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
Why Start a Coalition?
Getting Started

• Start with a brainstorming sessions of a core group

• Decide your purpose and goals
  Examples:
  o Obtain state funding for a prevention program
  o Convene a state commission or task force
  o 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

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)
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
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
<table>
<thead>
<tr>
<th>Variations</th>
<th>Benefits and drawbacks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leadership</strong></td>
<td></td>
</tr>
<tr>
<td>Top-down (e.g. governors, AGs) or Bottom up (grass roots groups of service providers, peer advocates)</td>
<td>Clout</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td></td>
</tr>
<tr>
<td>501(c) 3  Fiscal sponsor</td>
<td>Grass roots</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td></td>
</tr>
<tr>
<td>Voluntary</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Self funded (membership dues)</td>
<td></td>
</tr>
<tr>
<td>Ongoing sponsorship (e.g. statutory)</td>
<td></td>
</tr>
<tr>
<td>Fundraising (grants, donations)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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: http://defeatmalnutrition.today
National Blueprint and Blueprint Infographic: http://defeatmalnutrition.today/blueprint
mponder@matzblancato.com