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POLICY + ADVOCACY CONFERENCE

SPEAKING UP FOR WHAT MATTERS

Effective Communication **in Advocacy**

How to Motivate and Persuade Others with Your Message



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your **presenters»»»**



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today's agenda



- Why your message matters
- The four-step framework for developing your message
- Framing and messaging basics
- Q&A
- Practice

meet Kathy

She’s 71 years old.

She’s raising her four grandchildren. When she first took them into her care, three were in diapers.

And she found out she didn’t qualify for help paying for child care because she was no longer working.



Are you one?

281,000+

NH family caregivers



1 IN 4

NH adults is a family caregiver



200 MILLION

hours of care per year



$4.4 BILLION

value of unpaid care per year





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policy communications



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the goal

Communicate the issue and legislation to different audiences in ways that resonate and motivate them to engage in the legislative process.



easier said than done?



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how do we get from this... **to this?**

Bill Text

SB 608 directs the department of health and human services to seek approval from Centers for Medicare and Medicaid Services to cover family caregiver support services as an allowable service under specified waiver programs. The bill also eliminates the child care scholarship cost share for children in kinship care.

Advocacy Message

One in four NH adults is a family caregiver, from those caring for aging loved ones to grandparents raising grandkids. SB 608 gives them the support they need to keep families together at home.

the four step framework »»



1. Identify the problem and how the bill solves it
2. Identify your audiences and what you want each to do
3. Develop messaging for each audience
4. Choose the right tools to share your message

SB 608 memo

MEMORANDUM

To: Senator Pat Long
From: Judith Jones, New Futures and the NH Alliance for Healthy Aging and
Trina Ingelfinger, New Futures Early Care and Education
Date: September 10, 2025
Re: Relative to legislation supporting New Hampshire's Family Caregivers

Key Points for Legislation Targeting Family Caregiver Support

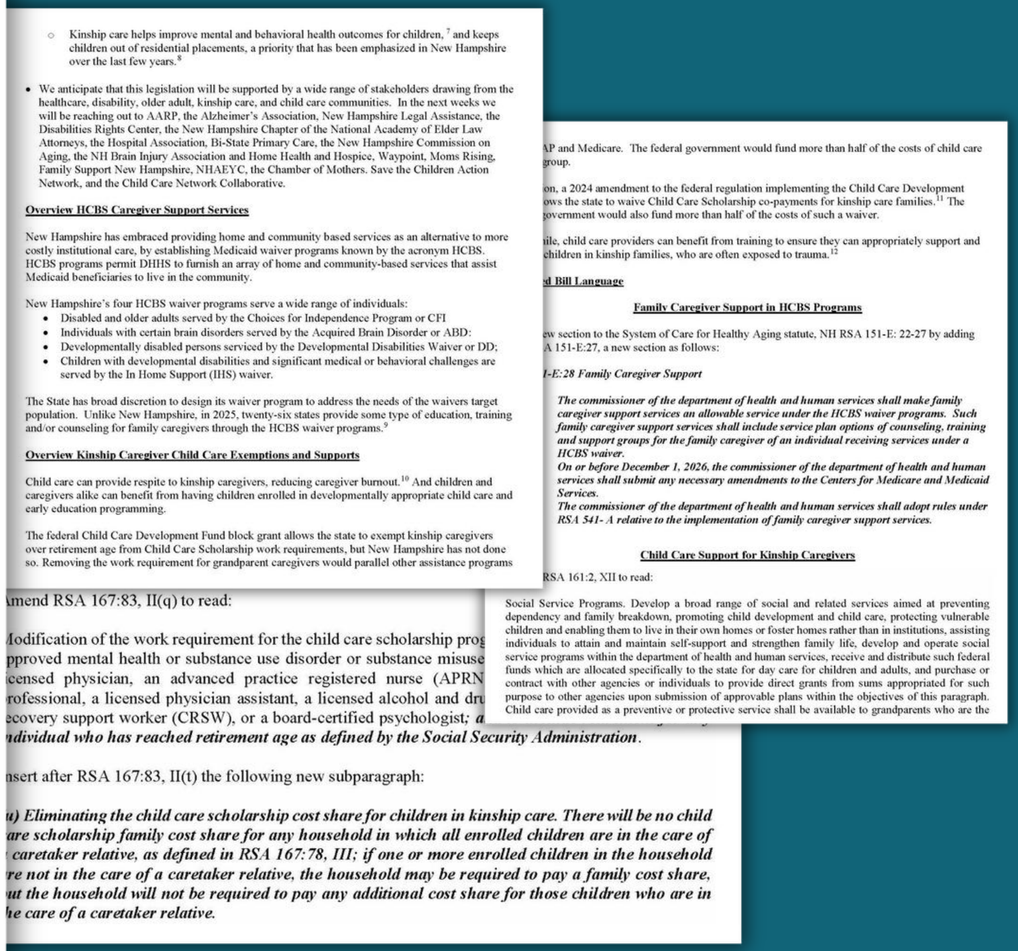
- In the United States, one in four adults is a family caregiver.[1] This group has been referred to as both the "backbone" and "invisible workforce" that keeps families healthy and strong. This is true in New Hampshire where almost 170,000 individuals provide uncompensated care to a relative or friend valued at 2.8 billion dollars.[2]

- Family caregivers are the major provider of long-term supports and services (LTSS) in New Hampshire. Studies document the positive benefits of having the assistance of an informal caregiver, yet this work often comes at the expense of the caregivers' mental, physical and financial wellbeing.[3]

- Kinship caregivers are family members and close family-like friends who have stepped up to raise children whose parents are not able to care for them in their own homes. Kinship caregivers experience immense pride and meaning when they step in to care for a child they know and love,[4] but caregiving can strain caregivers' physical, mental, and financial health and well-being.[5]

- The goal of this legislation is to support families by providing two mechanisms that assist family caregivers and help fill the gaps in New Hampshire's LTSS and childcare systems:
  - Caregiver support services of counseling, training and support groups for family caregivers would be added to the services available under the Medicaid Home and Community Based Services (HCBS) waiver programs.
  - Kinship caregivers would have increased access to child care.

- Strengthening support for family caregivers is wise public policy:
  - Caregiver support can delay or avoid the need for more costly options, such as nursing facility care and residential care placements.[6]



- Kinship care helps improve mental and behavioral health outcomes for children,[7] and keeps children out of residential placements, a priority that has been emphasized in New Hampshire over the last few years.[8]

- We anticipate that this legislation will be supported by a wide range of stakeholders drawing from the healthcare, disability, older adult, kinship care, and child care communities. In the next weeks we will be reaching out to AARP, the Alzheimer's Association, New Hampshire Legal Assistance, the Disabilities Rights Center, the New Hampshire Chapter of the National Academy of Elder Law Attorneys, the Hospital Association, Bi-State Primary Care, the New Hampshire Commission on Aging, the NH Brain Injury Association and Home Health and Hospice, Waypoint, Moms Rising, Family Support New Hampshire, NHAEYC, the Chamber of Mothers. Save the Children Action Network, and the Child Care Network Collaborative.

Overview HCBS Caregiver Support Services

New Hampshire has embraced providing home and community based services as an alternative to more costly institutional care, by establishing Medicaid waiver programs known by the acronym HCBS. HCBS programs permit DHHS to furnish an array of home and community-based services that assist Medicaid beneficiaries to live in the community.

New Hampshire's four HCBS waiver programs serve a wide range of individuals:
- Disabled and older adults served by the Choices for Independence Program or CFI
- Individuals with certain brain disorders served by the Acquired Brain Disorder or ABD:
- Developmentally disabled persons serviced by the Developmental Disabilities Waiver or DD;
- Children with developmental disabilities and significant medical or behavioral challenges are served by the In Home Support (IHS) waiver.

The State has broad discretion to design its waiver program to address the needs of the waivers target population. Unlike New Hampshire, in 2025, twenty-six states provide some type of education, training and/or counseling for family caregivers through the HCBS waiver programs.[9]

Overview Kinship Caregiver Child Care Exemptions and Supports

Child care can provide respite to kinship caregivers, reducing caregiver burnout.[10] And children and caregivers alike can benefit from having children enrolled in developmentally appropriate child care and early education programming.

The federal Child Care Development Fund block grant allows the state to exempt kinship caregivers over retirement age from Child Care Scholarship work requirements, but New Hampshire has not done so. Removing the work requirement for grandparent caregivers would parallel other assistance programs

mend RSA 167:83, II(q) to read:

odification of the work requirement for the child care scholarship prog
pproved mental health or substance use disorder or substance misuse
censed physician, an advanced practice registered nurse (APRN
rofessional, a licensed physician assistant, a licensed alcohol and dru
ecovery support worker (CRSW), or a board-certified psychologist*; a*
ndividual who has reached retirement age as defined by the Social Security Administration.

nsert after RSA 167:83, II(t) the following new subparagraph:

u) Eliminating the child care scholarship cost share for children in kinship care. There will be no child are scholarship family cost share for any household in which all enrolled children are in the care of caretaker relative, as defined in RSA 167:78, III; if one or more enrolled children in the household re not in the care of a caretaker relative, the household may be required to pay a family cost share, ut the household will not be required to pay any additional cost share for those children who are in he care of a caretaker relative.

AP and Medicare. The federal government would fund more than half of the costs of child care group.

on, a 2024 amendment to the federal regulation implementing the Child Care Development ows the state to waive Child Care Scholarship co-payments for kinship care families.[11] The government would also fund more than half of the costs of such a waiver.

ile, child care providers can benefit from training to ensure they can appropriately support and children in kinship families, who are often exposed to trauma.[12]

d Bill Language

Family Caregiver Support in HCBS Programs

ew section to the System of Care for Healthy Aging statute, NH RSA 151-E: 22-27 by adding A 151-E:27, a new section as follows:

1-E:28 Family Caregiver Support

The commissioner of the department of health and human services shall make family caregiver support services an allowable service under the HCBS waiver programs. Such family caregiver support services shall include service plan options of counseling, training and support groups for the family caregiver of an individual receiving services under a HCBS waiver.
On or before December 1, 2026, the commissioner of the department of health and human services shall submit any necessary amendments to the Centers for Medicare and Medicaid Services.
The commissioner of the department of health and human services shall adopt rules under RSA 541- A relative to the implementation of family caregiver support services.

Child Care Support for Kinship Caregivers

RSA 161:2, XII to read:

Social Service Programs. Develop a broad range of social and related services aimed at preventing dependency and family breakdown, promoting child development and child care, protecting vulnerable children and enabling them to live in their own homes or foster homes rather than in institutions, assisting individuals to attain and maintain self-support and strengthen family life, develop and operate social service programs within the department of health and human services, receive and distribute such federal funds which are allocated specifically to the state for day care for children and adults, and purchase or contract with other agencies or individuals to provide direct grants from sums appropriated for such purpose to other agencies upon submission of approvable plans within the objectives of this paragraph. Child care provided as a preventive or protective service shall be available to grandparents who are the

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1

identify **the problem**

and how this bill provides a solution

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highlight the **important parts!**

sometimes what we start with is really complex - but we can make it really simple

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caregiver support in **plain terms**

The Problem: Not Enough Support

Family caregivers do unpaid work, often without support, and it takes a toll on their health and finances. Grandparents raising grandkids have to go back to work just to get help with child care.

The Solution: More Support

SB 608 gives caregivers access to counseling, training, and peer support, and makes child care affordable for grandparents and relatives raising kids.

Why It Matters: Families Together, Cost-Savings

When caregivers are supported, they can keep caring for their loved ones at home. That keeps families together and helps avoid costlier care.

2

identify **the audiences**

and what actions we want them to take



caregiver support **audiences**



Lawmakers

the decision-makers



Family Caregivers

caring for loved ones who are enrolled in one of two Medicaid programs the bill covers



Kinship Caregivers

grandparents and other relatives raising children



The Public

people who may or may not be caregivers in the future

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3

develop messaging for **the audiences**

what does each audience need to know? What would motivate them to get involved?




the goal
Tailor your message for your audience. Don't make every audience learn the whole bill.
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the **basics**

in framing and messaging



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why framing matters

Understanding is Frame-Dependent

Given the importance of free speech, would you favor allowing a hate group to hold a political rally?

→ **85%** in favor

Given the risk of violence, would you favor allowing a hate group to hold a political rally?

→ **40%** in favor

Adapted from Frameworks Institute
frameworksinstitute.org



Awareness



Understanding



Support



Demand





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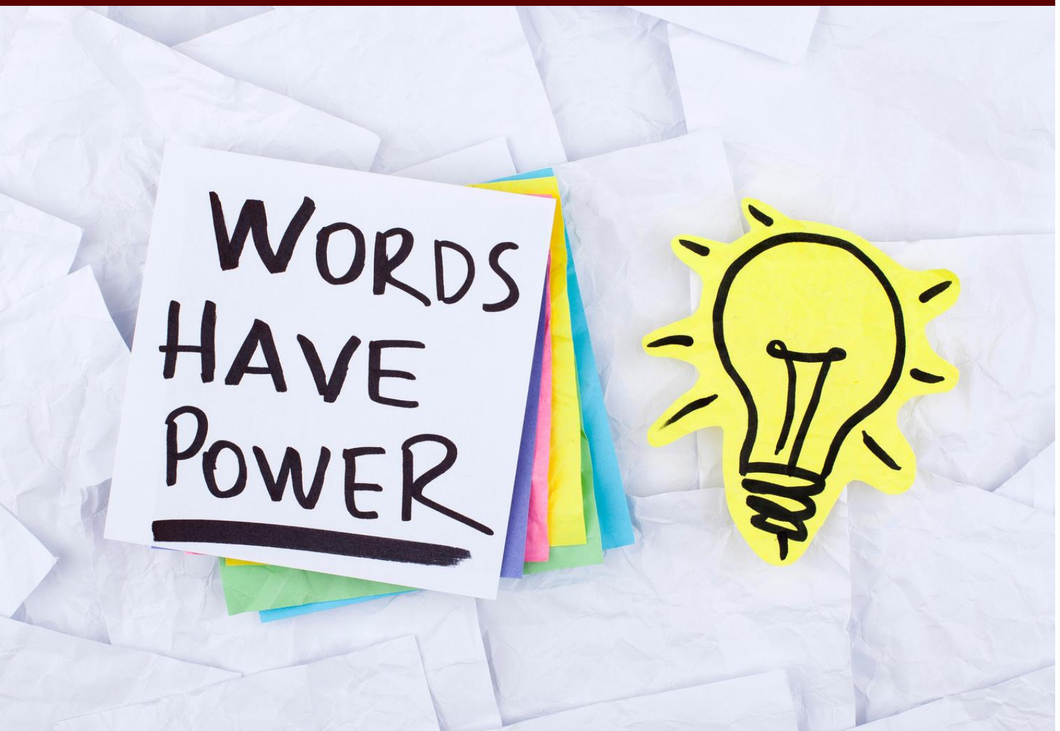
core framing principles



- Lead with shared values
- Explain how it works
- Widen the lens from individuals to systems
- Show it’s solvable
- Don’t repeat myths

Adapted from [Frameworks Institute](#)
frameworksinstitute.org

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Do not edit
How to change the design



What does CFI stand for?

The Slido app must be installed on every computer you're presenting from

slido

no jargon zone



Plain language means your audience can read it, understand it, and act on it.

- Name the people, not the program (“grandparents,” not “kinship caregivers in the scholarship program”)
- Spell out or cut acronyms (CFI, ABD, CMS)
- Say what changes for your audience, not how the policy works

How would you explain the bill to your neighbor?

reframing aging



National Center to Reframe Aging®

LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

ReframingAging.org

NCRA

Instead of these words and cues:	Try:
"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	Talking affirmatively about changing demographics: "As Americans live longer and healthier lives . . ."
"Choice," "planning," "control," and other individual determinants of aging outcomes	Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes	Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
"Struggle," "battle," "fight," and similar conflict-oriented words to describe aging experiences	The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."

Adapted from the National Center to Reframe Aging

reframingaging.org

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caregiver support **messages**



Lawmakers

One in four of your constituents is a family caregiver. SB 608 keeps them going and keeps families from needing costlier care.

Support SB 608



Family Caregivers

SB 608 will provide support services to you as a caregiver, which may include counseling, training, and peer support.

Share your story



Kinship Caregivers

SB 608 will make it so you don’t have to go back to work or enroll in education to qualify for child care assistance.

Share your story



The Public

In New Hampshire, families take care of their own. SB 608 makes sure they don't have to do it alone.

Contact lawmakers

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4

develop **materials**

what tools can we use to best convey our message to our different audiences?



comms **tools**

what we use and when
we use them



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Website: new-futures.org

Each bill we work on gets a specific landing page so advocates know where to go for updates

Social Media Platforms

Facebook, Instagram, LinkedIn, X, TikTok, Bluesky, YouTube
Messaging to our followers, general advocates

Direct Messaging: Email and Texting

Direct to advocates to urge them to take a specific action. Can also text lawmakers!

Printed Materials

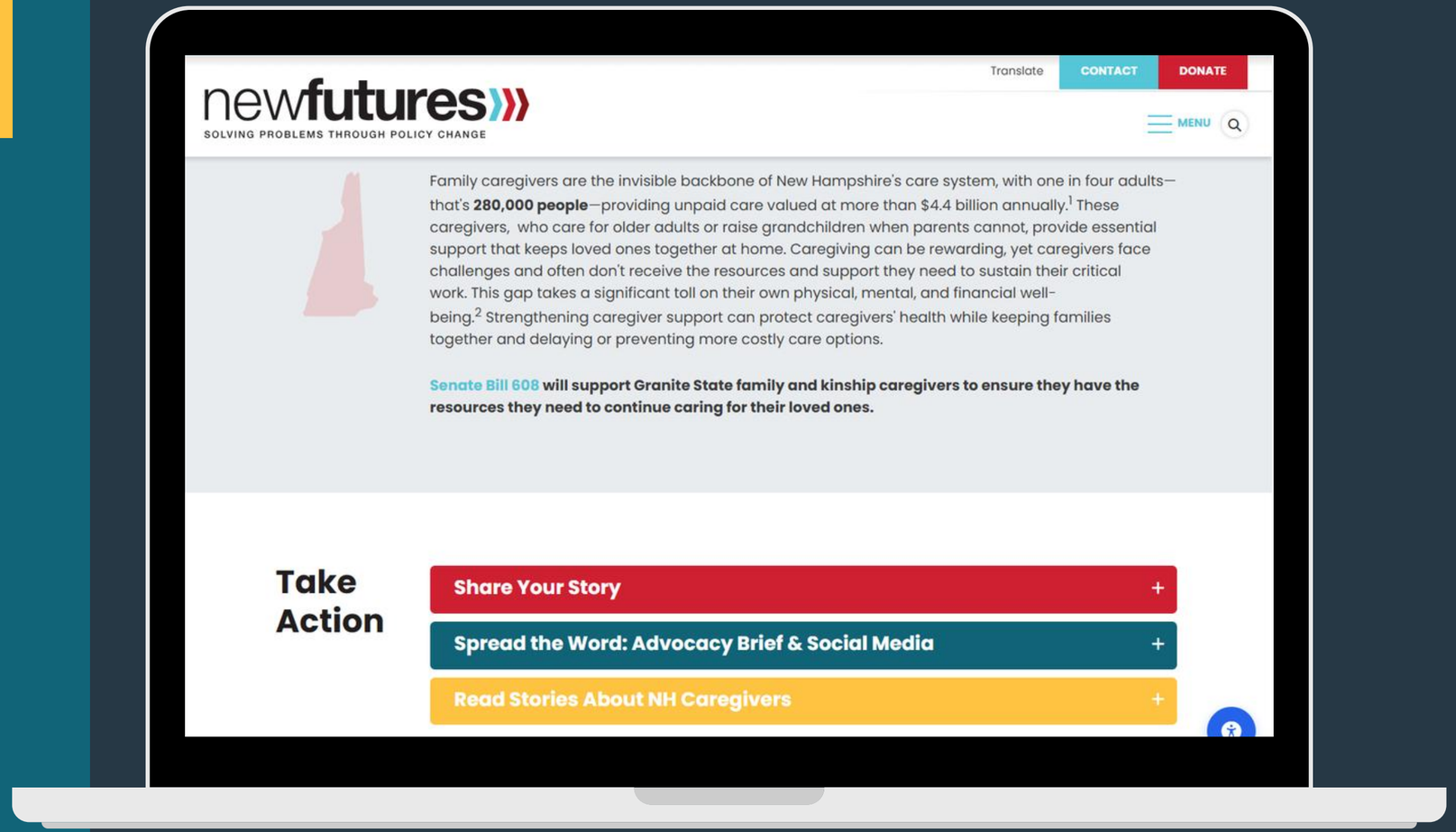
One-pagers that describe the issue, highlight why this bill is a solution, and provide ways to take action. Other ideas: Signs at events, storybooks for lawmakers!

Paid Advertising

Social media ads, “geofencing,” even an mobile billboard truck!

caregiver support materials - all

landing page



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caregiver support materials - all

fact sheets





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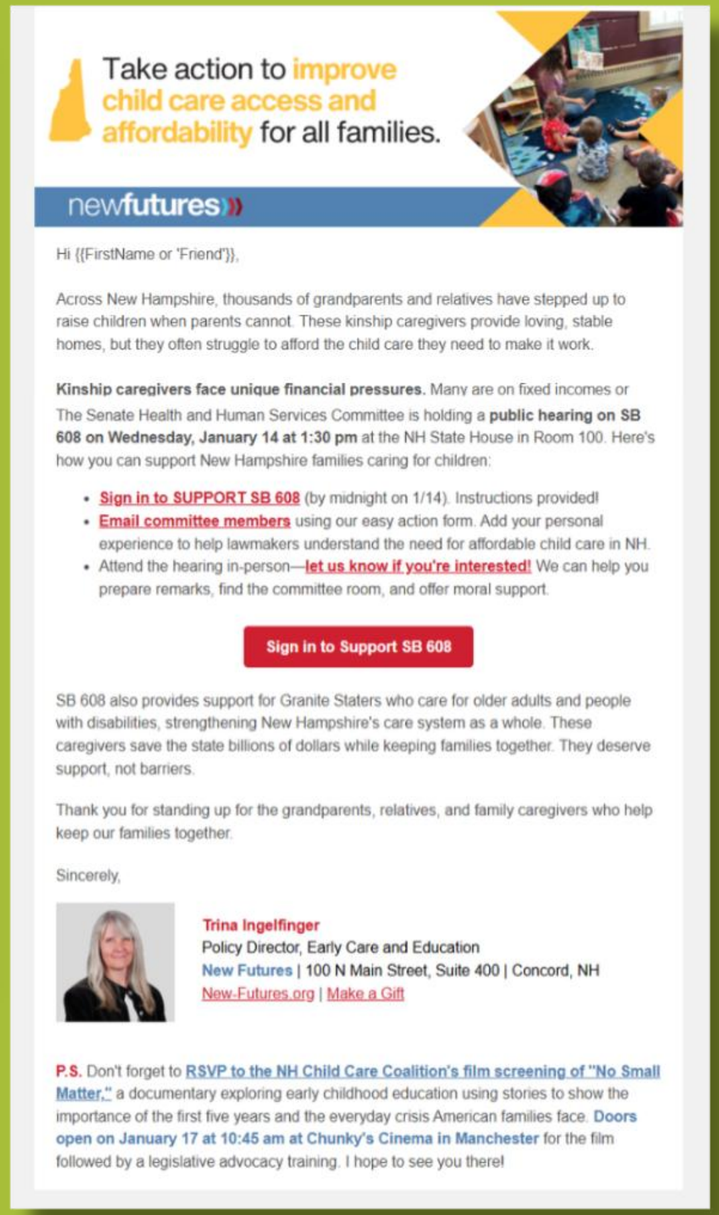
caregiver support materials - advocates

action alerts

emails, social media







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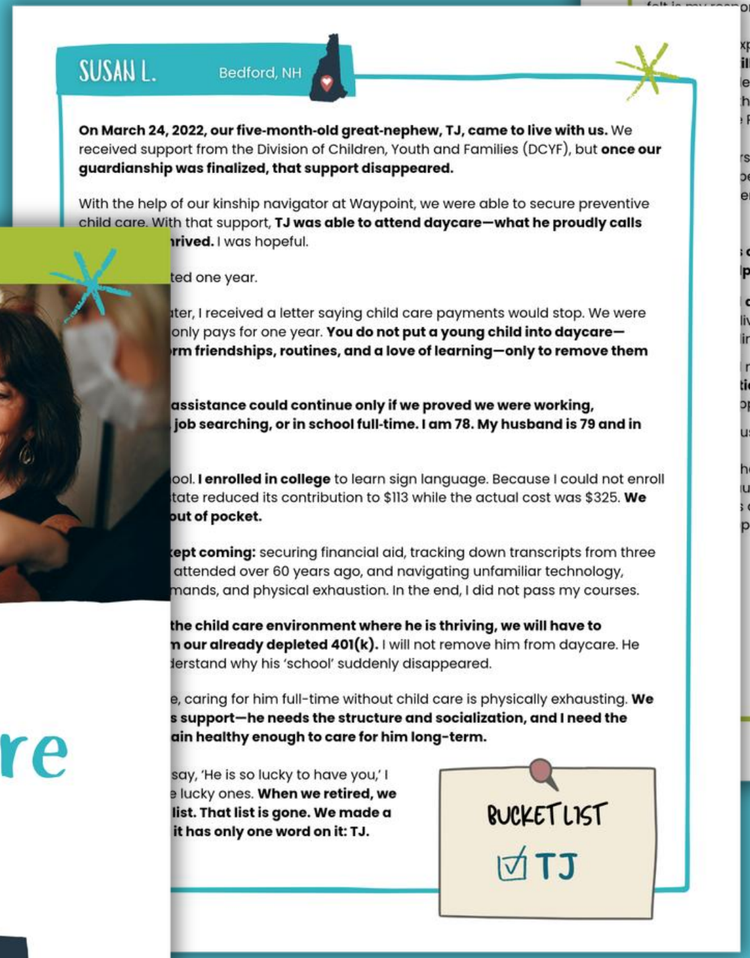
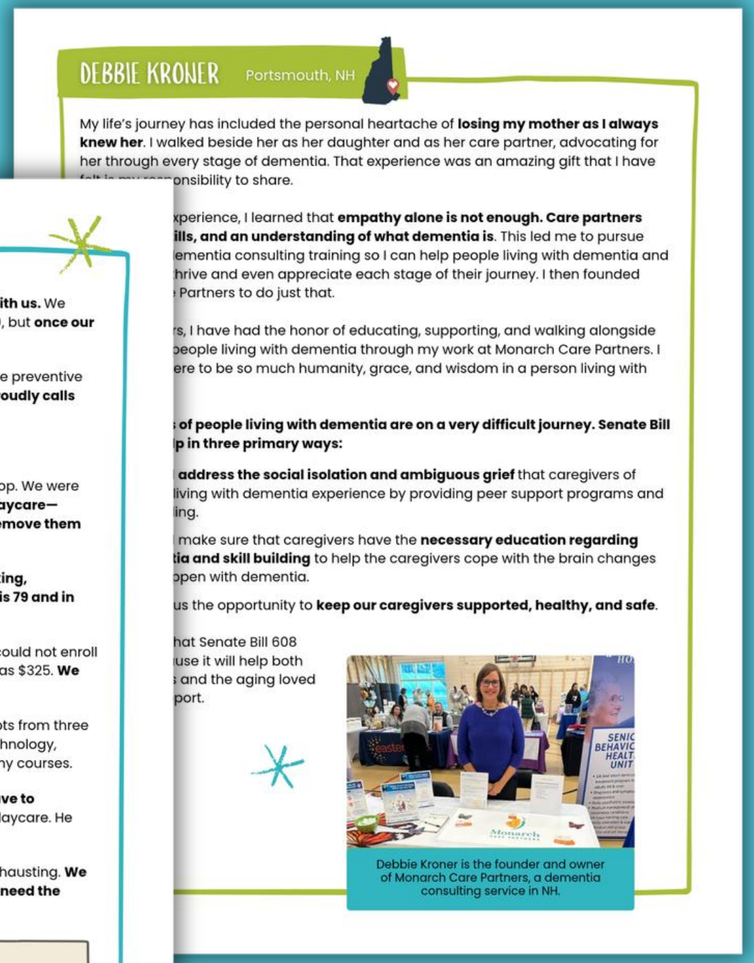
caregiver support materials - lawmakers

story-books







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caregiver support materials

and more!

legislative events, paid advertising, video testimonials, op-eds and LTEs







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the **must have**

the top tool every organization needs to know about



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questions?



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your **turn!**

craft your own campaign messaging



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bills to practice



Sustainable funding for the 988 crisis line and behavioral health crisis system

Support

Funding cuts to the NH Child Care Scholarship Program

Oppose

Use your own priority bill!

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Do not edit
How to change the design



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Reach out to us if you want help crafting your message!



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