

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

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Why Start a Coalition?



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



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



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





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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
- ▶ Provide 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



National Network of State Elder Justice Coalitions

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

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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: <http://defeatmalnutrition.today>

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

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

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

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