County Boards; City Councils, etc.
- Pro Bono Public Relations Work