Working Together: Tips and Strategies for Building a Malnutrition Advocacy Coalition

DEFEAT MALNUTRITION TODAY WEBINAR

DECEMBER 5, 2019

defeat malnutrition today

About the Coalition

Coalition of 99 national, state, and local stakeholders and organizations, including community, healthy aging, nutrition, advocacy, healthcare professional, faith-based, and private sector groups

Share the goal of achieving the recognition of malnutrition as a key indicator and vital sign of older adult health risk; work to create policy change toward a greater emphasis on screening, detecting, treating and preventing malnutrition



Building Coalitions

Jeanne Blankenship, MS RDN Vice President, Policy Initiatives and Advocacy Academy of Nutrition and Dietetics







Getting Started

- Start with a brainstorming sessions of a core group
- Decide your purpose and goals

Examples:

- Obtain state funding for a prevention program
- Convene a state commission or task force
- Advocate for state legislation
- Develop the short list



Academy of Nutrition

and Dietetics

https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coaltion/main

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Potential Members

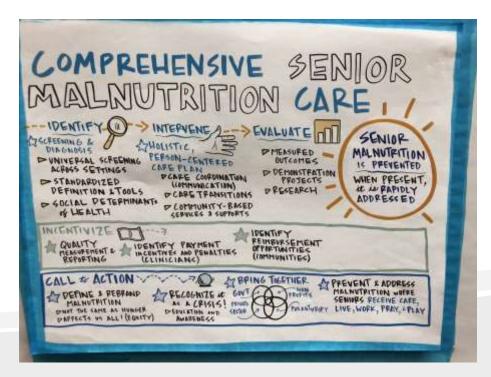
- Nutrition organizations
- Industry partners
- Programs that serve seniors
- Non-profit groups
- Religious organizations

- Health and medical care organizations and businesses
- State government agencies and programs

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The First Meeting

- Networking and sharing
- Set expectations
- Determine operations and structure
- Review proposed goals
- Identify potential partners





Keeping things Running

- Check out resources on effective management
- Ask for feedback from attendees regularly
- Measure and report progress on goals
- Have a maintenance plan



https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/maintain-a-coalition/main

Jeanne Blankenship, MS RDN 312-899-1730 jblankenship@eatright.org @jblankenshipRDN



REFLECTIONS ON COALITIONS

Lisa Nerenberg, MSW, MPH

Executive Director

California Elder Justice Coalition

Elder Justice, Ageism, and Elder Abuse (Springer 2019)



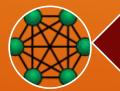


San Francisco Consortium for Elder Abuse Prevention



National Committee for the Prevention of Elder Abuse

California Elder Justice Coalition



National Network of State Elder Justice Coalitions



San Francisco Consortium for Elder Abuse Prevention

Origins:

 Task force of local service providers started meeting following Congressional hearings

► Goals:

- Achieve a clearer understanding of elder abuse and what could be done about it locally
- Develop service, advocacy, training response

Membership:

Local service providers from diverse disciplines

Accomplishments:

- > Pilot new interventions, including MDTs, training, outreach
- Provice technical assistance to other communities in MDTs, coalitions



National Committee for the Prevention of Elder Abuse

Origins:

 Group of academics, advocates, and service providers convened by Rosalie Wolf and headquartered at UMASS

► Goals:

- Explore need for research, practice, and advocacy;
- Facilitate collaboration, inform federal policy makers and funders, promote research

Membership:

Researchers, state and local leaders in APS, law enforcement,

Accomplishments:

Journal of Elder Abuse & Neglect, affiliate program, became voice for elder abuse prevention, research



California Elder Justice Coalition

► Origins:

Grantees in Archstone Foundation's Elder Abuse/Neglect Initiative

► Goals:

Explore systemic obstacles and bring to attention of state policy makers

Membership:

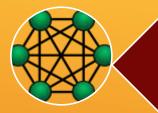
Program managers, directors of agencies, advocacy organizations

Accomplishments:

- Advocated for APS liaison and training, expansion of VOCA funded services, creation of National Advocates Academy
- Contributed to reframing of elder abuse and elder justice

Principles of Elder Justice

- 1. Right to live free from abuse, neglect, and exploitation
- 2. Access to services that promote independence and autonomy
- 3. Access to justice system; includes victims rights and services
- 4. Parity with other populations for services and benefits
- 5. Parity within elderly population
- 6. Consumer rights and protections, including LTSS consumers LTC facility residents
- 7. Protecting the rights and autonomy of people with cognitive impairments



- Origins:
 - Leaders of state elder justice coalitions began meeting
- ► Goals:
 - Share promising statutes, practices
 - Provide state voice to federal policy makers and nat'l advocacy groups
- Membership:
 - > 16 state coalitions and interested parties
- Accomplishments:
 - Workshops, article in Generations

Goals for Coalitions

- Explore problems/solutions
- Laboratories for testing innovations
- Provide a voice to policy makers to help them understand issues
- Provide leadership to the field
- Generate support for policy reform and new programs
- Exchange materials, best practices
- Promote collaboration among academics, researchers, service providers

Variations	Benefits and drawbacks
Leadership Top-down (e.g. governors, AGs) or Bottom up (grass roots groups of service providers, peer advocates	 Clout Access to policy makers Politics Challenges to autonomy
Administration 501(c) 3	f Grass roots
Fiscal sponsor	Lack funding
Funding Voluntary Self funded (membership dues) Ongoing sponsorship (e.g. statutory) Fundraising (grants, donations)	 Sustainability Efficiency Pressures to change focus or priorities Limits on advocacy

Bob Blancato National Coordinator Defeat Malnutrition Today

RBLANCATO@MATZBLANCATO.COM

Looking Ahead

Need to keep raising awareness about malnutrition as a threat to older adults' health—and a deterrent to active aging and maintaining independence

Federal influence is important, but we also need to implement solutions at the local and state levels

Please use your influence at home to help get more state legislation and policy combatting malnutrition

Help us to Defeat Malnutrition Today! Check out our resources and join the coalition

Resources

Defeat Malnutrition Today: <u>http://defeatmalnutrition.today</u>

National Blueprint and Blueprint Infographic: <u>http://defeatmalnutrition.today/blueprint</u>

State Legislative Toolkit: <u>http://bit.ly/state-toolkit</u>

State Malnutrition Infographic: <u>http://bit.ly/state-infographic</u>

mponder@matzblancato.com