



ADVOCATING FOR WORKFORCE SOLUTIONS

The network of services in Minnesota built to support older adults is facing collapse. There are record-level workforce shortages in assisted living and nursing homes across our state. Shortages of staff are impacting access to care across the continuum.

Now is the time to share our story and do all we can to ensure Minnesota's seniors have access to the care they need when they need close to home. The members of your broader community can serve as powerful champions for our missions, using a combination of passion and influence that can amplify your organization's voice.

Together, we can be powerful advocates for the seniors we serve and their caregivers. We cannot fix this problem alone; it's going to take all of us working together to ensure older adults in our state have access to safe, quality care in all the places they call home.

COMMUNITY LEADERS/GENERAL RESOURCES:

- Letter: Adapt this letter to engage your stakeholders like clergy, vendors, partners, and community leaders
- Flyer: Use this flyer to direct your community leaders to contact their state lawmakers
- One-pager: Get them more information by handing out this infographic
- Talking Points: Use these talking points to help guide your conversations with community leaders

BOARDS OF DIRECTORS:

- Letter: Adapt this letter to engage your Board members
- Presentation: Adapt and then deliver a presentation to your Boards
- Pre-recorded Presentation: We have recorded a presentation explaining our current workforce crisis and how your board members can become advocates
- Flyer: Use this flyer to direct your board members to action
- One-pager: Get them more information by handing out this infographic

COUNTY BOARDS OF COMMISSIONERS:

- Letter: Adapt this letter to bring attention to the issues senior care is facing and ask to come before your county's board of commissioners
- Resolution: Ask your county's board of commissioners to adopt this sample resolution
- One-pager: Get them more information by handing out this infographic
- COMING SOON! Presentation: Adapt and then deliver a presentation to your county's commissioners