NYADD ADVOCACY PLAN – as of October 1, 2020

Over-arching Strategy:

**Strategy Part 1 – Budget Makers:** Since the root issue is the lack or absence of **Prioritization** of the I/DD Population by Governor Cuomo and others who determine the NYS Budget, the focus must be on these individuals and in raising awareness about the consequences of underfunding and the moral requirement we share, to ensure quality of services and hence, quality of life for these individuals. So, the NYADD strategy will be to apply relentless pressure with unavoidably large numbers of members, to achieve the level of attention and prioritization these most vulnerable individuals deserve. Note: this will also include pressure for Federal Funding.

**Strategy Part 2 – Policy Makers:** NYADD will be a constructive partner with OPWDD. While we do expect OPWDD to advocate along with us and to make effective and compelling cases for proper funding, we need to work with them in terms of setting priorities and best using the funding they do have. It is important that I/DD Consumer input be utilized by OPWDD in making tough decisions and getting optimal value from scarce resources.

Advocacy Tactics:

1) **Constant & Consistent Messaging** – delivering a pointed and precise ask. We will craft a very concise message to be used uniformly and consistently, by all NYADD Members, on a regular basis. This is not a one-time event, but rather a recurring, ongoing activity that should just become a part of our daily routines. This message must be delivered to Governor Cuomo, OPWDD, and elected officials on a DAILY BASIS, by large numbers of people. A consistent, relentless message coming from many different people, cannot be ignored for long. Billboards and Radio Spots will be taken up more selectively and planned by the NYADD Regional Leads.
   a. Tools & Vehicles to be used:
      i. E-Mails
      ii. Letters
      iii. Tweets
      iv. Facebook Messages & Posts
      v. eCards
      vi. Calls
      vii. Faxes
      viii. Billboards
      ix. Radio Spots

2) **Petitions** – NYADD Regional Leads will decide on when and how often to execute these.

3) **Media Coverage** – NYADD has an incredible portfolio of media coverage and media contacts and this will be leveraged and expanded, as we move forward. We will seek out media coverage to highlight the concerns of families and the adverse impacts of funding cuts to the I/DD Population. We will shine a light on the lack of prioritization and attention to the I/DD Population and how money is wasted in NYS on non-essential projects and the need for moral compass recalibration in the care and well-being of those less fortunate.

4) **Video Vignettes** – we will utilize personal videos from self-advocates, families, Guardians, and other stakeholders to vividly illustrate the consequences of neglect of the I/DD Population in funding and budget allocations. The world will see that these people are real and that there are real consequences to the decisions people make and the priorities they set. These videos will be tweeted relentlessly, shared through Social Media and with the press.
5) **Data & Metrics** – NYADD will develop data and facts that quantitatively and objectively demonstrate the damage to and adverse effects from a lack of prioritization and funding of the I/DD Population. Fact-based decisioning, reasoning and logic will be the future in making a case that is irrefutable and unavoidable and will leave no choice, but for the state to act.

6) **Rallies** – state-wide, Governor Cuomo Offices, Capital Building, and other state landmarks, TBA. These will relay the consistent message of NYADD, in person, and in numbers and will garner significant media attention. These will be planned and scheduled by the NYADD Regional Leads.

7) **OPWDD Engagement** – ongoing discussions and standing meetings with OPWDD Leadership. Focus Groups and the use of surveys. I/DD Consumer input is a vital resource for OPWDD.

8) **Be your own Lobbyist** –
   a. Know who your State Assembly Member & Senator is.
   b. Schedule an in-person (or video) meeting with each of them, to introduce yourself and to tell them what is important to you, as a constituent (Voter).
   c. Tell them about your family situation and/or ties to someone with I/DD and how they desperately need funding and how cuts reduce services and adversely affect their lives.
   d. Ask your Representatives to support you and this cause and to be active and vocal in the Assembly and Senate and in the Budget-making process.
   e. Plan to follow-up and meet or call your Representatives on a regular basis. Do not be a stranger, invisible or an unknown quantity – make sure they know who you are, and what is important to you.

This information is proprietary to NYADD --- ‘We advocate for the Developmentally Deserving’