



Dear Nursing Home Administrator,

Nursing Home Families of New York is an advocacy group comprised of family members who work with state legislators on important issues related to nursing home policies. As a pro-nursing home group, we seek to work collaboratively with Administrators to understand key issues and develop practical frameworks for our advocacy efforts. One example of our success was advocating for the easing of nursing home visitation restrictions due to COVID-19, resulting in the enactment of the Essential Caregivers bill.

Our group's current focus is on increasing nursing home workforce compensation, specifically Certified Nurse Aide (CNA) wages, via a comprehensive Medicaid rate increase. We understand that nursing homes' current Medicaid reimbursement rates are inadequate for attracting and maintaining the workforce we need to best serve our loved ones. High-quality, non-profit providers are financially strapped, and we need better reimbursement to better serve our seniors.

Working in conjunction with LeadingAge New York, we believe our strongest approach for this goal is to build a state-wide network of family advocates. These advocates would be mobilized to communicate with elected representatives to promote increased wages for CNAs. Our goals are to 1) help legislators understand how the significant shortage of CNAs impacts the quality of nursing home care and services for the state's most vulnerable population, and 2) enlist legislators' support to alleviate the crisis by advocating for increased Medicaid reimbursement so that nursing homes are able to enhance wages.

***We are seeking your help in recruiting family advocates in this critically important effort.*** Together with LeadingAge NY, we will be providing these advocates with the tools and resources they need to promote a Medicaid rate increase to support enhanced CNA wages. Resources provided will include background financial information, talking points, tips and tricks for effective advocacy, and more. If each LeadingAge affiliated nursing home administrator could help us connect with 3-5 family members to assist in this effort, our group would be well equipped to effectively push forward and coordinate advocacy with the families.

The ideal family advocates would have just a few hours available each week to dedicate to this cause. They may be asked to call and/or meet with their local legislators, help to organize and attend rallies, and engage with local press. Again, all advocacy endeavors will be supported with tools and resources provided by our organization as well as LeadingAge NY. We will be working together to advocate on behalf of our loved ones and the staff who care for them!

**Please share this request with family members from your organization who might be willing to be part of our advocacy team.** Family members interested in getting involved in this effort can sign up to be an advocate at <https://nursinghomefams.com/NY/join/>. Additionally, interested individuals should plan to join us for a **virtual introductory meeting on Tuesday, November 9<sup>th</sup> at 1 PM**. The link to join the meeting is: <https://bit.ly/3DJdt4>. Additional questions about this particular advocacy initiative and the introductory call may be directed to Sarah Daly of LeadingAge New York at [sdaly@leadingageny.org](mailto:sdaly@leadingageny.org).

Thank you very much for your support! We appreciate your partnership as we advocate for the essential and well-deserved enhanced wages for our nursing home workforce.

Sincerely,

Nursing Home Families of New York

