



Geriatrics Workforce Enhancement Program (GWEP) Advocacy Quick Guide

Dear Eldercare Advocates –

Now is a critical time to advocate for federal eldercare workforce training programs and we need your help.

Congress is beginning discussions for funding the next round of Geriatrics Workforce Enhancement Program (GWEP) grants. Contact your Representatives and Senators today to share the value of this program and urge support for increased federal funding.

Action Items - Contact your Member of Congress and Senators. (You can find your representatives by searching your zip code at House.gov and looking up your state on Senate.gov).

- **Call your Members** to urge increased funding for the GWEP (phone call talking points below).
- **Write your Member of Congress** to explain the value of the GWEPs and the need for more money. Through our website, you can send a pre-drafted email to your representatives or you can create your own.
- **Schedule a site visit** where your Members can tour your GWEP site and meet people impacted by the program. Members of Congress are most persuaded when you can make programs *local* – through a site visit you can show off the great work you are doing in the state/district and help make the case why this program needs to be expanded. EWA is here to help you schedule, plan, and execute a site visit, so contact us today.
- **Use social media** – Members of Congress and Senators are responsive to the constituent feedback they receive on Twitter and Facebook. Remember, posts are more impactful if you can include photos.

How we can help - In addition to these tips, EWA has developed resources to help you advocate for these critical programs:

- Through our website, you can send a pre-drafted email to your representatives and senators.
- You can find basic phone call talking points at the bottom of this document
- The GWEP Advocacy Toolkit provides resources on the program, information on how Congress works, and advice on how to advocate.
- You are welcome to share our EWA GWEP one-pager that breaks down the program and more fully explains our funding request.
 - We also encourage you to make your own materials highlighting your specific programs, populations, reach, and impact.
- EWA is eager to help you schedule a site visit at your GWEP for your representatives. Contact us today!

As the eldercare workforce voice in Washington, DC, we are excited to help promote and expand the important work you do to ensure our health care workforce and family caregivers are well-prepared to provide high-quality care to our nation's older adults.

Please don't hesitate to contact us for assistance.

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Phone Call Talking Points – Calling your Members of Congress is easier than you may think.

- Identify yourself as a constituent (they may ask for your address to verify) and share your professional associations.
- State that you are calling to urge the representative/senator to provide adequate funding for the Geriatrics Workforce Enhancement Program (GWEP) in the fiscal year 2018 Labor-HHS Appropriations bill.
 - Note that the GWEP is administered by the Health Resources and Services Administration (HRSA) and is funded under the Title VII and VIII Public Health Service Act health workforce programs.
- Share details on the GWEP:
 - It is the only federal program dedicated to developing a health care workforce that maximizes patient and family engagement while improving health outcomes for older adults.
 - The GWEPs equip the primary care workforce and family caregivers with the knowledge and skills to care for older adults and build community networks to address gaps in health care for seniors, especially around Alzheimer’s disease and related dementia.
 - *Feel free to provide details specific to your program and you can find more information in our GWEP one-pager.*
- Explain that fiscal year 2018 is the start of the new GWEP grant cycle. Urge them to provide increased funding at a level of \$51 million (up from \$38.7 million) to close current geographic and demographic gaps in program coverage.
 - Specifically, the additional funding will allow for up to 8 new GWEP centers and the re-establishment of geriatrics career awards, allowing the program to reach more underserved and rural communities and ensuring the GWEPs are training the geriatrics workforce of today and tomorrow.
- Thank them for their time and invite them to visit the GWEP in their district.