

PRE-WRITTEN SOCIAL MEDIA MESSAGES:

Advocate for INVESTMENTS in Long-Term/Post-Acute Care in the Final Budget!

The State is expected to reach a final budget agreement by April 1, 2025. NOW is the time to keep the pressure on elected officials, urging them to **PRIORITIZE** the care and wellbeing of older adults in the final budget for SFY 2025-26.

Please post 1-2 of the below messages every week on Facebook, from NOW until the final budget. If ALL LeadingAge NY members participate in social media advocacy, we have the power to influence Final State Budget decisions!








There are messages specific to each service line – as indicated in the left-most column “Elected Official” (e.g. purple highlighting indicates Nursing Home).

TIPS & SUGGESTIONS:

1. *Feel free to edit the social media posts as best suits your organization, but please be sure to use our **recommended hashtags**:*
 - #NursingHomeSOS; #NYHealthBudgetGap; #PrioritizeOlderAdults
2. *The below messages are targeted very directly at **Legislative Leaders, on FACEBOOK** – Senate Leader Stewart-Cousins, Assembly Speaker Heastie, Senate Finance Chair Krueger, Senate Health Chair Rivera, and Assembly Health Chair Paulin*
3. *If you would like to **ALSO tag your state legislators**, you are encouraged to do so.*
 - *To find your legislators' Facebook handle (@), use the [Find your legislators](#) tool. You should tag BOTH your State Senator and Assembly Member in any social media post, if you are able.*
2. *The below draft messages can also be re-purposed for Twitter/X or LinkedIn, but if doing so, please be sure to **UPDATE** the social media handles (@) for each respective platform!*
3. *Share these social media messages with your boards, staff, and other colleagues to amplify our message!*

MESSAGES FOR THE LEGISLATURE

SERVICE LINE KEY

Nursing Home =	
CCRC =	
ACF/AL =	
HCBS =	
MLTC =	
ADHCC =	
Housing =	

All social media graphics are available here: [Social Media Graphics](#)

Nursing Home Advocacy Videos to amplify are available here:

[W 2025 NH Video Campaign Links.docx](#)

Elected Official	Graphic	Folder	Text Content
<p>Governor, Leader, Speaker</p> <p>Nursing Homes – Capital Cut</p>	<p>Cuts to Capital</p>	<p>Budget/Leg. Advocacy</p>	<p>Last year’s enactment of a 10% cut to capital funding, combined with the existing 5% cut from 2020, has left nursing homes with a 15% loss of capital reimbursement. Nursing homes rely on capital funding to make essential facility improvements that enhance the quality of life and safety of residents.</p> <p>@Governor Kathy Hochul, @Andrea Stewart-Cousins & @NYSAssemblyMajority, Speaker @Carl E. Heastie, New York should restore the 15% cut in capital funding so nursing homes can offer older adults the home and lifestyle that they deserve! #PrioritizeOlderAdults</p>
<p>Rivera, Paulin & Krueger</p> <p>Nursing Homes – Capital Cut</p>	<p>Cuts to Capital</p>	<p>Budget/Leg. Advocacy</p>	<p>Last year’s enactment of a 10% cut to capital funding, combined with the existing 5% cut from 2020, has left nursing homes with a 15% loss of capital reimbursement. Nursing homes rely on capital funding to make essential facility improvements that enhance the quality of life and safety of residents.</p> <p>@Hon. Gustavo Rivera, @Assemblywoman Amy R. Paulin & @State Senator Liz Krueger - New York should restore the 15% cut in capital funding so nursing homes can offer older adults the home and lifestyle that they deserve! #PrioritizeOlderAdults</p>

<p>Governor, Leader, Speaker</p> <p>Nursing Homes – <i>Medicaid (Op)</i></p>	<p>Medicaid Rates vs. Costs</p>	<p>Budget/Leg. Advocacy</p>	<p>Did you know that 70% of nursing homes are losing money on operations? There is an undisputed \$1.6 billion Medicaid funding gap for nursing home care in NY. Poor Medicaid reimbursement directly impacts homes' ability to find & maintain staff, and directly impacts access to quality care for anyone seeking care in nursing homes.</p> <p>Thank you @Andrea Stewart-Cousins, @NYSAssemblyMajority, Speaker @Carl E. Heastie & @Governor Kathy Hochul for proposing new investments aimed at solving these challenges. Please ensure that the final budget will #PrioritizeOlderAdults by providing meaningful & substantial increases to begin to close the #NYHealthBudgetGap.</p> <p>#NursingHomeSOS!</p>
<p>Rivera, Paulin & Krueger</p> <p>Nursing Homes – <i>Medicaid (Op)</i></p>	<p>Medicaid Rates vs. Costs</p>	<p>Budget/Leg. Advocacy</p>	<p>Did you know that 70% of nursing homes are losing money on operations? There is an undisputed \$1.6 billion Medicaid funding gap for nursing home care in NY. Poor Medicaid reimbursement directly impacts homes' ability to find & maintain staff, and directly impacts access to quality care for anyone seeking care in nursing homes.</p> <p>Thank you @Hon. Gustavo Rivera, @Assemblywoman Amy R. Paulin & @State Senator Liz Krueger for proposing new investments aimed at solving these challenges. Please ensure that the final budget will #PrioritizeOlderAdults by providing meaningful & substantial increases to begin to close the #NYHealthBudgetGap.</p> <p>#NursingHomeSOS!</p>

<p>Governor, Leader, Speaker</p> <p>Nursing Homes –NH Closures</p>	<p>NH are Closing</p>	<p>Budget/Leg. Advocacy</p>	<p>Nursing homes across NY are closing due to inadequate state funding. Medicaid rates based on 2007 costs make it difficult for homes to fund operations and pay dedicated staff the wages they deserve.</p> <p>Today, 3500 beds have closed; 7,200 beds are offline due to staffing shortages; and more than 70,000 operate in financial distress.</p> <p>@Andrea Stewart-Cousins, @NYSAssemblyMajority Speaker @Carl E. Heastie & @Governor Kathy Hochul, please ensure access to high-quality nursing home care in our communities and provide the Medicaid increases homes need to attract and retain quality staff. Please increase Medicaid rates to match the cost of care & restore capital cuts! #PrioritizeOlderAdults</p>
<p>Governor, Leader, Speaker</p> <p>Nursing Homes</p>	<p>Share this video on Facebook!</p>		<p>Listen to Elaine! She is a nursing home resident, and she is advocating for herself and the over 90,000 other individuals who receive care in NY’s nursing homes every day. Unfortunately, 70% of nursing homes in the State are losing money on operations, and providers are closing as a result.</p> <p>Elaine is telling NY policymakers, “Medicaid funding should help me, but NY’s reimbursement for nursing homes is the lowest in the country...”</p> <p>Thank you @Andrea Stewart-Cousins, @NYSAssemblyMajority Speaker @Carl E. Heastie & @Governor Kathy Hochul for proposing some Medicaid increases to benefit nursing home residents and staff. In the face of a \$1.6 billion</p>

			<p>Medicaid funding gap, it is critical that the final budget includes every dollar possible to substantially increase Medicaid funding and restore the 10% capital cut enacted last year. Please #PrioritizeOlderAdults by working to provide a Medicaid rate that matches the cost of care in this year’s budget! #NursingHomeSOS</p>
<p>Governor, Leader, Speaker</p> <p>Nursing Homes CCRCs – Medication Aides</p>	<p>CMA Social Media Graphic</p>	<p>Budget/Leg. Advocacy</p>	<p>Nursing homes statewide are experiencing a staffing crisis, limiting access to care for older adults. With 39 other states already allowing the employment of certified medication aides (CMAs) in nursing homes, it is time for NY to do the same!</p> <p>CMAs are a no cost solution to workforce challenges, allowing Certified Nursing Aides the option to be trained to become CMAs, creating new career opportunities and saving critical nurse time to address other resident health needs! @Andrea Stewart-Cousins, @NYSAssemblyMajority Speaker @Carl E. Heastie, please approve the Executive proposal for CMAs in nursing homes!</p> <p>@Governor Kathy Hochul #PrioritizeOlderAdults</p>
<p>Rivera, Paulin & Krueger</p> <p>Nursing Homes CCRCs – Medication Aides</p>	<p>CMA Social Media Graphic</p>	<p>Budget/Leg. Advocacy</p>	<p>Nursing homes statewide are experiencing a staffing crisis, limiting access to care for older adults. With 39 other states already allowing the employment of certified medication aides (CMAs) in nursing homes, it is time for NY to do the same!</p> <p>CMAs are a no cost solution to workforce challenges, allowing Certified Nursing Aides the option to be trained to become CMAs, creating new career</p>

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<p>Leader & Speaker</p> <p>ACF/AL</p>	<p>SSI Graphic</p>	<p>Budget/Leg. Advocacy</p>	<p>Did you know that the funding for the care and housing of older adults on SSI in adult care facilities (ACFs) covers less than half of the actual costs? As a result, many ACFs are closing, and older adults are struggling to find safe, comfortable places to age with dignity.</p> <p>Thank you, @NYSAssemblyMajority Speaker @Carl E. Heastie, for proposing an increase to the State Supplemental Program (SSP) funding! This is a crucial step toward closing the funding gap and supporting our aging population.</p> <p>@Governor Kathy Hochul & @Andrea Stewart-Cousins, please ensure this vital funding is included in the final state budget! #PrioritizeOlderAdults</p>
<p>Rivera & Paulin & Kreuger</p> <p>ACF/AL</p>	<p>SSI Graphic</p>	<p>Budget/Leg. Advocacy</p>	<p>Did you know that the funding for the care and housing of older adults on SSI in adult care facilities (ACFs) covers less than half of the actual costs? As a result, many ACFs are closing, and older adults are struggling to find safe, comfortable places to age with dignity.</p> <p>Thank you, @Assemblywoman Amy R. Paulin, for proposing an increase to the State Supplemental Program (SSP) funding! This is a crucial step toward</p>

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<p>Leader & Speaker</p> <p>ACF/AL</p>	EQUAL	Budget/Leg. Advocacy	<p>Thank you @Andrea Stewart-Cousins & @NYSAssemblyMajority Speaker @Carl E. Heastie for rejecting proposed cuts to the Enriched Housing Subsidy and EQUAL! These programs are in place to ensure low-income seniors & residents of adult care facilities have access to a high quality of life. @Governor Kathy Hochul, Please protect this funding in the final budget! #PrioritizeOlderAdults</p>
<p>Rivera & Paulin & Kreuger</p> <p>ACF/AL</p>	EQUAL	Budget/Leg. Advocacy	<p>Thank you @Hon. Gustavo Rivera, @Assemblywoman Amy R. Paulin & @State Senator Liz Krueger, for rejecting proposed cuts to the Enriched Housing Subsidy and EQUAL! These programs are in place to ensure low-income seniors & residents of adult care facilities have access to a high quality of life. @Governor Kathy Hochul, Please protect this funding in the final budget! #PrioritizeOlderAdults</p>
<p>Governor, Leader, Speaker</p> <p>ALP</p>	Underfunding LTC	Budget/Leg. Advocacy	<p>Every New Yorker deserves access to quality care that meets their needs, including older adults! However, years of underfunding and rising costs have made it difficult for desirable models such as the assisted living program (ALP) to remain open. It's time for Medicaid rates to reflect the current costs of operating the ALP.</p> <p>Thank you @Andrea Stewart-Cousins, @NYSAssemblyMajority Speaker @Carl</p>

			<p>E. Heastie & @Governor Kathy Hochul for proposing new investments in the ALP. Please ensure that the final budget will #PrioritizeOlderAdults by providing meaningful & substantial increases to begin to close the #NYHealthBudgetGap.</p>
<p>Rivera, Paulin & Krueger'</p> <p>ALP</p>	<p>Underfunding LTC</p>	<p>Budget/Leg. Advocacy</p>	<p>Every New Yorker deserves access to quality care that meets their needs, including older adults! However, years of underfunding and rising costs have made it difficult for desirable models such as the assisted living program (ALP) to remain open. It's time for Medicaid rates to reflect the current costs of operating the ALP.</p> <p>Thank you @Hon. Gustavo Rivera, @Assemblywoman Amy R. Paulin & @State Senator Liz Krueger for proposing new investments in the ALP. Please ensure that the final budget will #PrioritizeOlderAdults by providing meaningful & substantial increases to begin to close the #NYHealthBudgetGap.</p>
<p>Governor, Leader, Speaker</p> <p>HCBS</p>	<p>Underfunding LTC</p>	<p>Budget/Leg. Advocacy</p>	<p>Underfunding long-term care (LTC) is a problem for all New Yorkers! As providers struggle to find staff, families struggle to find home care services for their loved ones. A lack of home care options contributes to challenges throughout the entire healthcare system, causing delays in care for people of all ages and needs.</p> <p>@Andrea Stewart-Cousins, @NYSAssemblyMajority Speaker @Carl E. Heastie & @Governor Kathy Hochul, please invest in home care providers, such as Certified Home Health Agencies and hospices, to protect the health & wellbeing of ALL New Yorkers!</p>

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<p>Governor, Leader, Speaker</p> <p>MLTC/PACE</p>	<p>Underfunding LTC</p>	<p>Budget/Leg. Advocacy</p>	<p>The Executive Budget proposes to eliminate the Managed Long-Term Care (MLTC) Quality Incentive Program. The funding for this program was already cut by \$60M last year, and now, @Governor Kathy Hochul threatens the complete elimination of a program that incentivizes innovative programs to meet the unique care needs of people as they age and health care needs change. The elimination of this funding would disproportionately harm top-performing aging services programs.</p> <p>@Andrea Stewart-Cousins & @NYSAssemblyMajority Speaker @Carl E. Heastie, the Legislature must reject the elimination of the MLTC Quality Incentive Program and prioritize high-quality services for aging New Yorkers. <i>#PrioritizeOlderAdults</i></p>

<p>Rivera, Paulin & Krueger</p> <p>MLTC/PACE</p>	<p>Underfunding LTC</p>	<p>Budget/Leg. Advocacy</p>	<p>The Executive Budget proposes to eliminate the Managed Long-Term Care (MLTC) Quality Incentive Program. The funding for this program was already cut by \$60M last year, and now, @Governor Kathy Hochul threatens the complete elimination of a program that incentivizes innovative programs to meet the unique care needs of people as they age and health care needs change. The elimination of this funding would disproportionately harm top-performing aging services programs.</p> <p>@Hon. Gustavo Rivera, @Assemblywoman Amy R. Paulin & @State Senator Liz Krueger, the Legislature must reject the elimination of the MLTC Quality Incentive Program and prioritize high-quality services for aging New Yorkers.</p> <p>#PrioritizeOlderAdults</p>
<p>Governor, Leader, Speaker</p> <p>ADHC</p>	<p>ADHC</p>	<p>Budget/Leg. Advocacy</p>	<p>Adult Day Health Care (ADHC) programs were forced to shut down during the pandemic. Five years later, 56 programs are still closed and those that have reopened are struggling to stay alive due to lack of resources and staff.</p> <p>@Governor Kathy Hochul, @Andrea Stewart-Cousins & @NYSAssemblyMajority Speaker @Carl E. Heastie, please continue to support this essential community program for older adults, which allows people to remain living at home with loved ones while receiving care and socialization during the day. Please increase funding to help ADHCs rebuild, reopen, and serve older adults in their communities.</p> <p>#PrioritizeOlderAdults</p>

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<p>Governor, Leader, Speaker, Sen. Kavanagh</p> <p>Housing</p>	<p>Senior Housing</p>	<p>Budget/Leg. Advocacy</p>	<p>Thank You, @Senator Brian Kavanagh and @Andrea Stewart-Cousins for investing in safe and affordable housing for older adults across the State.</p> <p>@NYSAssemblyMajority Speaker @Carl E. Heastie and @Governor Kathy Hochul, please support new senior housing capital in the final Budget!</p> <p>#PrioritizeOlderAdults</p>