



TAKING CHARGE

National Advocacy Campaign

R E P O R T 2 0 0 8



**PASS HR 1279
NOW!**

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HR 1279
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WORKFORCE
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MATTERS
MAKES A
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Don't Give a Damn
Shouldn't pay for
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&

Make a
Difference

We Care
for TSPS
Pass HR 1279

Dear Friends:



This has been a remarkable year for ANCOR's National Advocacy Campaign. The Management Practices Conference last spring saw our first DSP recognition event. We drew more response from our members than ever before. Not only did we recognize DSPs across this great land, we challenged ourselves to boot. What was the challenge? We challenged ourselves to organize a Capitol Hill rally. We had an ambitious goal: that 100 DSPs would come to Washington and help us make our case in support of H.R. 1279, but we were worried. What if only a handful of DSPs actually came to Washington? Our worries were unfounded, as more than 300 DSPs descended on the nation's capital and slogged onto the Mall that rainy September morning.

The rally in Washington was not an end game event. We have two goals for that energy. The first is to engage our DSP workforce and our family members to help take up the challenge. We need voices: many, many voices to make a difference. Our second goal is to repeat the event this year, only we want way more people. If change is in the air, then we need to be there to add our song.

Thanks to your participation, our Washington, DC, DSP event was very successful, increasing the number of bill co-sponsors to 116 (as of March 15). Despite the large number of sponsors, there are still more than 75 percent of our legislators who have not signed onto the bill. Our success can't breed complacency.

We have that all-important momentum, so join us. We need you if you have been there from the beginning and we need you if you have been watching from the sidelines waiting for the right moment. The right moment is now. We need you to turn your parents and staff loose. We need you to contribute, because it takes money to get things done. Join us!

Sincerely,

A handwritten signature in black ink that reads "Peter Kowalski". The signature is fluid and cursive.

Peter Kowalski
President
ANCOR



The NAC Vision

Recognizing that 2008 is gearing up to be one of the most politically charged years in recent electoral history, the NAC Steering Committee felt that it was imperative to reassess and carefully hone its strategies moving forward. With an eye towards refreshing and refocusing the National Advocacy Campaign, the Committee participated in an intensive two-day retreat session in early December 2007 to guide the direction of the NAC and map out strategies for 2008.

The Committee's strategic analysis indicated that more must be done to capitalize on new technologies and untapped partnerships and to continually mine for fresh creative ideas. The year ahead holds promise that the NAC can build on its solid foundation by taking its messages to an even more diverse audience and exponentially growing grassroots support. While working to secure additional strategic partnerships and gain more champions on Capitol Hill, the NAC will also provide ANCOR members with even more resources at the local level.

The NAC Steering Committee believes that education and training is central to the overall goal of creating a qualified and stable DSP workforce. To that extent, the Committee plans to reinvigorate its collaboration with the U.S. Department of Labor and Centers for Medicare and Medicaid Services to advance career path development and workforce education and training strategies for DSPs.

In a recent poll, ANCOR members ranked the NAC as the association's most identifiable program. With the NAC firmly branded within the ANCOR membership base, its next goal is to broaden outreach to other stakeholders and redouble efforts to interest the media in DSP workforce development and compensation issues. A top priority of the NAC for 2008 and beyond is to reach out to DSPs and tap into their energy and motivation to move the campaign's objectives forward.

To further strengthen its goals and objectives for 2008 and beyond, the NAC Steering Committee concluded its retreat by developing a new mission statement and refreshed objectives.

The mission of the National Advocacy Campaign is to enhance the lives of people with disabilities by obtaining the resources to recruit, train and retain a sustainable direct support workforce.

The NAC's re-energized strategic objectives include:

- Obtaining adequate public funding to provide competitive wages and benefits for DSPs.
- Securing incentives for training and career development for DSPs.
- Creating a national policy to address the workforce shortage and financing issues.
- Promoting the value that people with disabilities and the people who support them bring to their communities.
- Assuring that private service providers are partners in developing solutions to workforce and funding policy issues.
- Advancing and promoting the uses of technology to maximize human resources and assuage workforce demands; and to promulgate the use of assistive technology.



YOU NEED TO KNOW ME
I am a Direct Support Professional

Dear Friends:



Clearly, the DSPs to DC event in September was the highlight of 2007 for ANCOR and the NAC. The response from our members to this first ever event was both unexpected and overwhelming. But what did we actually learn from this experience? For me, it was the realization of a profound shift in the NAC from what we can do "for" the DSPs to that of how the NAC can work "with" the DSPs. To witness the energy and enthusiasm generated from this single event was truly amazing.

The process of involving hundreds of DSPs to actively participate in the NAC has only just begun to tap into an incredible and virtually unlimited resource. We're planning for an even larger turnout of DSPs to DC in September 2008; and we will be trying even harder to more fully involve DSPs in all aspects of the NAC activities. More important, the opportunities exist to have similar DSP involvement in many events and activities at the state association and agency level throughout the year.

We look forward to working with you in 2008 and further discovering the power of working together with our DSPs.

Sincerely,

Ken Lovan
Chairman
National Advocacy Campaign



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Background

In 2007, the direct support fairness and security act (H.R. 1279) was reintroduced into the 110th congress Congress by Lois Capps (D-CA) and Lee Terry (R-NE). H.R. 1279 is intended to help stabilize the direct support workforce, which is experiencing turnover rates as high as 86 percent in some residential settings. The legislation gives each state the option to work collaboratively with the stakeholders in their disability community to develop a long-term plan for addressing the wage issue while getting a short-term boost in federal support.

Legislative Overview

2008 brings renewed focus on building support for H.R. 1279, the Direct Support Professionals Fairness and Security Act, as ANCOR's National Advocacy Campaign (NAC) moves ever closer to the critical mass needed to bring workforce issues into the full light of Congressional scrutiny.

Tremendous strides were made in 2007 and H.R. 1279 received increased attention from key members of Congress. To date, there are a record number of 116 co-sponsors for H.R. 1279, including Congresswoman Capps, the bill's original sponsor.

In September 2007, some 300 direct support professionals (DSPs) and ANCOR provider members converged on Capitol Hill to make direct appeals to their members of Congress on behalf of H.R. 1279. This direct outreach on behalf of the bill proved to be an overwhelming success by adding 21 co-sponsors to the bill. (See page 10)

In mid-January, the U.S. House of Representatives Energy and Commerce Subcommittee on Health held a hearing to examine the role Medicaid plays in the lives of Americans with disabilities. Through the testimony of several ANCOR members, as well as Congresswoman Capps and Subcommittee on Health Chairman Frank Pallone, Jr. (D-NJ), H.R. 1279 and workforce issues generally received positive mention. House Committee on Energy and Commerce Chairman John Dingell (D-MI) and Congressman Pallone issued a joint statement following the hearing stating, "As America continues to age, we are faced with an impending crisis in long term care. With the introduction of the CLASS Act, the Community Choice Act and the Direct Support Professionals Fairness & Security Act, we are offering a new approach that builds upon our existing safety net system..."

In the wake of these two great accomplishments, the NAC rolled out a targeted lobbying effort that combines direct, systematic Congressional lobbying with grassroots follow-up by ANCOR members. It is the NAC's goal to secure a Congressional hearing dedicated to looking at the gaping workforce wage issues that providers experience daily.



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Putting a Face on the Issue



"You Need to Know Me! I'm a Direct Support Professional." This new NAC slogan became a rallying cry as ANCOR ramped up its focus to put a face on the DSP workforce wage issue.

At the March 2007 ANCOR Management Practices Conference, **Larry Skinner**, a vocational trainer with KETCH in Wichita, KS, became ANCOR's first National DSP Recognition Award honoree: **2007 DSP of the year**. One national and 36 outstanding state winners

were selected from more than 300 nominees and their stories were posted on the new NAC Web site, www.youneedtoknowme.org for all to see. Local newspapers highlighted the winners. In addition, a special insert of the winner's stories was featured in the April 2007 issue of *LINKS*. The resonating success of this contest has guaranteed its future as an annual event.

DSPs to DC

Clearly, the energy and enthusiasm captured during the events of September 2007 established an enduring precedent for NAC advocacy. Putting a face on H.R. 1279 was paramount to achieving the goal of increasing co-sponsorship. To drive home the point that all politics are local, DSPs were invited to Washington, DC, to personally communicate their economic challenges face-to-face with their respective members of Congress.

Held in conjunction with ANCOR's annual Governmental Activities Seminar, 300 DSPs and ANCOR member providers attended a customized advocacy training session on Monday, September 10, 2007. The following day, the DSPs gathered for a short briefing session before departing for a rally on the Mall in front of the West side of the Capitol Building. Standing together and speaking with a unified voice, no one could tell their stories better to members of Congress than the DSPs themselves. (View the video at www.youneedtoknowme.org)

The spirited rally featured ANCOR leadership, parents and self-advocates, DSPs and members of Congress. Rally speakers included:

- Renee Pietrangelo, ANCOR CEO, welcomed the crowd and lauded their tenacity.
- Rich Carman, ANCOR Board member and Senior VP of Advocacy Mosaic, master of ceremonies.
- Jen Roberts, Legislative Aide, Congressman Lee Terry's (R-NE) office spoke on behalf of the co-sponsor of H.R. 1279.
- Congressman Chris Shays (R-CT) vowed his support for DSPs.
- Congressman Jim Langevin (D-RI) made his H.R. 1279 sponsorship perfectly clear.
- Duane Hickel, Minnesota DSP of the Year from CCRI talked about his special work with his individual, Stephen.
- Tess Collins, DSP with OHI, Maine and ANCOR's first DSP state representative to the ANCOR Board of Representatives, called for action on behalf of DSPs.
- Reverend Joe Carrico, parent advocate from Kentucky, championed the work of DSPs and urged unwavering support of H.R. 1279.
- Billie McMiller, parent advocate from Texas, talked about the difference DSPs make on a daily basis.
- Dylan Brown, self-advocate from Tennessee, articulated the need to improve the lives of those DSPs who work tirelessly to help him improve his own life.

Strategic Partnerships Add Strength

ANCOR's work with the **United Cerebral Palsy** and their joint www.whowillcare.net Web site continues to reap benefits. Through joint communications, members of Congress have received thousands of letters urging them to sign on to H.R. 1279. Together, ANCOR NAC partners, **The Arc of the U.S., United Cerebral Palsy** and **Lutheran Services in America** stepped up their calls to action and asked their members and supporters of the disability field to make calls and send letters to their U.S. Representatives in support of H.R. 1279.

Working with the **Volunteers of America** and the **University of Minnesota**, ANCOR co-sponsored an incredible video documentary entitled, *Higher Ground*. The well-received video chronicles the heroic works and extraordinary commitment of DSPs to their consumers when Hurricane Katrina struck New Orleans, LA, in August 2005.

The success of the Higher Ground video is just one example of how digital media and social networking are becoming increasingly important in communicating the NAC's message. To that extent, the NAC is stepping up its public outreach with the help of ANCOR Diamond Platinum Partner Therap Services, LLC. In partnership with Therap, ANCOR created *DSP TV Online* and invites DSPs, people with disabilities, their families and supporters of people with disabilities to submit videos that tell the DSP's individual stories. The NAC believes that this contest will provide a unique opportunity to accumulate new DSP stories, recruit additional support for the NAC and H.R. 1279 and build broader awareness about the direct support workforce crisis among a younger, more Internet savvy audience. The contest winners will have their videos posted on a special NAC YouTube site. The deadline for contest entries is June 1, 2008. The grand winner of the DSP TV online contest will receive \$1,000, plus hotel and airfare to the September 2008 DSP to DC event. Visit www.youneedtoknowme.org for details.



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Focused Research Adds Power to Messaging

ANCOR engaged BDO Seidman, LLP to update a previous wage purchasing power study published in 2005. Not surprisingly, the key findings of all BDO Seidman's work has shown that over the past 10 years, both dollar amounts and percentage increases in hourly wage rates for DSPs were far below that of comparable job categories. BDO Seidman's research has also found that by the year 2010, there will be 10 million more DSP jobs open than people available to fill them and that direct support professional work is among the fastest growing demand occupations. BDO Seidman reports that, "Shockingly, ANCOR has found that direct support professional salaries are so low that many workers qualify for public assistance and public health benefits."

Clearly, the data highlights the staggering economic needs of DSPs and the rising increase in the need for their services.

The BDO Seidman research is a valuable asset to the NAC that will be repeatedly presented to government officials and other influentials in ANCOR's quest to pass the *Direct Support Professionals Fairness and Security Act*.



The 2008 NAC Team

It's clear to see that ANCOR is broadening and re-focusing its commitment and support of the NAC. To this end, ANCOR contracted with McGuire Woods Consulting (MWC). The MWC team of Jeff Stauter, Barnaby Harkins and Jeff Britt brings considerable knowledge and expertise, depth of experience and access to multiple resources in the areas of legislative advocacy on Capitol Hill, grassroots mobilization and public/media relations and communications. MWC joins the NAC Steering Committee to take the NAC to new heights in 2008!

NAC Steering Committee

Ken Lovan, chair: ResCare, Inc.
 Peter Kowalski: ANCOR president; John F. Murphy Homes, Inc.
 Renee Pietrangelo: CEO, ANCOR
 Lynn Berman: YAI/NIPD Network
 Rich Carman: Mosaic
 David Doth: The Mentor Network
 Daryn Demeritt: ResCare, Inc.
 Suellen Galbraith: ANCOR
 Warren Gifford: Therap Services, Inc.
 Ann Hardiman: New York State Association of Community and Residential Agencies
 Matt Keppler: Illinois Association of Rehabilitation Facilities
 Marty Lampner: The Chimes International, Ltd.
 Sarah Magazine: The Mentor Network
 Diane McComb: ANCOR state provider association liaison
 Kim Opsahl: Indiana Association of Rehabilitation Facilities
 David Toeniskoetter: Dunganvin, Inc.
 Jeremy Schupbach: Alliance Colorado
 Jason Umstot: Potomac Center, Inc.
 Jim Weeks: Sunrise Community, Inc.

NAC Consultants

Jeff Britt: McGuireWoods Consulting, LLC
 Barnaby Harkins: McGuireWoods Consulting, LLC
 Denise Patton-Pace: Patton-Pace Communications
 Lisa Ramirez: Ramirez Communications, LLC
 Jeff Stauter: McGuireWoods Consulting, LLC

Endorsing National Organizations

The Arc of the United States
 American Association on Intellectual and Developmental Disabilities
 CARF - The Rehabilitation Accreditation Commission
 National Association of State Directors of Developmental Disabilities Services
 CQL (The Council on Quality and Leadership)
 The National Alliance of Direct Support Professionals
 United Cerebral Palsy



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A N C O R

National Advocacy Campaign Contributors

We wish to extend our sincere appreciation to the following members, and individuals who have made a contribution in support of the ANCOR National Advocacy Campaign launched in September 2001. Without their generous support, our achievements would not have been possible. Their contributions to date total \$1,761,465.

Agency Contributions

\$70,000+
American Habilitation Services
Mosaic
ResCare, Inc.
The Mentor Network

\$40,000-69,999
Champaign Residential Services, Inc.
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Danville Services
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New Avenues to Independence
OHI
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REM, Inc.
Sunrise Community, Inc.
The Institute of Professional Practice, Inc.
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Reach, Inc.
Rehabilitation Enterprises of Washington
ResCare Edgewood Center
ResCare Gallipolis OH
ResCare of Western Ohio
ResCare, Inc. (CA)
Research & Training Center on Community Living
Richmond Residential Services, Inc.
Riverbrook Residence, Inc.
Riverside Resources, Inc.
Scioto Properties, LLC
Shenandoah Valley Community Residence, Inc.
South Central Behavioral Services

Southeastern Development Services
Southwind Residential Services
Specialized Services, LLC
St. Giles Living Centers, Inc.
St. John Valley Associates, Inc.
St. John's Community Services
St. Joseph's Center
St. Michaels Association for Special Education
STEP
Tennessee Network of Community Organizations
Texas Sunrise Services, Inc.
The Arc of Iroquois County
The Association for Community Living, Inc.
The Charles Lea Center, Inc.
The Coastal Workshop
The Colonial Insurance Agency, LLC
The Institute of Professional Practice, Inc.
Threshold Rehabilitation Services, Inc.
Tobosa Developmental Services
Total Living Concepts
Transitional Services, Inc.
Trevecca Nazarene University
School of Education
Tri-Cities Residential Services
Tri-Valley Developmental Services, Inc.
University of Minnesota
Vermont Council DMHS
Volunteers of America of Oklahoma, Inc.
Welcome House
Willows Way, Inc.
Work Training Programs, Inc.
Zachary House, Inc.

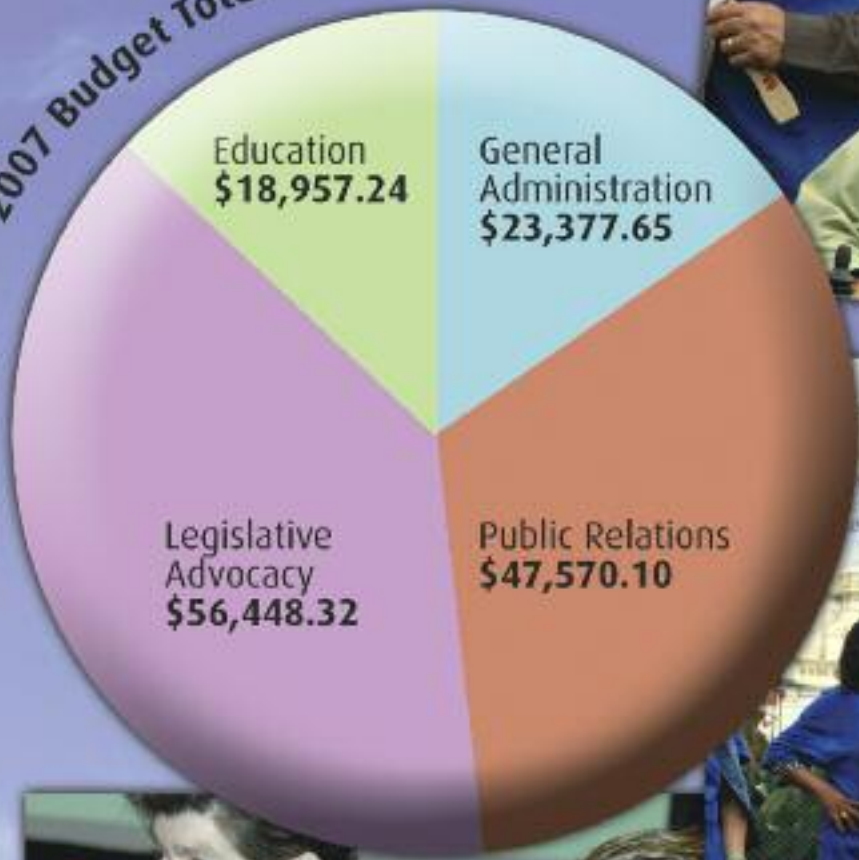
Southeastern Development Services
Southwind Residential Services
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2007 Budget Total \$145,624



YOU NEED TO KNOW ME

I am a Direct Support Professional

DSP Advocacy Self Test

Are you the best advocate you can be?

Do you get panicky when asked to contact an elected official?

Take this short and simple quiz to learn how you can become a great advocate!

Sometimes you just need a little push to get going. The quiz below will help you learn how to improve your advocacy skills. For this quiz, there are no wrong answers, so be honest! Good luck!

A. Have you used the ANCOR Action Center at www.youneedtoknowme.org?

If YES, go to "B."

If NO, you need to get to a computer and log onto www.youneedtoknowme.org. This informative and energizing site contains lots of useful information about DSP activism. You shouldn't be nervous about clicking on the Action Alert Button. Nothing bad has ever happened when this button was clicked! Just click on it. Once you click on the Action Alert Button, you've taken the first step on the advocacy ladder. You will be asked for your address and zip code. It's just that simple!

Now, you can make some simple changes to an e-mail. Click send and wow, you've just advocated! Doesn't that make you feel GOOD? Now, wait a couple days and take this quiz again!

B. You are obviously a seasoned DSP on-line advocate. There are just a few questions to answer before we move on. When you used the action center did you send your representative a note asking them to co-sponsor HR 1279?

Is your answer YES? Great, go to "C."

If you answered NO, that's OK. Maybe you got nervous or your computer locked-up. Whatever the reason, it's OK. You can still log on to www.youneedtoknowme.org and ask your member of Congress to co-sponsor HR 1279. Once you have completed this task, wait a few days and have a look at question "C."

C. Now, this may sound a little pushy, but we're friends aren't we? When was the last time you checked the www.youneedtoknowme.org Web site to see if your member of Congress signed on to co-sponsor HR 1279? What? You haven't checked the Web site? Then, go check! If your member of Congress is a co-sponsor, go to the advocacy center and send them a thank you note. When you have sent your note, wait a few days and go to "D."

D. You are a great on-line activist, but now it's time to step up to the next level. Have you ever met your member of Congress in person? That's right, in the same room. Talking to them is also important. If you have met live and in person with a real member of Congress, you are a proven advocate who knows how to get things done! Go to "E." If not, get ready, this might be tough, but you can do it. You need to call ANCOR and ask about the DSP to DC event, scheduled this September. This will take your advocacy to its highest level!

E. It's obvious that you have achieved the highest level of activism for DSPs! Your goal now is to recruit two new activists and sign up for the DSP to DC event this September.



YOU NEED TO KNOW ME
I am a Direct Support Professional



ANCOR

American Network of Community Options and Resources

Providers Offering Quality Supports to People with Disabilities

1107 King Street, Suite 200 - Alexandria, VA 22314-2644 • 703-521-7250 • www.ancor.org