



# Projects

VICKI HOAK, PENNSYLVANIA HOMECARE ASSOCIATION  
JAN GRIMES, ILLINOIS HOME CARE & HOSPICE COUNCIL



COUNCIL of STATE  
**HOME CARE**  
ASSOCIATIONS

2015 SUMMER RETREAT  
LAKE PLACID, NY

## Benefits of a Special Project

- Increased Visibility
- Member Engagement
- Value Added
- Break from Routine

## Anatomy of a Special Project

- A Beginning and an End
- Continuous marketing, communication and change of perspective
- Justifiable expense

## Overview

- Highlight Pennsylvania's Special Projects
  - *Bring the Vote Home, We Care, We Vote, Bringing Care Home, My Learning Center*
- Highlight Illinois' Projects
  - *Regulatory Roadmap*
- Your Turn



- Help Patients Register to Vote – *handout*
- Distribute Voter Registration & Absentee Ballots
- Presidential & U.S. Senate Voter Guide
- Why home care should conduct this special project?

“A client who was injured at age 27 on his way to his first college teaching job with his new Ph.D. has been in and out of nursing facilities. He is now 61. When he asked my views about the upcoming election, I asked if he would be sending in an absentee ballot. He said he had not voted since his injury. What a joy it has been to get him registered for the first time in decades.

Thank you for sensitizing me to the role we can play as caregivers in helping our clients become active voters!”

*Mr. Bennett – Aide  
Home Instead – Bethel Park*



- Voter Guide
- Gubernatorial Roundtables
- Regional Meetings


## PHA's Voter Guide – 2014 Gubernatorial & State Senate Races

3 questions for  
Gubernatorial  
Candidates


Identify senatorial  
candidates &  
determine 1  
question for each  
to answer

Set timeframe &  
call campaigns.  
Consistent follow-  
up – A MUST!  
**Deadline**

PENNSYLVANIA HOMECARE ASSOCIATION

2014 

GUBERNATORIAL & STATE SENATE  
VOTER GUIDE

*Health Care at Home*  
**We care. vote!** 

*This year, the Governor's office, half of the 50 state Senate seats and all 203 state House of Representatives seats are up for re-election.*

*PHA invites you to review the positions of our gubernatorial and Senate candidates in this booklet to help you become a better-informed voter.*

# Candidate Wolf Roundtable



What issue is most important to your organization?

Your 801559 and your message is 23303

expansion funding  
lottery action rates  
healthy services healthcare  
sustainability seniors  
awareness touch aides support  
priority access  
family affordability  
coordination



Tom Wolf

## Governor Corbett Roundtable



## Annual Fall Regional Meetings

- Political Theme – Timely
- Unveiled Voter Guide
- Health Care is POLITICS!
- Captive audience – reached nearly 500 members
- Polling Tool



# Today's Issues and Tomorrow's Solutions

Health Care at Home  
We care. We vote!

Pennsylvania Homecare Association  
2014 Regional Meetings

## Kaiser Poll: How Voters View ACA


- 2010: ACA sparked the Tea Party movement - Republicans took over U.S. House
- Today more than one-third Americans still believe ACA creates death panels
- Opposition remains divided along party lines
- Major provisions of ACA have taken effect:
  - Health care coverage for millions
  - Testing new ideas
  - Extended insurance coverage for young adults

## Today in Pennsylvania

Gov. Tom Corbett

Tom Wolf

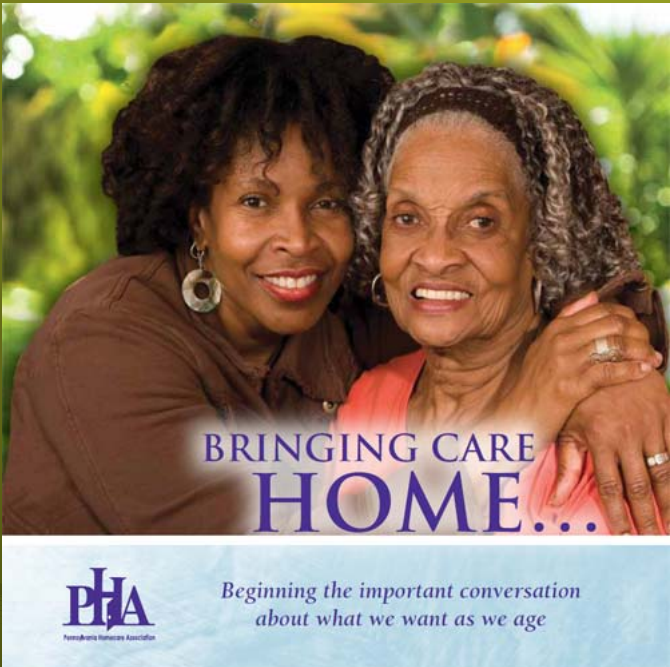
25 Senate & 203 Representative Seats Up for Re-Election





SKILLED MEDICARE  
**HOME**  
HEALTHCARE

<http://youtu.be/xrVArCBE7-Y>




BRINGING CARE  
HOME...

Beginning the important conversation  
about what we want as we age

PHA  
Pennsylvania Hospice Association

- Documentary featuring three families in PA
- Guidebook on LTC options and advanced planning for LTC needs
- Nearly 70,000 copies given to members for patients & individual requests via OpEds, public television appearances
- Honorable Mention – PRSA Keystone Award

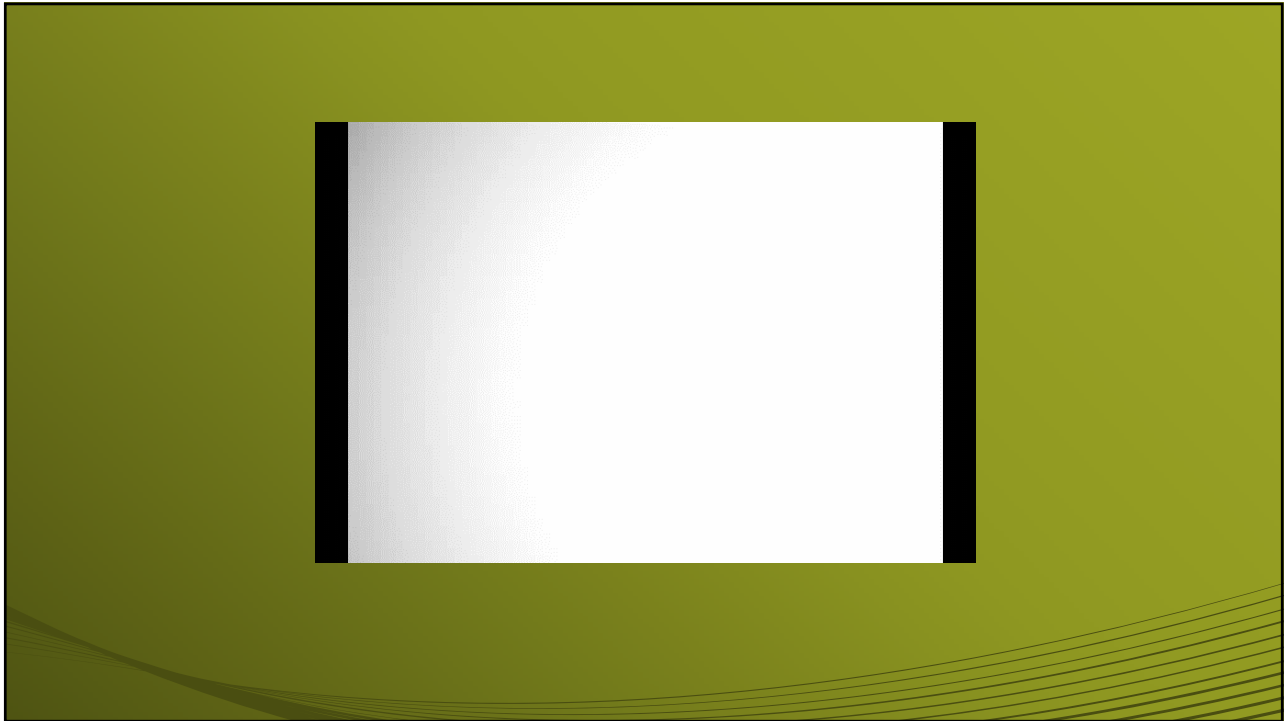


My LEARNING CENTER

IMPROVE THE CARE YOU GIVE  
...EXCEL AT THE JOB YOU LOVE

- 53 online training videos for DCWs and family caregivers
- Nearly \$1 million in funding from PA Department of Aging
- Recipient of ASAE Gold Circle Award and a dozen national videography awards





- 50,000 Users
- 800,000 courses completed
- 4 new videos added July 1 – already > 3,000 views!



## Common Themes of Success

- Relationships are Important
- Member Buy In
- Answers a Need
- Easy for Members to participate and receive benefit!
- Package it!

**Now it's your turn!**