



## Council of Senior Centers & Services of NYC, Inc.

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New York, NY 10036 (212) 398-6565  
<http://www.cscs-ny.org>



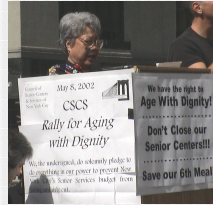
### HOW TO DO ADVOCACY WITH SENIOR CITIZENS

July 4, 2006



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### 如何與長者共同 推進倡議工作

2006年7月4日



### RAISING THE VOICES OF OLDER ADULTS IN HONG KONG

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### 提升香港長者的聲音

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## WHO CSCS IS

- Founded in 1979 to be the liaison with government on behalf of senior services organizations
- Central organization in NYC with 265 member agencies – all non-profits
- CSCS does advocacy, programs, technical assistance and training

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## CSCS 簡介

- 1979年創立，代表長者服務組織與政府聯繫
- 中央組織位於紐約市，有265個非牟利會員機構
- CSCS的工作包括政策倡議、提供服務計劃/活動、技術支援及訓練

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## WHO CSCS MEMBERS ARE

- CSCS members provide a variety of services in local communities known as the "aging services network"
- Mission is to assist seniors to "age in place"
- 300,000 older New Yorkers receive services
- Agencies serve people age 60-100+, ethnically diverse, independent to frail, low income to middle income

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## CSCS會員

- CSCS會員機構在地區提供多類型服務，稱為「長者服務網絡」
- 機構使命乃協助長者「社區安老」
- 服務**300,000**位居於紐約的長者
- 機構服務**60-100**歲或以上、來自不同種族、獨立或體弱、低收入至中產的長者。

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## SENIOR CENTERS PROVIDE

- Congregate on-site meals
- Meals-on-wheels to homebound
- Socialization – community focal point
- Educational and recreational programs
- Social Services

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## 長者中心提供

- 飯堂膳食服務
- 上門送飯服務
- 社交活動 – 社區焦點
- 教育及文娛活動
- 社會服務

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## Senior centers also provide

- Health promotion
- Counseling
- Transportation
- Information about benefits
- Identify new needs

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## 長者中心提供

- 推廣健康教育
- 輔導服務
- 交通運輸
- 權益資訊
- 識別新需要

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## WHO IS GROWING OLD IN NYC

- 1.3 million people over the age of 60
- 85+ is fastest growing part of NYC's population
- Almost 1 out of 5, 20%, live in poverty – twice the national rate
- 1 out of 2 are minority elderly
- One-third live alone

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## 紐約市年長人口狀況

- 130萬市民年逾 60
- 紐約人口中 85歲以上人士的增長最快
- 5 位長者中便有1位生活貧窮，約 20%，高於國家比率2倍
- 一半長者為少數族裔人士
- 1/3長者獨居

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## Aging Trends: Framework for Advocacy

There will be an increase in:

- Older persons
- Those living longer
- Poor elderly
- Elderly women
- Elderly living alone
- Ethnically diverse
- Need for community-based services to "age in place"

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## 年長人口趨勢： 政策倡議框架

下列將不斷增加：

- 年長人士
- 更長壽命
- 貧窮長者
- 年長女性
- 獨居長者
- 多元種族
- 以社區為本協助長者「社區安老」的服務需求

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## How Services are Provided in NYC

- NYC Department for the Aging contracts with non-profit agencies
- Non-profits are independently incorporated organizations
- Competitive bidding for contracts
- Value put on agencies with a local community presence
- Department for the Aging monitors service providers
- Budgets of agencies are tight

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## 紐約市服務提供

- 政府以合約形式外判給非牟利機構
- 非牟利機構註冊為獨立公司
- 以投標方式外判服務
- 有本地社區特色的機構獲優先考慮
- 長者部門監管服務提供者
- 給予機構的財政預算緊絀

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## Purpose of Advocacy

- Create possibilities
- Essence of a democracy
- Organized voice for change
- Build advocacy into the culture
- Develop grass roots movement
- Create the message

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## 倡議目的

- 創造潛在機會
- 發揮民主本質
- 匯聚意見求變
- 營造倡議文化
- 發展基層運動
- 擬訂廣播訊息

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## 4 step process of advocacy

- Education
- Grass roots organizing
- Working with government
- Getting your message to the media

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## 倡議四步曲

- 教育工作
- 組織基層
- 與政府磋商
- 向傳媒傳遞訊息

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## Education – Creating the Message

- Policy paper
- Demographic information
- Identify needs with documentation
- Fact sheets – know the facts
- Anecdotes – the human face

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## 教育工作 – 擬訂訊息

- 政策文件
- 人口統計資料
- 識別需要，夾附有關文獻支持證據
- 資料單張 – 掌握事實
- 趣聞軼事 – 人物特寫

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## Grass Roots Organizing – Getting the Message Out

- Central organization to coordinate advocacy – need staff
- Coalition building
- Developing senior and professional leadership -
  - Discussions at senior programs
  - Community meetings
  - Understandable information
  - Ongoing advocacy education
- Participation in advocacy activities

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## 組織基層 – 傳播訊息

- 中央組織協調倡議工作 – 需有職員支援
- 建立聯盟
- 發展長者及專業領導 -
  - 長者活動中多作討論
  - 社區聚會
  - 簡明資訊
  - 持續倡議教育工作
- 參與倡議活動

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## Media – Getting the Message to the Public

- Develop clear, simple and common message
- Present a few important facts
- Have seniors speak to media
- Give anecdotes
- Say what you want

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## 傳媒 – 向公眾傳遞訊息

- 建立清晰、簡單及共同的訊息
- 提供一些重要事實
- 由長者向傳媒發言
- 提供趣聞軼事
- 表達訴求

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## How to do Advocacy – keep in mind -

- Don't take "no" for an answer
- There is always money
- Political will
- Controlling the message
- The demographics of aging can't be ignored

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## 進行倡議須知

- 不要預設答案為「不」
- 時常牽涉「錢」
- 政治意圖
- 控制訊息
- 切勿忽略年長人口資料

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## How to do Advocacy – Developing a Campaign

- See “Advocacy Worksheet”
- State problem/issue
- Short term goals
- Long term goals
- Timeline for activities
- Human Impact

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## 進行倡議須知 – 發起運動

- 參閱倡議工作表
- 確定問題 / 議題
- 擬訂短期目標
- 擬訂長期目標
- 制訂活動時間表
- 表達對人的影響

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## Training seniors to do advocacy -

- Build advocacy into the culture
- Involve seniors in prioritizing issues and organizing activities
- Provide training classes
- Develop leaders and spokespersons

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## 訓練長者進行倡議工作

- 建立倡議文化
- 與長者共同訂定議題的優次及組織活動
- 提供訓練班
- 栽培袖領及發言人

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## Training seniors to do advocacy -

- Prepare seniors to speak
- Giving testimony
- Writing letters
- Talk to adult children about issues
- Recognize the work done

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## 訓練長者進行倡議工作

- 裝備長者發言
- 提供證據
- 編寫信件
- 與成年子女談論有關議題
- 肯定已完成的工作

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## Transportation and Food Campaigns – Strengthening the base

- Annual Advocacy Day at City Hall
- Preventing cuts – 5000 seniors at City Hall
- Transportation Summit Meetings
- \$4 million won for vans for elderly
- “Pizza and Soda” Campaign to increase funding for meals – \$4.5 million
- Food Summit Meetings
- Role of seniors

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## 交通及食物運動 – 強化基礎

- 在紐約大會堂舉行「周年倡議日」
- 發動**5000**長者聚集大會堂反對削減經費
- 舉行交通高峰會
- 為「長者小巴」贏得**400萬元**
- 「薄餅與蘇打」運動增加膳食資助 **450萬元**
- 舉行食物高峰會
- 長者的角色

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## CSCS Documents

- Go to [www.cscs-ny.org](http://www.cscs-ny.org)
- See – “Policy documents – 2006”
- “Growing Old in NYC: The Age Revolution” – February, 2006
- “More with Less is Impossible” – January, 2005
- Action Alerts

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## CSCS文獻

- 請瀏覽 [www.cscs-ny.org](http://www.cscs-ny.org)
- 請參閱「政策文件 - 2006」
- 《在紐約市安老：年齡革命》 - 2006年2月
- 《沒可能減資源增服務》 - 2005年1月
- 《行動警報》

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