

Continue to Amplify LeadingAge NY Member Videos!

At the end of 2024, LeadingAge New York launched a member video advocacy campaign: [Telling Resident and Staff Stories](#)! The campaign asked members to create short videos featuring residents, consumers, and staff, to help highlight the unique stories of nursing home residents and the dedication of our members across the state. The videos highlighted our members' stories, while urging the State to better fund and prioritize the care of older adults.

The State is expected to reach a final budget agreement for State Fiscal Year (SFY) 2025-26 by April 1, 2025. **Now is a critical time to ensure our members are re-sharing these amazing videos from earlier this year!**

Members are encouraged to SHARE one of the below video links at least once a week, through the end of March! *Members should borrow from the nursing home social media captions and legislator "tags" available on our [state budget social media toolkit here](#) when you share the video!* At the very least, members should be sure to tag your [state legislators](#) and the following policymakers when you share these videos on Facebook: [@Andrea Stewart-Cousins](#), [@Carl E. Heastie](#) & [@Governor Kathy Hochul](#)

Thank you for using social media to keep the pressure on legislators for the remainder of this year's state budget work!

Date Posted	Member	Direct Link (Visit these links & SHARE on your personal and professional
11/13/2024	Sitirin Health Care Center	Facebook Video Link
11/25/2024	Sitirin Health Care Center	Facebook Video Link LinkedIn Video Link
12/5/2024	St. Ann's Community	Facebook Video Link LinkedIn Video Link
12/16/2024	Jewish Home	Facebook Video Link LinkedIn Video Link
12/18/2024	Jewish Home	Facebook Video Link LinkedIn Video Link
12/20/2024	Jewish Home	Facebook Video Link
1/9/2025	Sitirin Health Care Center	Facebook Video Link LinkedIn Video Link
1/16/2025	St. John's	Facebook Video Link LinkedIn Video Link

1/21/2025	Gurwin Healthcare System	Facebook Video Link LinkedIn Video Link
2/5/2025	Chase Memorial Nursing Home & Rehab	Facebook Video Link