

Fair Care Ohio



We think Ohio's long term care system should be *fair* to the taxpayer and *fair* to the elderly.



ABOUT

Fair Care Ohio (FCO) is a grassroots advocacy campaign that successfully navigated the Ohio biennial budget process that restored state funds of **\$56.3 million (\$100 million all funds)** for home and community based services. The campaign's main goal was to educate the general public and legislators about home and community based services - THE most cost effective option in long-term care.

CAMPAIGN

The tactics used to ensure a successful legislative outcome included engaging Area Agencies on Aging statewide, presenting the cause during community events, writing letters to legislators, and initiating a website with action alerts and e-blasts, a facebook page, media stories, phone calls, and more.

CAUSE

FCO engaged thousands of Ohioans - concerned taxpayers and people who care about senior rights and services. The primary goal of the cause is to ensure seniors in Ohio have the dignity of options and the choice to age in place. Additionally, we championed equal access for home and community based services and to make it a viable choice instead of nursing home placement -- a far more costly option at three times the cost of home care.

OUTCOME

Governor Kasich and the 129th General Assembly heard the outcry of concerned citizens throughout the state and restored cut funding for essential programs like PASSPORT and Assisted Living. Also, home and community based services were combined into the same line item in the budget as nursing homes, leveling the playing field for the first time.

"Homecare means the difference between living independently for as long as possible for many. It also means the difference for the adult children an answer between choosing to work and staying home to deliver care adding to the already high cost of healthcare and expenses."

– Deborah, Ohio

TIMELINE

::January::
Campaign launch

::February::
Building Support
In the House

::March::
Mobilizing Group
Support

::April::
Saturate the
Senate

::May::
Final Push

::June::
Conference Comm.

Fast Facts:

- JTC coordinated and managed all online efforts for FCO
- Over 50,000 emails were sent to Governor Kasich and members of the 129th General Assembly
- More than 5,000 statewide supporters
- Over 13,000 hand-written letters and postcards were sent to the Ohio senators and representatives
- Over 1,400 active supporters of the Fair Care Ohio Cause on facebook
- More than 35 news articles statewide covering the cause and issues around FCO
- JTC coordinated statewide messaging efforts between 12 AAAs

Fair Care Ohio

Dear Jennifer,

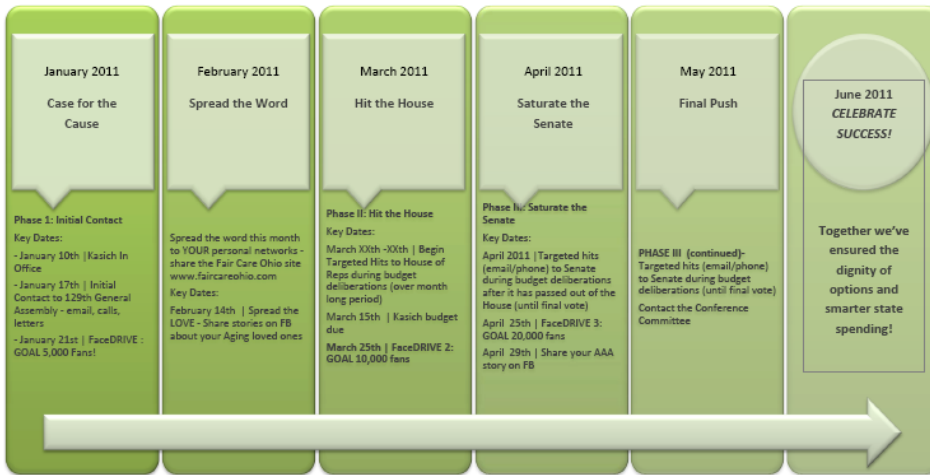
We have just TWO days left before the conference committee adjourns. Your advocacy has made a **huge** impact. Both the House and Senate have each added \$15 million in state funds to PASSPORT but we need more to keep PASSPORT and the aging home and community care as viable alternatives for people needing nursing home level of care.



Take Action

Personalized e-blast "ACTION ALERT" Messages

Conference committee has begun their deliberations this week and there are additional revenues available for the next biennium – but we must make our case to the conference committee to have additional funds restored. Contact conference committee members and legislative leaders TODAY and TOMORROW. They are making these human services critical decisions **NOW!** Next week will be too late. Make your voice heard TODAY. Ask them to finish the job of funding PASSPORT and aging waivers!



www.faircareohio.org

- User-friendly site with customized legislator information based on campaign phase
- Live ticker to track actions taken for the cause
- Simple design with concise information
- Sample templates for supporters to call or write updated throughout the campaign
- Continually updated platforms

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FCO Public Timeline

The Dignity of Option – Age in place in YOUR home!

Smarter State Spending – In home care is 1/3 the cost of nursing home care!

"I support Fair Care Ohio. I have working experience in both nursing facilities and thru Home Care, i.e. Passport. Both are needed to fulfill the needs of the aging population. Let the funding be there so these aging Americans can **have the choice** of where they want to be as they grow old." - Sheree, Ohio



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