



#FairPay4HomeCare

Week of Action Toolkit

Wednesday 3/3: In-District Action Planning

Friday 3/5: In-District Actions

Follow us on [Facebook](#) and [Twitter](#) or visit www.nycaringmajority.org to learn more

As the nursing-home crisis escalates in New York State, our movement to win #FairPay4HomeCare is getting important and urgent attention. This is the time to channel

public anger and grief about the devastating treatment of older people, people with disabilities, and caregivers/workers into bold action for change. Join our week of action to **build public awareness** about the need to fund home and community-based services to keep people OUT of nursing homes, **to recruit thousands** into our movement to win a caring economy, and to **increase the pressure and heat on decision-makers to pass #FairPay4HomeCare**. Take part in one or all action steps below.

Friday, 3/5, In-District and Virtual Actions, all day -- Join a small team in your area for a socially-distanced action at your state representative's in-district office.

To hold a local #FairPay4HomeCare In-District action:

- Form a small group of people who live in your legislative district or neighborhood. To meet other people from the Caring Majority planning an action in your district at our 3/3 meeting, [RSVP here](#). [To register your action or find other people organizing near you, check out our in-district action spreadsheet here.](#)
- Identify a time that your group can meet up outside your legislator's in-district office on Friday, 3/5. Have someone from your group call the office to let them know that you'll be there holding a friendly sign about the need for #FairPay4HomeCare. Invite the legislator to join you for a photo opp!
- [Print signs from our templates](#) or prepare some signs that say:
 - **Fair Pay 4 Home Care is a Win-Win For Every New Yorker**
 - **I Need Fair Pay 4 Home Care Because...**
 - **Treat Home Care Workers with Respect And Pay Them Well**
 - **Nobody Is Disposable**
 - **Thank You Senator X/Assemblymember X #FairPay4HomeCare**
 - **The Best Way To Not Die In a Nursing Home Is to Not Be in One #FairPay4HomeCare**

- Meet up, with masks and observing pandemic protocols, outside your legislator's in-district office on Friday, 3/5 at a time that works for your team. To find your legislator and their in-district office location, [look them up here](#).
- Have one member of your group take photos or videos. Post your photos and video on social media and tag your legislator. [Check here to find the twitter handle](#) for your representative. Use #FairPay4HomeCare to help us share your messages.

EXAMPLE RUN-OF-SHOW FOR IN-DISTRICT ACTION

- **Get in formation! Distribute signs!** Caring Majority leaders assemble 15 minutes before the start of the program - make sure everyone has masks and can stand 6 feet apart.
- **Camera ready!** The leader you have designated to take photos and video and post on social media gets into position
- **MC kicks things off!** MC shares an opening statement to start the program. An example opening statement is below that you can use.
 - *Welcome everyone! Thank you for being here today at this Fair Pay 4 Home Care rally. My name is XXXX and I will be your MC.*
 - *We are here today to thank Senator/Assembly Member XXX for their support of our work to raise home care worker pay.*
 - *All of us, including Senator/Assembly Member XXX understand that Fair Pay for Home Care is a WIN WIN for ALL New Yorkers!*
 - *New York's population is rapidly becoming older and more disabled. According to the Center for an Urban Future, 1 in 6 New Yorkers are over the age of 65. This is a 26% increase from just a decade ago, despite the total state population only increasing by 3%. Meanwhile, according to the Center for Disease Control and Prevention, one-quarter of the state's population has a disability, and in the state's sixty-five plus population, that number becomes almost 50%.*
 - *The vast majority of us prefer to live and age in our own homes and communities - the nursing home crisis, and the tragic death of over 15,000 New Yorkers in institutional care during the last year make this even more clear - the best way not to die in a nursing home is to not be in one.*
 - *So we NEED home care workers to support people who want to live and age safely, at home.*
 - *We need A LOT of home care workers to meet the growing need - in fact, over the next ten years, PHI estimates that home care will add far more new jobs than any other occupation in the State But, Mercer estimates that despite this rapid growth, the state will face a shortage of at least 80,000 workers by 2025.*
 - *This is because the pay is criminally low in home care - Home care workers - who are over 90% women and over 80% people of color, are*

some of the lowest paid workers in the state, averaging just \$19,000/yr. By July, 2021, home care workers in the 60 counties north and west of Westchester will make \$12.50/hr while workers in the fast food industry will earn \$15/hour. The wages are so bad that PHI estimates 57% of home care workers rely upon public benefits.

- *So, if we pass Fair Pay for Home Care, and raise home care worker pay to 150% of minimum wage in NY, it's a WIN WIN for all of us*
 - *It gives all of us the ability to live and age in our homes and communities with the support we need*
 - *It creates jobs in a time when we are in an economic crisis - a CUNY report cites increasing home care worker pay would create 20,000 additional home care jobs per year for the next decade AND it would create almost 18,000 new jobs within local businesses due to the increased spending capacity of these home care workers.*
 - *It would lift hundreds of thousands of New Yorkers out of poverty,*
 - *It would be a step towards racial justice, raising wages of a workforce that is primarily BIPOC,. all while meeting the exploding demand for safe long-term care.*
- *Fair Pay for Home Care is the public health plan, and the smart job growth plan we need for these crisis times. Now, all we need is the legislature and the Governor to come together and make it happen.*
- **MC introduces someone to share care story**
- **Leader shares their care story** - how the home care crisis impacts them personally and why we need Fair Pay for Home Care now
- **MC introduces legislator(s)**
- **Statements of support from Legislator(s)** - State legislators share a message of support... As a last resort we can have staffers share statements of support from the legislator
- **MC makes a Closing Statement** - An example closing statement is below that you can use. We encourage you to use the beautiful [Interdependence Poem](#), written by NY Caring Majority leaders, to close on a powerful note.
 - *Thank you again, Senator/Assembly Member X - and to all of the people across the state fighting for Fair Pay for Home Care. All of us at some point in our lives will need care, receive care, or both -that makes us the Caring Majority, and that means that all of us benefit from investing in home care and care work.*
 - *In this time of loss, of crisis, of sickness and economic suffering, care can be at the center of changing our society for the better - Fair Pay for Home Care is part of a care economy that will create jobs, keep people living with dignity in our communities, and recognizes our interdependence.. READ POEM*

Take Action from Home on 3/5

Whether or not you can join an action, we have critical remote and virtual organizing roles that are needed tomorrow. First, we need everyone to **call the leaders of the House and Senate** using the script and numbers below. **Let us know when you've finished your calls at this link so we can track our progress.** Second, **share and amplify our in-person actions** on our **Twitter** and **Facebook**. Next week we will use phone, email, and social media to contact all our representatives, confirming or celebrating their support after tomorrow's actions, so stay tuned!

- Senate Majority Leader Andrea Stewart-Cousins, (518) 455-2585
- Speaker of the Assembly Carl Heastie, (518) 455-3791

SCRIPT: Hello, my name is [YOUR NAME]. I'm calling to urge [THEIR NAME] to include Fair Pay 4 Home Care in this year's one-house budget and ensure that home care workers receive a wage of at least 150% of the minimum wage. Because of the current low pay, New York is the center of a workforce shortage in this sector, with even more home care workers leaving the workforce in droves right when we need them most. This is forcing many seniors and people with disabilities to live in nursing homes instead of receiving their services at home. Assemblymember Dick Gottfried and Senator Rachel May are sponsoring this budget priority, and the bill number is S5374. Will you include Fair Pay 4 Home Care in the one-house budget?

PAST ACTIONS:

Wednesday, 2/24, 5:30-6:30 -- **Join our Fund Home Care Now TEACH-IN**, learn about why the fight to fund home care is a core social justice issue, and amplify our #FairPay4HomeCare campaign by signing and sharing our petition with your networks.

- Watch and share our teach-in at this link on [Facebook](#), and here on [Twitter](#).
- Sign & Share [our petition](#) to raise wages for home care workers using these sample messages on Twitter, Facebook, or email.

- If NY pays home care workers a fair wage, we can:

- ◆ keep people out of nursing homes
- ◆ create jobs during record unemployment
- ◆ end the home care worker shortage

Help us pass #FairPay4HomeCare:

<https://actionnetwork.org/petitions/callingforhomecare>

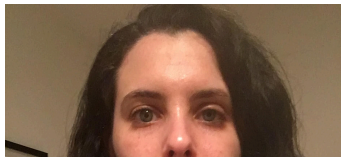
- Care work is essential for elders & New Yorkers with disabilities to live and age safely with dignity in our homes and communities. We need #FairPay4HomeCare — sign if you agree: <https://actionnetwork.org/petitions/callingforhomecare>
- Because of low pay, home care workers are leaving the workforce in droves right when we need them most — forcing many people into nursing homes instead of receiving care at home. We need #FairPay4HomeCare. Sign if you agree: <https://actionnetwork.org/petitions/callingforhomecare>

Thursday, 2/25, Social Media Day of Action all day, Twitter Storm at 11am -- The nursing home crisis will dominate the State Legislature's Health and Medicaid budget hearing on Thursday. This is a key moment to influence the narrative and show that funding home care to keep people OUT of nursing homes is the way out of the crisis. Share the following samples, or make them your own, on Twitter and Facebook, starting together at 11 am - noon, and then you can continue posting throughout the day Thursday

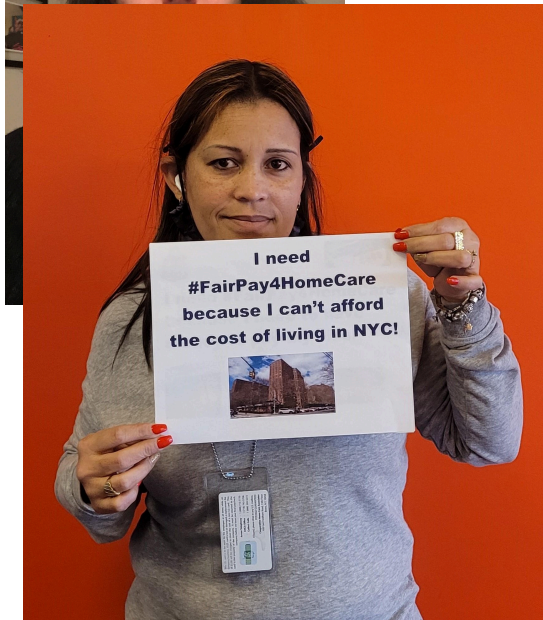
Tag Your State Legislators in your tweets. We are also trying to specifically reach Sen. Stewart-Cousins and AM Heastie, if you can fit their handles on your messages! [Check here to find the twitter handle](#) for your representatives and add them to your posts. Don't know who your representative is? [Look up your state rep here](#). If you want more eyes on your message, post a selfie with the message: We need #FairPay4HomeCare in the One-House Budget because **X (your own reason or one of the reasons below)**.

- The crisis in nursing homes is a justice issue, and we need a bold solution. We need #FairPay4HomeCare in the One-House Budget because **X (your own reason or one of the reasons below)**.
- The nursing-home crisis did not start yesterday, and it won't end with simple fixes. We need #FairPay4HomeCare in the One-House Budget because **X (your own reason or one of the reasons below)**.
- #FairPay4HomeCare is a racial and gender justice issue! Home care workers need to be paid a livable wage.
- The fight for home care is a fight for freedom. We need #FairPay4HomeCare in the One-House Budget because older people and people with disabilities need safety and dignity.
- @AndreaSCousins @CarlHeastie: We need you to show that #NoBodyIsDisposable. That means passing #FairPay4HomeCare in the One-House Budget

SELFIES Samples!



We need #FairPay4HomeCare because the mostly WOC workforce deserve a livable wage!



I need #FairPay4HomeCare because I can't afford the cost of living in NYC!



I need #FairPay4HomeCare because I need to be recognized for the work I do!

Friday, 2/25, Call-In Day, 9am-5pm -- Following the state legislative hearings on healthcare, we want to flood the phone lines of our legislators, to make sure they are signed on to support our bill for #FairPay4HomeCare.

- Call your state representatives and the governor using the script and demands at [this link](#).
- Once you've made your calls, invite 3 friends to make calls with you, and share that you made your calls on social media or with your networks using the samples below.
 - Care work is essential for elders & New Yorkers with disabilities to live and age safely with dignity in our homes and communities. We need #FairPay4HomeCare. If you agree, join me in calling your reps TODAY at this link:
<https://cdpaanys.org/advocacy-news/votervoice-action-center/?vvsrsrc=%2fcampaigns%2f80278%2frespond>

Sunday, Feb. 28 at 12 p.m. Rep. Jamaal Bowman will hold a press conference alongside local care workers, advocates, and elected officials to announce the Care for All resolution to

strengthen and expand the care economy and conditions for care workers amid the pandemic. Email zahara@jfrej.org to learn more.

Monday, 3/1,

Join healthcare advocates virtually or in-person in NYC from 12PM-1PM - Virtual: Invest in Our New York: Healthcare for the People Speak Out and Social Media Storm

We'll hear from advocates from around the state who have been impacted by the healthcare crisis and join in a collective action to make the wealthiest pay their fair share.

[RSVP to attend or to sign up to speak out](#) about why you support taxing the rich to fund healthcare for all. [Register for the #CareNotCuts #InvestInOurNY social media toolkit](#).

Socially-distanced and masked in-person event details [here](#).

Join DNY ADAPT's Save Home Care Campaign Zoom Rally at 1PM to oppose the horrifying changes to home care services in New York State. YOU can make a difference — all we need to do is PASS BILL A5367;S5028. Register HERE in advance: bit.ly/SaveHomeCareRally

Phone Bank, 6-8pm -- Phone bank to invite new members of our movement into taking action with us during this critical week. [RSVP at this link](#).

Care for All Resolution Release, 7:30pm - led by Sen. Elizabeth Warren, Reps. Bowman , Cori Bush, Yvette Clarke, Jayapal, Meng, Alexandria Ocasio-Cortez, Pressley, and Nikema Williams. It's the best articulation of the north star for the caring economy, and it's exciting. Watch live at: <https://fb.me/e/3uirFXgin>

Wednesday, 3/3, Campaign Meeting, 5:30-6:30pm -- Join our regular campaign meeting (you can join early at 5pm for an orientation if you're new!) to discuss how the week of action is going so far, and to plan actions targeting our representatives in our districts, to urge their support for #FairPay4HomeCare. [RSVP at this link](#).