

Still LEADING THE WAY

A National Advocacy Campaign Update

March 2006 — September 2006

With your support, the NAC has been able to continue to build critical support and exposure for America's direct support workforce crisis.

LEADING THE WAY

on Capitol Hill

The NAC has hit another important benchmark, **70 co-sponsors**, in its support of H.R. 1264, the *Direct Support Professionals Fairness and Security Act of 2005* and is well-positioned to hit its goal of 100 co-sponsors by year end. This continued success results from ANCOR member outreach coupled with strategic Capitol Hill activities, including:

- July 2006 "Washington Fly-ins" that brought ANCOR members from Georgia, New Jersey, Pennsylvania and Texas to Capitol Hill to meet with targeted Congressional offices; and
- A July 2006 "Capitol Hill Briefing" on H.R. 1264. Designed for U.S. House health care staff, the ANCOR organized briefing was headlined by H.R. 1264's lead sponsors, Representatives Lee Terry (R-NE) and Lois Capps (D-CA).

The "Washington Fly-ins" and "Capitol Hill Briefing" garnered the NAC face-to-face contact with more than 40 key Congressional offices, exceptional exposure that will yield new H.R. 1264 co-sponsors.

ANCOR's government relations team also continues to strategically pursue a U.S. House hearing on workforce issues and the introduction of a Senate bill.

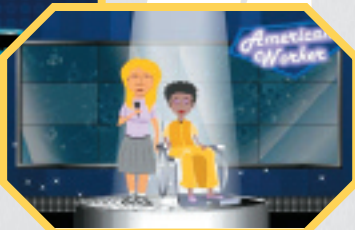
LEADING THE WAY

in Building Support

The ANCOR network's letters, calls, trips to Washington and community organizing efforts in recent months are undoubtedly Making a Difference. The NAC has disseminated all the tools you need (sample letters, talking points, updates, etc.) to be successful and is using technology to gain broader national exposure.

Getting Outside-the-Box with American Worker

As part of its www.WhoWillCare.net partnership with United Cerebral Palsy, the NAC launched American Worker, an animated parody of American Idol that highlights the direct support workforce crisis. The **cartoon has been viewed 50,000 times since its spring 2006 launch, has generated more than 6,500 letters to 420 different U.S. Representatives** and secured hundreds of new advocates for the WhoWillCare.net partnership.



The NAC drafted and launched a direct support workforce wage survey in June 2006, receiving more than 100 survey responses from the ANCOR network and its partners. The surveys create localized snapshots that lend tremendous value to the NAC's advocacy efforts, underscoring the critical need for ANCOR members and partners to be responsive to all ANCOR research inquiries.

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with Communications

Media Education and Outreach – The NAC used its July 2006 "Capitol Hill Briefing" to get information on H.R. 1264 in front of more than 400 media outlets. The outreach also yielded regional radio coverage and briefing references in the *National Journal*, *Washington Times* and *Roll Call*.

NAC Central – ANCOR added an article, NAC Central, to its monthly newsletter, *Links*, in March 2006.

Light in the Piazza – In May 2006, the NAC highlighted the potential education and public relations opportunity presented by the PBS broadcast of Tony Award-winning musical "The Light in the Piazza". This musical drama, which captures the very real struggles and rewards of a developmentally-challenged young lady and the people in her life, is now on a national tour – watch for it in your area!

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with Partnerships

Department of Labor – ANCOR again was invited to participate in a panel discussion during the Department of Labor's July 2006 Workforce Innovations Conference in Anaheim, California. The white paper "Tapping Into the Public Workforce Network," summarizing the model practices derived from the ANCOR/DoL Business Relations Group pilot partnership, has been posted on the DoL website.

National H.R. 1264 Partners – ANCOR now convenes representatives from The Arc of the United States, Lutheran Services in America and United Cerebral Palsy, each month to ensure coordinated efforts and maximum outreach.

National Conference of State Legislatures (NCSL) – The NAC used NCSL's August 2006 national conference in Nashville, TN to educate state legislators, state legislative staff and policy experts on the NAC.

