

Michigan Long Term Care Conference  
Consumer Action Groups  
March 24, 2006

Summary of panel discussion about how to build and nurture local action groups for long term care reform:

Start:

- Call a meeting inviting people interested in LTC to come to a presentation.
- Invite people to share their stories. Help them understand the connection between their stories and public policy debates
  - Build community
  - Peers share info to solve problems

Ongoing:

- Develop leadership core (3-6 people)
  - Outreach to other groups
  - Use email to share information
- Attend other meetings – become a presence
- Use personal stories to testify at hearings – help people compose their testimony
- Continue to educate one another on issue
- Identify resources and allies to support your presence at statewide events

Seasoned:

- Talk to legislators & their aides (in Lansing, Washington and at home)
  - Develop reputation as knowledgeable about topic.
  - Consider working on campaigns
- Identify specific “point people” in group to talk to press
  - Attend events and gravitate to press
  - Build relationships with specific press people
- Continue to involve more people
  - Take you meeting on the road
    - Group homes
    - Nursing homes
    - Community meetings
  - Educate, Listen, Develop Interest
  - Work with your existing group to find ways to make new people welcome
    - Take new people out for coffee
    - Call them and listen to their stories
    - Find ways for their successful involvement
  - Keep your meetings on point and efficient and yet pay attention to everyone