



#bFair2DirectCare

"Continuing The Fight For A Living Wage!"

Grassroots Toolkit Contents

- | | |
|--|------------|
| 1. Sample Published Letter to the Editor for Parents | Page 2-3 |
| 2. Sample Published Letter from Community Leader to the Editor | Page 4 |
| 3. Sample Letter to the Editor from a DSP | Page 5 |
| 4. Sample Community Member Letter to Governor Cuomo | Page 6 |
| 5. Fact Sheet on Using Social Media | Page 7-11 |
| 6. Message Points for Visiting with Your Senator and Assemblymember | Page 12-14 |
| 7. Sample Press Advisory and Press Release (from previous events) | Page 15-17 |
| 8. Tips for Organizing a Press Event | Page 18-21 |
| 9. Fact Sheet on Staff Shortages – Growing Vacancy and Turnover Data | Page 22 |
| 10. Fact Sheet on DSPs – Continuing the Fight For A Living Wage | Page 23 |

SAMPLE PUBLISHED LETTER TO THE EDITOR FROM A PARENT

As the parent of an son with cerebral palsy, I write as a supporter of the [#bFair2DirectCare](#) Coalition's "[300 days to better Pay](#)" Campaign.

When I learned my child had a disability, I was gratified to find support for my whole family right in the community. Day programs, transportation, residential support, medical support and recreation all right here, staffed by dedicated and caring direct support professionals who treat my son like they are a part of their family.

Direct support professionals (DSP) working for not-for-profit organizations provide support around the clock and are part of the fabric that holds our community together. Increasingly, however, we are losing these vital workers to less demanding jobs like fast food restaurants and big box stores that suddenly pay as much as, if not more, than these vital jobs. Flat state government funding and new wage and benefit mandates created this growing worker shortage. We are now facing a crisis that will get worse unless New York State backs up its mandates by funding a living wage for DSP worker salaries.

Please support fair pay for direct support professionals and other vital staff that help support tens of thousands of New Yorkers by calling and writing your state legislators and Gov. Cuomo. Tell them you support the "300 Days to Better Pay" campaign calling on New York State to provide fair pay for the DSPs working in every community across the state. Tell them you want them to [#bFair2DirectCare](#) and help us keep our communities vibrant and inclusive of all.

Please follow and like us on Facebook ([@BFair2DirectCare](#)) and Twitter ([#bFair2DirectCare](#)).

Peggy Lauricella

Brewster

SAMPLE PUBLISHED LETTER TO THE EDITOR FROM A PARENT

As the parent of a son with a disability, I am writing as a supporter of the #bFair2DirectCare Coalition's "300 Days to Better Pay" campaign.

When I learned that my son had a disability, I was able to find support for him right in the community. That support is in jeopardy because of the lack of direct care staff. Many are leaving these challenging positions to find jobs in fast food restaurants and big box stores that suddenly pay more.

Flat state government funding and new wage and benefit mandates have created this growing worker shortage. We are now facing a crisis that will only get worse. Some agencies have vacancy rates exceeding 20 percent.

New York State needs to back up its mandates by funding a living wage for direct support professional (DSP) workers' salaries.

Please help support fair pay for direct support professionals and other vital staff that help support thousands of New Yorkers by calling and writing your State legislators and Gov. Andrew Cuomo. Tell them you support the "300 Days to Fair Pay" campaign calling on New York State to provide fair pay for DSP's working in every community across the state.

Please follow and like us on Facebook (@BFair2DirectCare) and Twitter (#bFair2DirectCare).

Thank you for your support of our family and for families across New York.

Kathy Bartles

Pine Plains

SAMPLE PUBLISHED LETTER FROM COMMUNITY LEADER TO THE EDITOR

I am exceptionally concerned about the workforce shortage facing nonprofit service providers and the 130,000 New York State citizens they serve with intellectual and developmental disabilities. Nonprofit agency administrators, while advocating for the individuals and families they serve, echo that a crisis is at hand. Individuals with developmental disabilities, their families and New York State have greatly relied upon these nonprofit service providers since the Willowbrook tragedy in the 1970s.

Minimum-wage regulations affording greater compensation in other professions have placed nonprofit service providers in crisis as they attempt to obtain and retain direct support professionals (DSPs). Data from 155 responding nonprofit agencies in 2017 reveal that 14 percent of all DSP jobs were vacant; staff turnover is at 27 percent; 33 of DSPs plan to leave their job within 6 months; and more than 10 million hours of overtime hours were accumulated by existing staff.

New York State legislators display bipartisan support for the #bFair2DirectCare campaign advocating for nonprofit agency DSPs to be compensated fairly for their critical training and services. Gov. Andrew Cuomo is to be commended for the budgetary commitment for DSPs to reach a living wage by 2022. However, this goal must be reached by 2020 in order to avert a catastrophic system collapse and keep nonprofit service providers viable. Given the critical nature of this staffing crisis, #bFair2DirectCare advocates are asking Cuomo to hasten the ability for DSPs to earn a living wage.

As DSP staff vacancy, turnover and overtime mount, individuals with developmental disabilities face service depletion and are placed at great risk. Legislators should be reminded that nonprofit agency employees deserve appropriate compensation and must support the #bFair2DirectCare request of a living wage for DSPs by 2020.

Joseph Mangio

Tonawanda

SAMPLE LETTER TO THE EDITOR FROM A DSP

I am one of New York State's 100,000 direct support professionals (DSPs), providing support every day to New Yorkers with intellectual and developmental disabilities. You've probably seen me, or someone like me, working in the community. I proudly work with these wonderful people and their families so they can all live in the community and have full and rewarding lives.

While my paycheck comes from a community not-for-profit agency, the money to pay me comes mostly from government programs. The Governor has said that in New York, we believe in a fair day's pay for a fair day's work. I want to thank the Governor and the Legislature for including raises in the current budget to begin to address a workforce crisis in our field and for their commitment to include additional support in April of 2018. However, I can't wait another four years to be paid a Living Wage. The crisis getting worse. New York State needs to accelerate funding for a living wage for DSP worker salaries over the next three years. I would urge the Governor and the Legislature to accelerate these increases in reimbursement rates for the local not-for-profits that provide these invaluable services beginning in January of 2019.

DSPs' salaries used to start several dollars above the minimum wage. Because of the stagnant pay, now we start at the minimum wage or just above. I know far too many co-workers who left for clerical or retail sales jobs last year. They didn't want to give up our special profession. They just couldn't afford to stay. In fact, the annual turnover rate in New York State is nearly 27 percent, 7.5% more than last year. As a result, most not-for-profit provider agencies have vacancy rates in excess of 14 percent, a 30% increase since 2016 in these important jobs.

Those workers who left were supporting families in our community, some working with children with autism; others supporting citizens with Down syndrome or cerebral palsy or a family dealing with a loved one with a serious brain injury. Imagine how you would feel if your family needed that help, but it was no longer available in the community, but only in an institution.

I support the **#bFair2DirectCare** Coalition's Campaign for a Living Wage. Fast food workers are starting at wages it took me years to reach. While my job is rewarding, it is also demanding and every week I see another direct care worker leave because we no longer make much more than the mandated minimum wage. That's a shame and it has to be corrected before it is too late.

So join me, the people and families I support and some wonderful community organizations and write to Governor Cuomo and your state legislators today. Tell them that you support your community, your neighbors and the #bFair2DirectCare campaign.

Please follow and like us on Facebook (@BFair2DirectCare) and Twitter (#bFair2DirectCare)

[NAME]

[CITY]

SAMPLE COMMUNITY MEMBER LETTER TO GOVERNOR CUOMO

The Honorable Andrew M. Cuomo
Governor of New York State
NYS State Capitol Building
Albany, NY 12224

Dear Governor Cuomo,

Across the state, more than 125,000 people with developmental disabilities depend on the care of direct support professionals to live, work, and learn as part of their communities. These non-profit professionals perform challenging and intimate job responsibilities in support of their fellow New Yorkers with highly intensive needs. I want to thank you for your leadership in including raises in the current budget to begin to address the workforce crisis these dedicated workers face and your commitment to include additional support in April of 2018.

Today I/we write to ask you to support the #bFair2DirectCare coalition's **Campaign for a Living Wage** campaign calling for an acceleration of this increased state funding to provide a living wage to this dedicated and vital workforce over the next three years.

Non-profit providers who make up the #bFair2DirectCare coalition rely on government support for 90 percent of the funding of these services, 80 percent of which goes directly to staff wages. Direct care staff are entrusted by the state to support New Yorkers who have autism, serious brain injury, cerebral palsy, Down syndrome and other intellectual and developmental disabilities in our communities and deserve a fair rate of pay for the vital care they provide.

After eight years without a significant adjustment in wages, recent increases in the minimum wage and in spite of the State's commitment to begin to fund the wage inequities, direct care workers are leaving for other jobs at an alarming rate. Over 14 percent of the direct care jobs in the state now are vacant (an increase of 30% compared to 2016) and turnover is 27 percent annually. Without competitive wages and the corresponding state rate increase, we face a staffing crisis that threatens all we have done to let New Yorkers with intellectual and developmental disabilities leave state institutions and live in our communities.

Governor Cuomo, we continue to need your help. Because of your leadership, New York State has begun to recognize the skills and knowledge of staff that support people with developmental disabilities with wages that reflect the complexity of their work. As you indicated in your State of the State this year, New York believes in a fair day's pay for a fair day's work.

That's why I/we support the #bFair2DirectCare Coalition's **Campaign for a Living Wage**. Now I/we call on you to please support my/our community, our neighbors, and the "**Campaign for A Living Wage**" and include accelerated funding for wage increases for the people that support people with developmental disabilities in your next state budget.

Thank you.

[Name]



#bFair2DirectCare

The Arc New York (ARCNY)
Alliance of Long Island Agencies (ALIA)
Cerebral Palsy Associations of New York State (CP of NYS)
The Developmental Disability Alliance of Western New York (DDAWNY)
Direct Support Professional Alliance of New York State (DSPANYS)
The InterAgency Council of Developmental Disabilities Agencies (IAC)
The New York Alliance for Inclusion & Innovation (NYSAIL)
Self-Advocacy Association of New York State (SANYS)
State-Wide Family Advocacy Network of New York State (SWAN)

Social Media, How You Can Help

As you know, an important part of advocacy is building awareness around an issue. The #bFair2DirectCare Coalition is bringing together New York not-for-profit community-based organizations that support tens of thousands of people with developmental disabilities to advocate for Direct Support Professionals and other support staff to receive fair compensation for the vital work that they do.

We need every member of the developmental disability community to join our advocacy. A quick and effective way of doing this is by getting families, staff, self-advocates, volunteers, and organization leaders to join our social media campaign and help expand our networks so that we can spread our message to the widest possible audience.

Please ask family members, staff, self-advocates, volunteers, and organization leaders to join us by doing three simple things:

1. Send an email to all of the audiences listed above and ask them to ‘Like’ the **bFair2DirectCare Facebook Page**, ‘Follow’ the **bFair2DirectCare Twitter account** and visit **www.bFair2DirectCare.com**.
2. Post to your Organization’s social media accounts, asking your social media network to ‘Like’ the bFair2DirectCare Facebook Page and ‘Follow’ the bFair2DirectCare Twitter account.
3. Interact with the bFair2DirectCare social media accounts by liking, sharing and commenting on posts and tweets! Please visit and interact with our social media accounts several times each week.

Included in this toolkit are draft e-mails that you can send to your employees and families, as well as social media posts that you can share on your Organization's social media accounts. Please feel free to use these drafts as is, or tailor them to your liking.

Draft Email To Employees

Dear Direct Care Workers,

The support you provide to people with developmental disabilities, 24 hours a day, seven days a week, is critical and we know that you deserve to earn a living wage for all of your hard work.

As a result of your amazing efforts, the #bFair2DirectCare Coalition scored a major victory in the state budget adopted last April. The Governor and the Legislature included funding to support raises for direct support professional staff to begin to address the crisis and also made a commitment to include additional support in April of 2018. Unfortunately, over the previous eight years state funding for developmental disability organization staff wages has only increased once and these first two funding increases are not sufficient, especially as the minimum wage continues to increase. We need to be able to pay you a salary that is competitive and commensurate with your responsibilities. But, without a continuing commitment by the Governor and Legislature to increase state funding we do not have the funds to adequately increase salaries.

As you may know, the #bFair2DirectCare Coalition recently launched our campaign to call on Albany to speed up its commitment to provide a Living Wage for Direct Support Professionals beginning in the next state budget which is scheduled to be adopted on April 1, 2018. We seek to fully fund the commitment agreed to last April over the next three years - by 2020.

While it may be a tough budget year in Albany, if you're a 20-year DSP and still making \$12 an hour, every year is a tough budget year. New York State cannot back off on their efforts to pay direct care workers a living wage or the crisis will only worsen.

We ask that you join our efforts by following the #bFair2DirectCare Coalition social media accounts from your personal computer/social media accounts. Here you can find updates on our initiatives and ways for you to get involved in the campaign.

You can join our efforts by doing the following:

1. 'Like' the Facebook page:
www.facebook.com/BFair2DirectCare<<https://www.facebook.com/BFair2DirectCare>>
2. 'Follow' the Twitter account: @Fair2DirectCare<<https://twitter.com/Fair2DirectCare>>
3. Interact with the bFair2DirectCare social media accounts by liking, sharing, and commenting on posts and tweets!
4. Visit the www.bFair2DirectCare.com website for updated information.

Your support is critical to the success of this campaign. Thank you!

Draft Email to Family Members

Dear Family Members,

The support our Direct Support Professionals provide to our family members with developmental disabilities, 24 hours a day, seven days a week, is critical and I am sure that you agree that they deserve to earn a living wage for all of their hard work.

As a result of your amazing efforts, the #bFair2DirectCare Coalition scored a major victory in the state budget adopted last April. The Governor and the Legislature included funding to support raises for direct support professional staff to begin to address the crisis and also made a commitment to include additional support in April of 2018. Unfortunately, over the last eight years State funding for developmental disability organization staff wages has only increased once and these first two funding increases are not sufficient, especially as the minimum wage continues to increase. We need to be able to pay a salary that is competitive and commensurate with responsibilities. But, without a continuing commitment by the Governor and Legislature to increase state funding we will be unable to retain our workforce or fill vacancies.

As you may know, the #bFair2DirectCare Coalition recently launched our campaign to call on Albany to speed up its commitment to provide a Living Wage for Direct Support Professionals beginning in the next state budget which is scheduled to be adopted on April 1, 2018. We seek to fully fund the commitment agreed to last April over the next three years - by 2020.

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We ask that you join our efforts by following the #bFair2DirectCare Coalition social media accounts from your social media accounts. Here you can find updates on our initiatives and ways for you to get involved in the campaign.

You can join our efforts by doing the following:

1. 'Like' the Facebook page:

www.facebook.com/BFair2DirectCare<<https://www.facebook.com/BFair2DirectCare>>

2. 'Follow' the Twitter account: @Fair2DirectCare<<https://twitter.com/Fair2DirectCare>>

3. Interact with the bFair2DirectCare social media accounts by liking sharing and commenting on posts and tweets!

Your support is critical to the success of this campaign. Thank you!

Draft Facebook Post

Last April the Governor & Legislature began to address the crisis facing our direct support staff by supporting the first significant pay increase in eight years, but we are continuing to face wage mandates and new labor rules without having adequate and sustainable funding in place to continue the fight for a Living Wage. To stand up for our direct support staff and the critical work that they do, we're joining forces with agencies around the state through the #bFair2DirectCare Coalition! Join us as we call on Albany to address this issue by following @BFair2DirectCare!

Draft Tweets

Stand up for direct support staff & the critical work that they do by joining the #bFair2DirectCare Coalition & following @Fair2DirectCare!

NYS must accelerate its commitment & continue to provide funds that protect direct care workers & the people they care for! Follow @Fair2DirectCare to join the fight!

Direct support workers do more than the minimum, they DESERVE to make more than the minimum! Follow @Fair2DirectCare to show your support!



#bFair2DirectCare “” Campaign Message Points for Legislative Visits

- 1. Not-for-profit Office for People With Developmental Disabilities (OPWDD) funded provider agencies deliver about 85 percent of the needed daily services to the 130,000 people with developmental disabilities in New York State. We do important work on the state’s behalf.**
 - a. Our organizations support New Yorkers who have autism, serious brain injury, cerebral palsy, Down syndrome and other developmental disabilities.
 - b. Our employees are dedicated to the people they serve, but also dedicated to their families and their futures.
 - c. Caring for people with complex needs is a rewarding yet difficult job which requires a high level of responsibility and skill.
 - d. We do this in loving, community environments and not in big state institutions.

- 2. We’re facing a perfect storm that could destroy our organization and the services we provide.**
 - a. Funding for salaries is inadequate – we have had an average Medicaid increase of one-half-of-one-percent per year over the last eight years.
 - b. State-mandated costs are rising -- potential 67percent increase in the minimum wage.

- c. Plus new federal rules regarding mandatory overtime payments.

3. State government controls our funding

- a. More than 90 percent of our money comes from government funding.
- b. 80 percent of that goes directly to wages for staff who provide care – direct support professionals, teachers’ aides, drivers, cooks and others making minimum wage or a little bit more.
- c. The only way we can increase their wages is for government to increase the rates they decide they will give us.

4. The current workforce shortage threatens all the good work we’ve been able to do for the people in our care.

- a. Community integration
- b. High levels of support necessary for safety and person-centered choices
- c. Civil rights of the people we serve

5. The Campaign for a Living Wage tells Albany it needs to step up.

- a. Accelerate the increase in funding for our caregivers agreed to last session
- b. Fair wage for a fair day’s work
- c. Our compassionate workforce does so much more than the minimum.

6. Albany’s failure to continue its commitment will be devastating

- a. We are already losing our workers to higher-paying places like WalMart and Target, which are raising their pay levels.
 - i. Vacancy rates for DSPs are already at over 14 percent statewide. - *A 30% increase since 2016!*
 - ii. One-year new employee turnover rate is now 27 percent. *An 8% increase compared to 2016.*
- b. Our agencies could close and many years of progress in community integration and deinstitutionalization will be lost.

- c. People will no longer be able to choose the activities they wish to engage in, because there won't be staff to help them.
- d. The State will have no choice but to add far more expensive state employees and the cost to taxpayers will skyrocket.

7. Albany needs to continue and speed up it's efforts to Be Fair to Direct Care

- a. Accelerate provider stabilization funding agreed to in last year's budget in the next state budget to allow us to plan on a continued and accelerated path to an hourly living wage that exceeds the minimum wage over the next three years.



FOR IMMEDIATE RELEASE: December 19, 2017

CONTACTS:

Steve Greenberg steve@greenbergpr.com [518-469-9858](tel:518-469-9858)

Bob Bellafiore bob@stanhope-ny.com [518-928-8471](tel:518-928-8471)

M E D I A A D V I S O R Y

#bFair2DirectCare

**to Hold Buffalo & Long Island Rallies
in Support of Speeding Up the Living Wage
for Direct Support Professionals**

**TODAY, TUESDAY, DECEMBER 19
Buffalo: 10 am; Long Island: 11 am**

WHO:

New Yorkers with developmental disabilities, their parents and caregivers, state legislators, former State Assemblyman Harvey Weisenberg (Long Island), faith leaders, civic and community leaders.

WHAT:

Rally urging Governor Cuomo and the State Legislature to accelerate the process and ensure that direct support professionals receive the living wage they are entitled to – and that was agreed to in the State Budget passed in April – by 2020.

WHEN:

TODAY, Tuesday, December 19, 2017

Buffalo: 10 am

Long Island: 11 am

WHERE:

Buffalo: Buffalo Museum of Science, [1020 Humboldt Pkwy](#), Buffalo

Long Island: Nassau Community College, College Center Building, [1 Education Drive](#), Garden City

Both events will also be live on Facebook: www.facebook.com/BFair2DirectCare.

BACKGROUND:

Because of new wage mandates and higher wages offered by other businesses as well as New York state agencies, non-profits in New York State – who receive almost all their funding from government and provide services on behalf of the state government – struggle to recruit and retain direct support professionals (DSPs). Government funding levels have been too low to bring these workers anywhere near a living wage, calculated as roughly \$17.72 downstate and \$15.54 elsewhere.

The tens of thousands of DSPs working at non-profit organizations help support and serve more than 130,000 New Yorkers with autism, brain injuries, Down syndrome and other disabilities. These non-profit organizations provide these services on behalf of the state and at a fraction of the cost. Non-profit support agencies have taken on this responsibility for the state as an outgrowth of the move toward deinstitutionalization following the Willowbrook scandal in the 1970s.

“We’re aware that this will be a tough budget year in Albany, but when you’re a 20-year DSP and still making \$12 an hour, every year is a tough budget year,” said Ernie McNutt, Chair of the Brooklyn Developmental Disabilities Council. “This crisis will only worsen if the Governor and Legislature back off on their efforts to pay direct care workers a living wage. This is not new money to the state but just a spin-up of the program started in March.”

#bFair2DirectCare is the voice of 128,000 New Yorkers with developmental disabilities, who often cannot speak for themselves. #bFair2DirectCare is also the call to action to remind state leaders that direct care not-for-profit agency workers are agents of the state who need a fair rate of pay which is commensurate with their vital support responsibilities.

For more background, videos and news stories, go to www.bfair2directcare.com.

###

#bFair2DirectCare members include:

Alliance of Long Island Agencies (ALIA)
Cerebral Palsy Associations of New York State (CP of NYS)
The Developmental Disability Alliance of Western New York (DDAWNY)
Direct Support Professional Alliance of New York State (DSPANYS)
The InterAgency Council of Developmental Disabilities Agencies (IAC)
The NYS Association of Community & Residential Agencies (NYSACRA)
The Arc of New York (formerly NYSARC)
New York State Rehabilitation Association (NYSRA)
Self-Advocacy Association of New York State (SANYS)
State-Wide Family Advocacy Network of New York State (SWAN)

Facebook: www.facebook.com/BFair2DirectCare

Twitter: @Fair2DirectCare

Hashtag: #bFair2DirectCare

Website: www.bfair2directcare.com

Steven A. Greenberg

Greenberg Public Relations

(518) 469-9858

Twitter: @GreenbergPR



How to Organize a #bFair2DirectCare Campaign Press Event

Event Checklist and Planning Tips

During the months of February and March we encourage organizations to host press events in their communities to educate the media, legislators, and your community about the workforce crisis facing developmental disability organizations across New York State. Here is an event check list to help you prepare:

- **Set Event Date** – please notify the coalition at bfair2directcare@gmail.com
- **Establish Event Location** – Consider hosting the event at a location that is convenient for members of the press to maximize the likelihood of coverage. High visibility public places are optimal, such as near Town Hall, City Hall, or the downtown business district. You can use your offices or programs, but remember we want to maximize the public visibility and press attendance.
- **Event Time**
 - Set a start time for general audience, time speakers/hosts should arrive, and time staff should arrive for pre-event set-up
 - Check community calendars and try not to conflict with other events that the press may be covering
 - Late morning is generally a good time for a press event
- **Event Host(s)** – your organization can host its own event or partner with other organizations in the community.
- **Designate a Lead Contact for Event Organization** – This is the person in charges of logistics for the program on location. Make sure everyone involved has his or her cell phone and e-mail address

- **Designate a Lead Contact for Press** – This is the person in charge of inviting the media. Make sure everyone involved has his or her cell phone and e-mail address
- **Designate a Lead Spokesperson** – This is the person who will be emcee and lead spokesperson. Make sure everyone involved has his or her cell phone and e-mail address
- **Secure Speakers**
 - **A family member** – Ask them to describe the important role the staff playing in ensuring their loved ones live a safe, fulfilling, and happy life. They can also share the anxiety that comes from frequent staff turnover
 - **A direct support professional (DSP)** – Ask them to describe how much they love their job, the vital work they do, how hard it is to make ends meet, and how important it is for them to earn a living wage
 - **A person receiving services and/or self-advocate** – The person supported can talk about how their staff helps them to succeed and how much they love their staff and hate to see them leave
- **Invite Your State Legislators** – Invite your Senator and Assemblymember and key local elected officials to join you and make a statement of support during the press event. A key goal is to get your Senator or Assemblymember to stand up in public and say they will be your champion and will fight for you.
- **Several Days in Advance of the Event Send Out a Press Advisory; Send Out a Reminder 24 hours Before the Event** (see sample)
 - Include daily and weekly publications, local blogs, network and cable TV, and news radio
 - No media outlet is too small!
 - Brief “friendly” reporters in advance with background material; remind them with a personal e-mail or message on the day of the event
- **On the Day of Event Send Out Press Release That Includes a Quote from Each Speaker** (see sample)
- **Invite Audience Members**
 - Family Members
 - Board Members
 - Community Supporters
 - People Supported
 - Self-Advocates
 - DSPs and other Direct Care Staff
 - Elected Officials
 - Administrators and Executives

- **Logistics and Materials To Consider**

- On-site “hosts” or “greeters” to greet speakers, audience members, dignitaries, and press
- Put together an Agenda and/or Speaker List – layout timeline to make key points in a concise fashion and keep on schedule; members of the press have a limited amount of time
- Have a list of all of the different organizations that are participating in the event and acknowledge their program participants, staff, and family members from the podium. Try not to miss anyone, it is all about them!
- Anticipate reporter’s questions and think about answers in advance
- Consider having handouts
 - ♣ The Coalition has two fact sheets that you can use:
 - Growing Vacancy and Turnover Data
 - DSPs – A Fair Day’s Pay for a Fair Day’s Work
- Arrange Podium and Sound System
- Signage (outside, podium, inside)
- Backdrop
- Props & Visual Aids
- Sharpies, Pens, Notepads, flipchart for last minute needs
- Camera and Someone Assigned to Take Photos
- Video Recorder and Someone Assigned to Record Video
- Wifi
- Room Set-Up, Tables, Chairs
- Projector, Screen, Computer (if needed)
- Refreshments
- Parking
- Driving Directions
- Sign-In Sheets

- **Legal Considerations**

- If the event is in public, do we need a permit or to notify the owners of the location of the event??
- Do we need insurance?

- **Event Social Media** -- Facebook, Twitter, Foursquare, Google +, Instagram, LinkedIn, blogs etc.
 - Link all Facebook and Twitter posts to #bFair2DirectCare
 - Prepare a series of posts to promote the event in advance
 - Person assigned to pre-event, event day, and follow-up social media.
 - Line up a list of individuals and organizations to tag/retweet
 - Broadcast highlights of key message during event and follow-up posts
 - Event Hashtag(s):
 - Create event pages on Facebook, LinkedIn, and/or Google+
 - Submit to relevant directories such as community calendars and blogs

- Include a post event story in your organization's publications and on your website. Share story with bFair2Direct Care who can link to and repost your story

2017

DIRECT CARE STAFF SHORTAGES VACANCY SURVEY RESULTS*

The survey results capture the 2017 experience on direct support professional turnover and vacancy rates for New York State providers. The 2017 survey, the fourth, is the most robust survey response to date, with 155 agencies responding who represent 80,344 employees and support the vast majority of New Yorkers with disabilities and their families. Unfortunately, the survey results highlight trends indicating the field is having a harder time recruiting and retaining staff with both the vacancy rate and turnover rate increasing significantly from our 2016 survey. We hope that support of the #bFair2DirectCare campaign will address these critical labor issues.



2017 VACANCY RATE

Respondents indicate that providers face a **2017 vacancy rate of 14.4% in direct support staff**, representing an **increase of 30%** since 2016.

2017 TURNOVER RATE

Annually, the 2017 direct support staff **turnover rate is 26.7%**, a **7.5% increase** in turnover from the 2016 rate.

2017 OVERTIME HOURS

Providers responding to the survey, due to high vacancy rates and the inability to recruit staff, will pay **over 10 million overtime hours in 2017**, an approximately **8% increase** over the last survey period.

TRAINING/NEW HIRES

1 in 4 employees leave on an annual basis; 1 in 10 leave after working less than 6 months. It's not only difficult to recruit and retain employees, the "churn" or turnover is expensive: provider respondents spend approximately **\$29 million annually** in added administrative expenses for new hires and an **estimated total of over \$87 million** in administrative expense for general turnover.

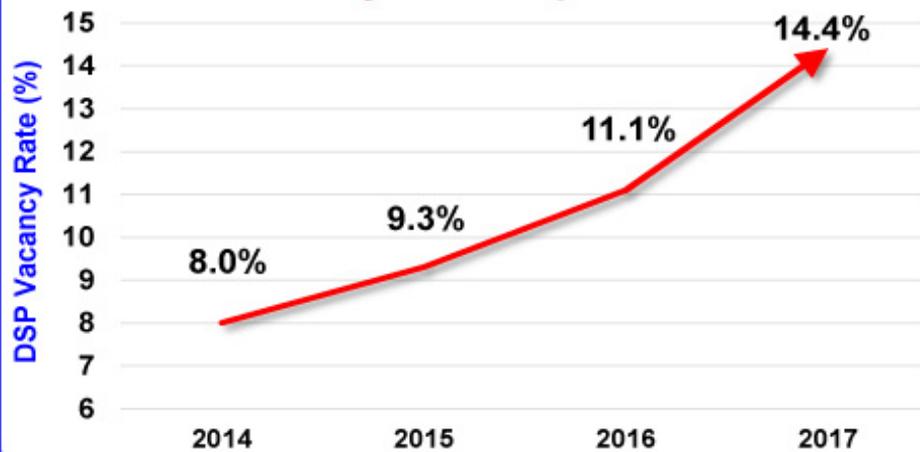
** Respondents indicate that workforce of professional direct care staff (DSPs) and other support staff is: 73% women; 44% black/African American; 9% Hispanic/Latin. All regions were relatively consistent with the percentage of women employed in these positions. Region 1 (NYC and LI) had the highest proportion of minority workers.*

Note: These survey results are based on provider data from the period 1/1/17 – 6/30/17; 2017 annualized figures are based on the first 6-months of 2017.

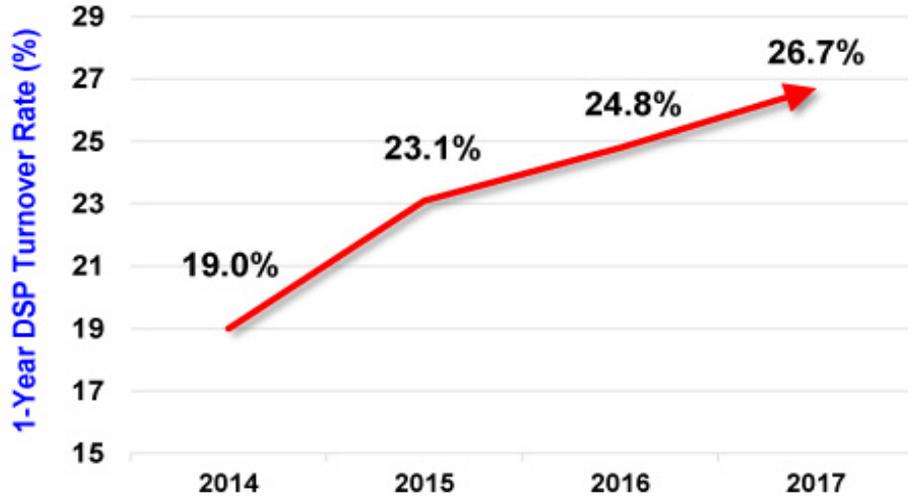


#bFair2DirectCare  
bFair2DirectCare@gmail.com

DSP Vacancy Rate Tops 14 Percent



1/4 of DSPs Leave Within 1 Year



Ten Million DSP Overtime Hours

