

2019 Age+Action Conference: What is a Hill Visit Anyway and Why is it Important?

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Presenters

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Basics

- All lines are muted; please enter questions or comments into the chat box.
- The slides and recording will be made available in the coming days

What a Hill Day **ISN'T**

- It's **NOT** a tour of the U.S. Capitol
- It's **NOT** necessarily lobbying

So what **IS** Hill Day anyway?

- It **IS** an opening to begin/strengthen relationships with federal elected officials and their DC staff
- It **IS** an opportunity to educate them about:
 - Your expertise and insights on the needs of older adults in your community.
 - The programs, services, and solutions you provide.
 - Current policy issues of interest/concern.
- It **IS** a chance to be part of a larger effort to inform Congress about seniors' issues, with NCOA support

Why is Hill Day important?

EDUCATION

- Elected officials and their staff juggle multiple policy topics in any given day, and there are thousands of federal programs they have some responsibility for.
- They rely on information from trusted, reliable contacts back home to inform their decisions and put national issues into contexts relevant to the constituents and communities they serve.

Why is Hill Day important?

EDUCATION

- Many legislators are unaware of and need to know about important programs that serve seniors in their states and districts, such as:
 - Low-income outreach and enrollment efforts to improve access to key benefits
 - Older Americans Act programs, such as supportive services, health promotion and disease prevention, and congregate meals
 - Falls prevention programs
 - Chronic disease self-management and other evidence-based programs

Why is Hill Day important?

RELATIONSHIP-BUILDING

- Hill visits are not just about influencing policy; they are also about making sure that your members of Congress and their staff know they can turn to you and your organization when they need help with their older constituents' concerns.
- Remember, these public servants are elected to represent the same people that you serve. Part of their job is to meet with people like you who can help them with issues and problems facing their constituents.

Why is Hill Day important?

RELATIONSHIP-BUILDING

- A Hill visit should not be viewed as a one-time effort; this is an opportunity to begin or strengthen a relationship in support of your common goals for your communities.
- If you already have relationships with your Senator's or Representative's local staff, this is a way to help other staff realize your value on the national level.

Why is Hill Day important?

NATIONAL MOVEMENT

- Your educational and relationship-building efforts can make a difference in your state and community, and substantially impact programs and policies for older adults nationwide.
- As Congress is better educated about your programs and how they help constituents, it will be much easier for NCOA Advocacy staff to “lobby” them on program improvements or funding increases.

Why is Hill Day important?

NATIONAL MOVEMENT

- Partnering with NCOA on Congressional outreach in DC and back home connects you to key information on:
 - timely interactions,
 - tips, tools, and best practices
 - prime targets to influence policies you care about, and
 - leveraging your efforts to support advocacy on national debates on aging services and supports.

The 2019 Age+Action Hill Day

- Wednesday, June 19*
- **Optional** part of the Age+ Action Conference
- It **IS** a chance to be part of a larger effort to inform Congress about seniors' issues

What's next?

IF you are still interested in joining Hill Day

- Complete our follow-up **survey** to:
 - Officially sign up for Hill Day visits on June 19
 - Detail any existing relationships with your Congressional delegation or their staff
 - Note all the Congressional Districts your organization serves
 - Share your stories of advocacy successes
- Look for **emails** with info for and support on:
 - Scheduling meetings and partnering with colleagues
 - Learning more about your Congressional delegation, including key targets
 - Details on national policy issues we're prioritizing
 - Tips for assembling your local expertise and insights

What's next?

- Join our **April** webinar to:
 - Learn about the policy issues NCOA is prioritizing
 - Plan what local stories and data to start collecting
 - Find out about the process for scheduling visits

- Join our **June** webinar to:
 - Learn about the latest policy developments
 - Access materials to help educate your Congressional delegation
 - Get tips for successful Hill meetings

Questions?

- Please enter your questions in the chat box
- Also follow up with the Public Policy & Advocacy team:
 - advocacy@ncoa.org



Age+Action

June 17-20, 2019 | Washington, DC

ncoa
National Council on Aging

- Register now at ageaction.org
- Trailblazer in Aging Award nominations due Feb. 28
- Agenda to be released soon!