



FMDA Journal Club

March 31, 2021
Christian Bergman, MD, CMD – Special Guest
Diane Sanders-Cepeda, DO, CMD – Host

Agenda

- State of the State
- COVID-19 and Advocacy
- Open Discussion

COVID-19 Dashboard by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)

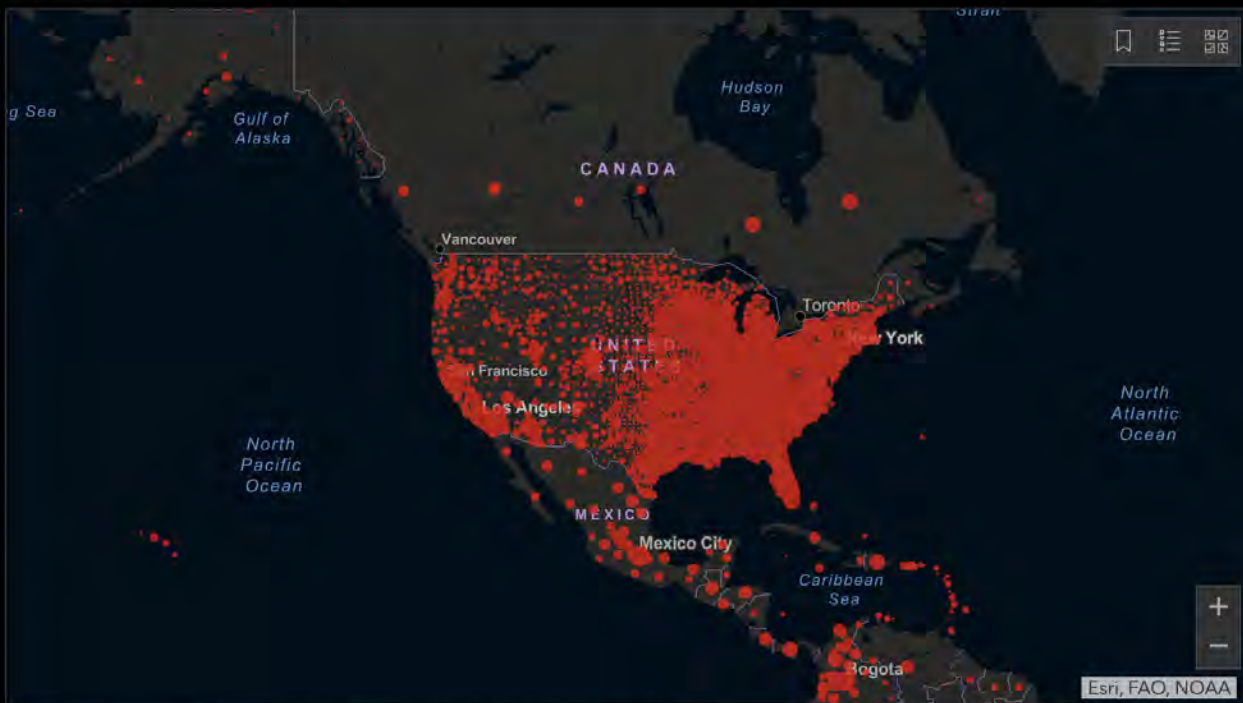
Global Cases
30,394,189

Cases by Country/Region/Sovereignty

- 30,394,189** US
- 12,658,109** Brazil
- 12,149,335** India
- 4,646,025** France
- 4,494,234** Russia
- 4,355,867** United Kingdom
- 3,561,012** Italy
- 3,277,880** Turkey
- 3,275,819** Spain
- 2,818,630** Germany
- 2,397,731** Colombia
- 2,332,765** Argentina

Admin0 Admin1 Admin2

Last Updated at (M/D/YYYY)
3/31/2021, 5:28 AM



Cumulative Cases Incidence Rate Case-Fatality Ratio Testing Rate

192
countries/regions

Lancet Inf Dis Article: [Here](#). Mobile Version: [Here](#). Data sources: [Full list](#). Downloadable database: [GitHub](#), [Feature Layer](#).
Lead by JHU CSSE. Technical Support: [Esri Living Atlas team](#) and [JHU APL](#). Financial Support: [JHU MSE](#), [Bloomberg Philanthropies](#) and [Stavros Niarchos Foundation](#). Resource support: [Slack](#), [Github](#) and

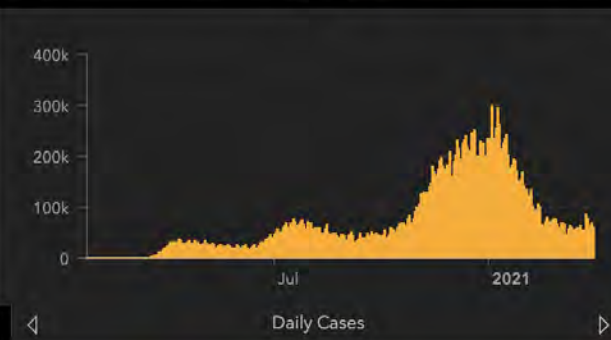
Global Deaths
550,998
550,998 deaths
US

Total Test Results in US
390,026,186

- 53,558,339 tests
California US
- 44,564,346 tests
New York US
- 21,199,010 tests
Texas US
- 20,741,485 tests
Florida US
- 20,183,744 tests
Illinois US
- 18,645,737 tests

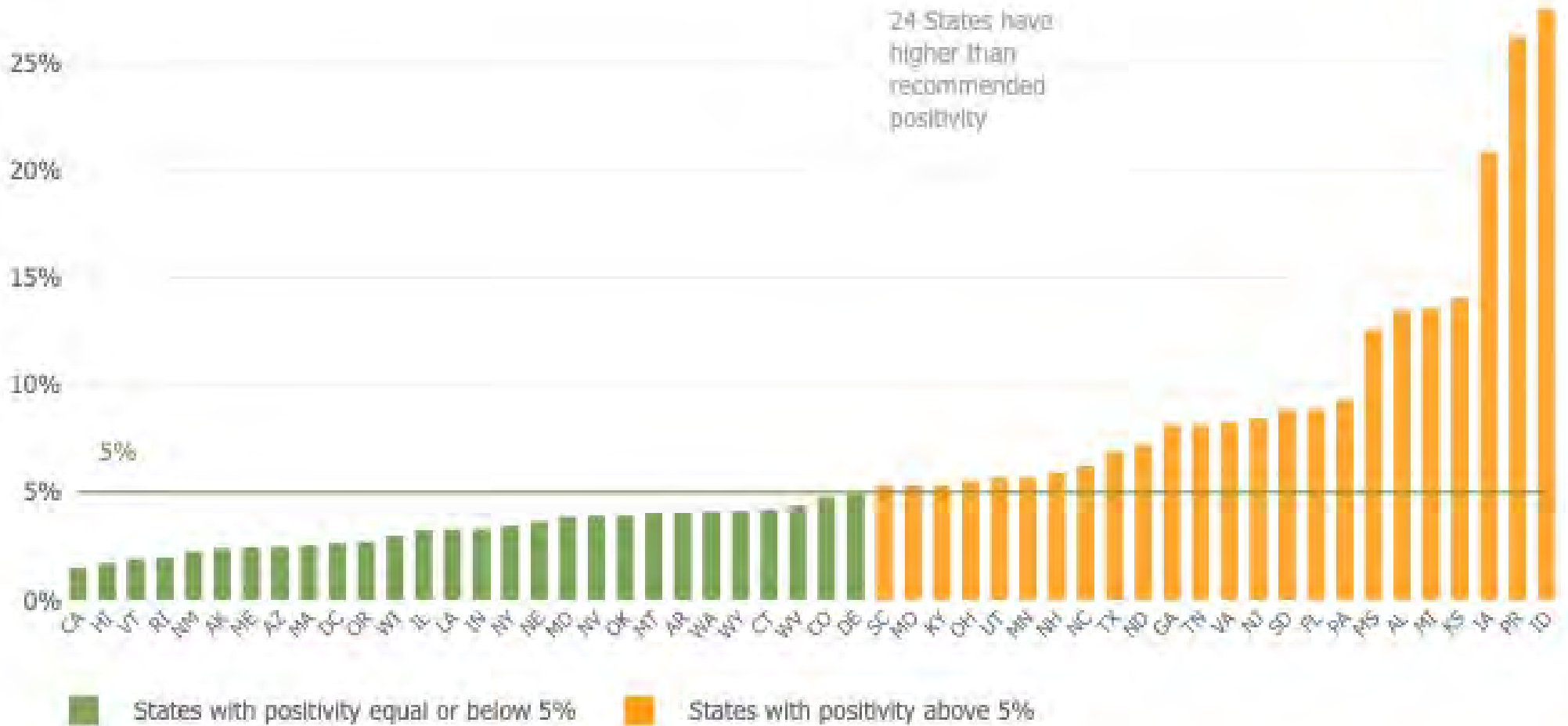
Global Deaths

US Test Results



Daily Cases

Positivity Percentage
(average of the last 7 days)





Florida's COVID-19 Data and Surveillance Dashboard

Florida Department of Health, Division of Disease Control and Health Protection

Select a County

Total Cases

2,052,441

Cumulative Data for Florida Residents:

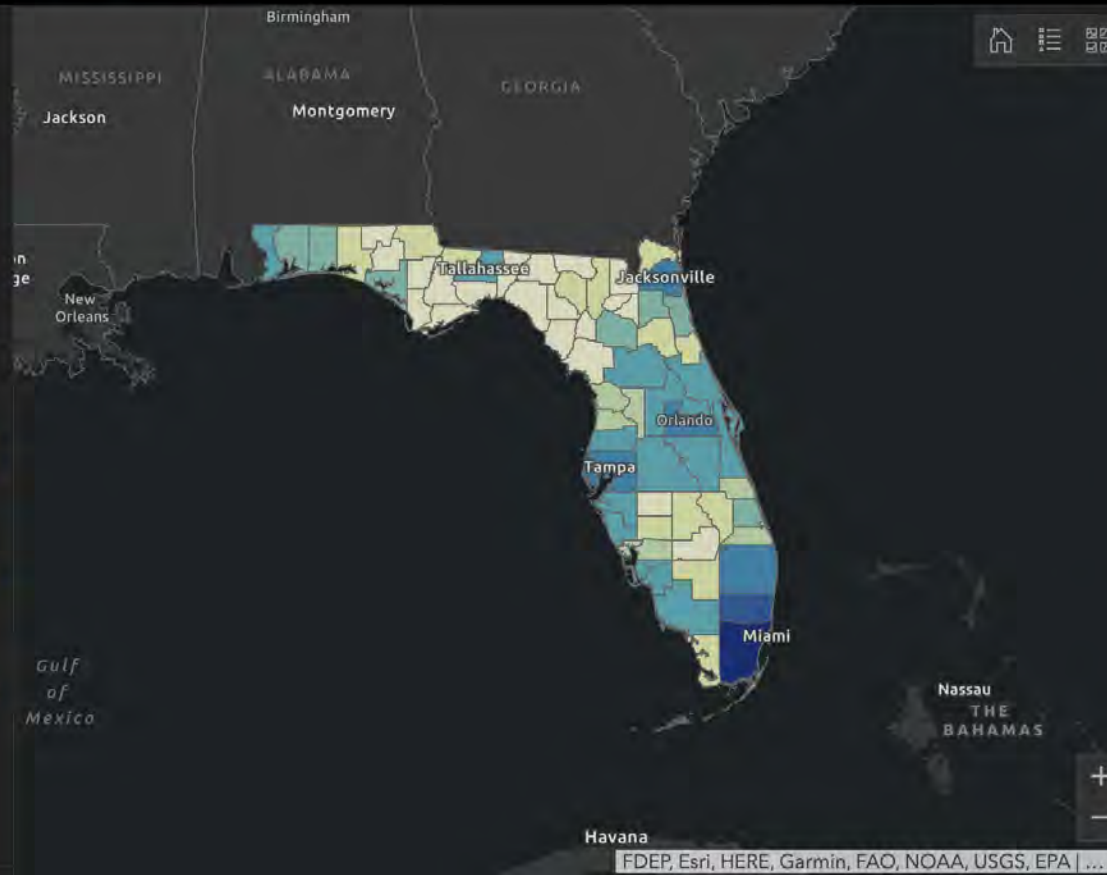
Positive Residents

2,014,354

Resident Hospitalizations

84,973

Florida Resident Deaths	Non-Resident Deaths
<h1>33,338</h1>	<h1>645</h1>



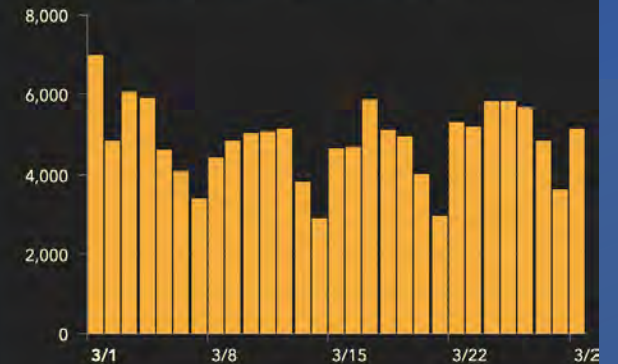
Data updated Daily

Comparison of counties is not possible because case data are not adjusted by population.

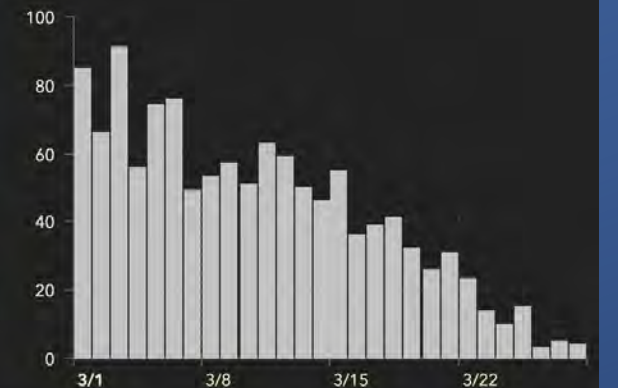
[Click here to access and download data](#)

Recent Data for Florida Residents (Last 30 Days):

New Cases of Residents by Day



Resident Deaths by Date of Death



The Deaths by Day chart shows the total number of Florida residents with confirmed COVID-19 that died on each calendar day (12:00 AM - 11:59 PM). Death data often has significant delays in reporting, so data within the past

- Florida Cases
- Florida Testing
- Cases by County
- Rates Map
- Case Maps
- Cases by Zip Code
- Health Metrics
- USA and World

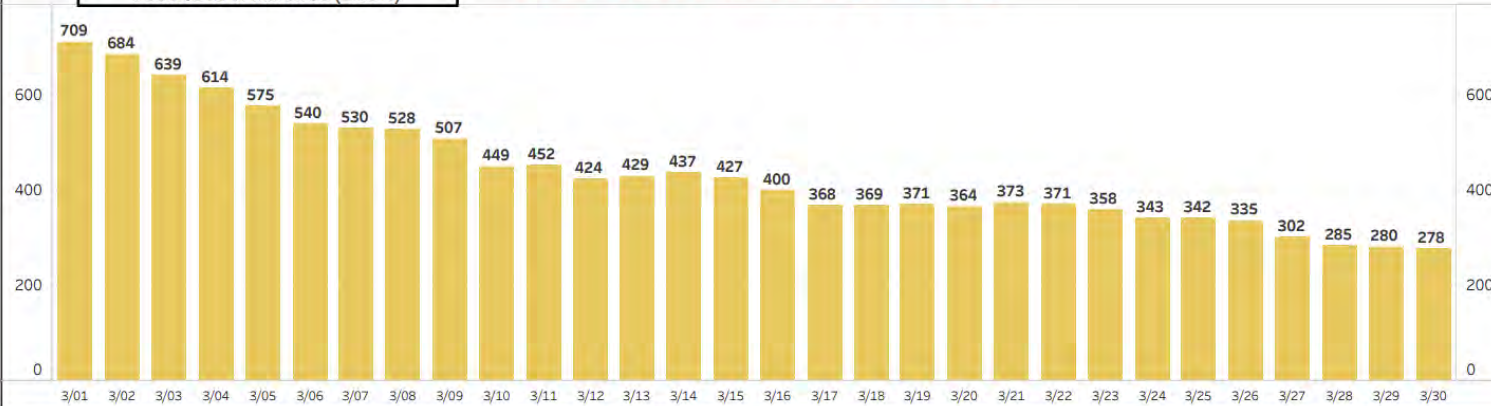


COVID in LTC

Last Updated: 3/29/2021 4:25:34 PM

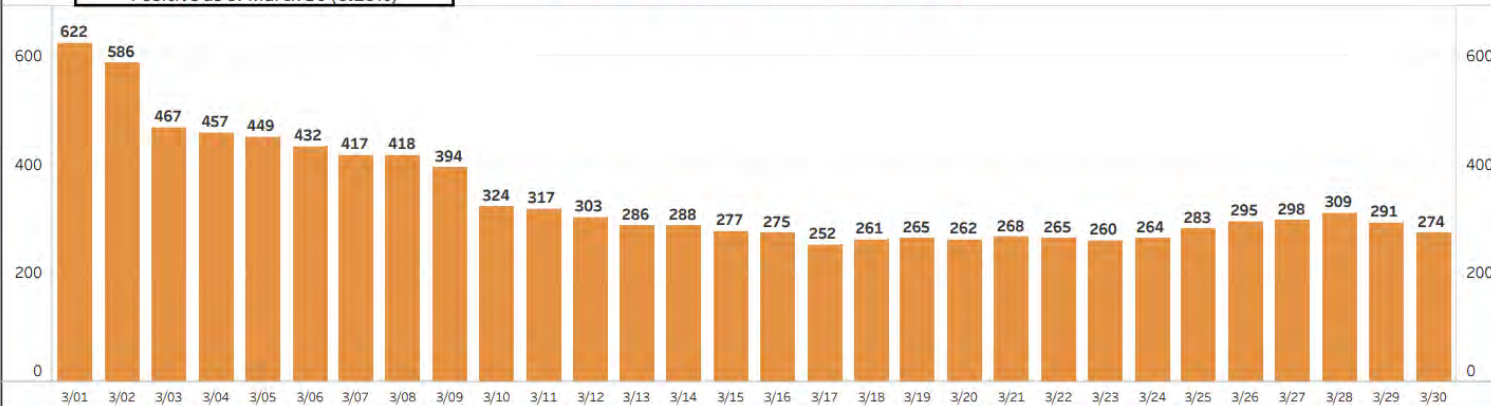
278 of 137,720 Total Residents
Positive as of March 30 (0.20%)

COVID Positive Residents (SNF & ALF)



274 of 174,897 Total Staff
Positive as of March 30 (0.16%)

COVID Positive Staff (SNF & ALF)



Data from AHCA ESS (Emergency Status System)

COVID positive residents and staff in Intermediate Care Facilities are not included in the bar chart totals. The data presented are reported by individual facilities and reporting errors may occur.



COVID-19 and Advocacy: - Advocacy for the PALTC Clinician

Christian Bergman, MD, CMD
Assistant Professor, Virginia Commonwealth University;
Vice-Chair of the Transitions of Care subcommittee,
AMDA

Disclosures

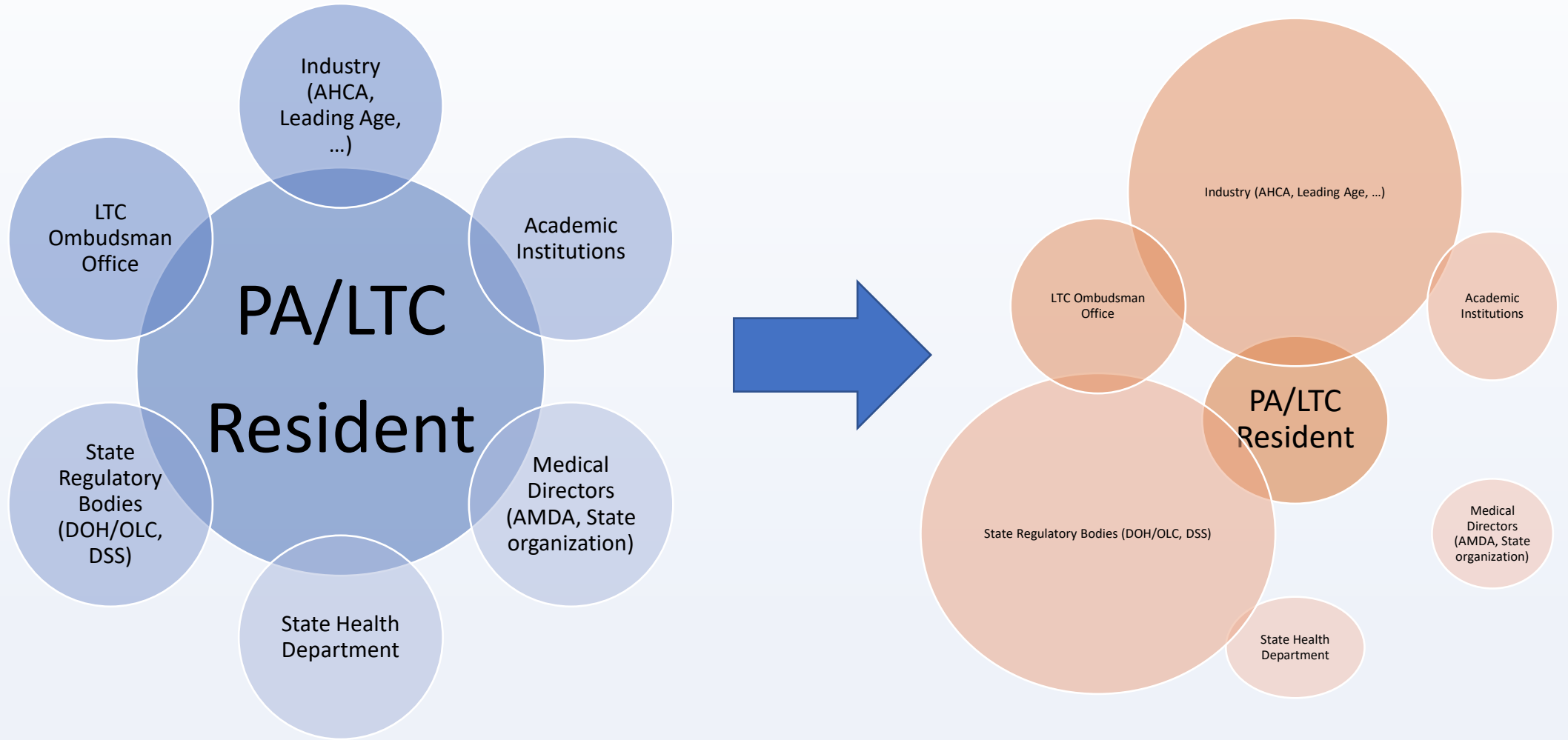
- I have no relevant financial disclosures.
- I work for Virginia Commonwealth University (VCU), the VCU Health System, and MCV Physicians.
- The opinions expressed in this presentation are my own professional views.

Learning Objectives

By the end of the presentation, participants will be able to:

1. Better understand methods and ways of engaging in advocacy.
2. Access tools necessary to effectively engage in public policy.
3. Distinguish between advocacy and lobbying.
4. Engage with media in a best practice manner while focusing on delivering a concise message.
5. Network with colleagues and build a network of PALTC “change agents.”

Why Advocate?



How?



My Journey

The “Friday Calls”

- April 2020 – establishment of Virginia COVID-19 LTC Task Force
- May 1, 2020 – establishment of AMDA State Task Force Collaboration:

Goal: “To help foster a collaborative effort within AMDA to quickly share best practices in PA/LTC (including ALF, SNF, LTC) with key stakeholders focusing on public policy, advocacy, strategic planning, and communication around COVID-19 in PA/LTC.”

- Public policy/advocacy: SWOT analysis, where can “we” amplify our voice, “missing pieces”, is this the opportunity to highlight the long-standing disparities in NH compared to other sectors of healthcare? If not now, when is the right time?
- Strategic planning: PPE, testing, staffing, what is the key message?
- Communication: Strategies? Success stories? COVID status disclosure? Etc.

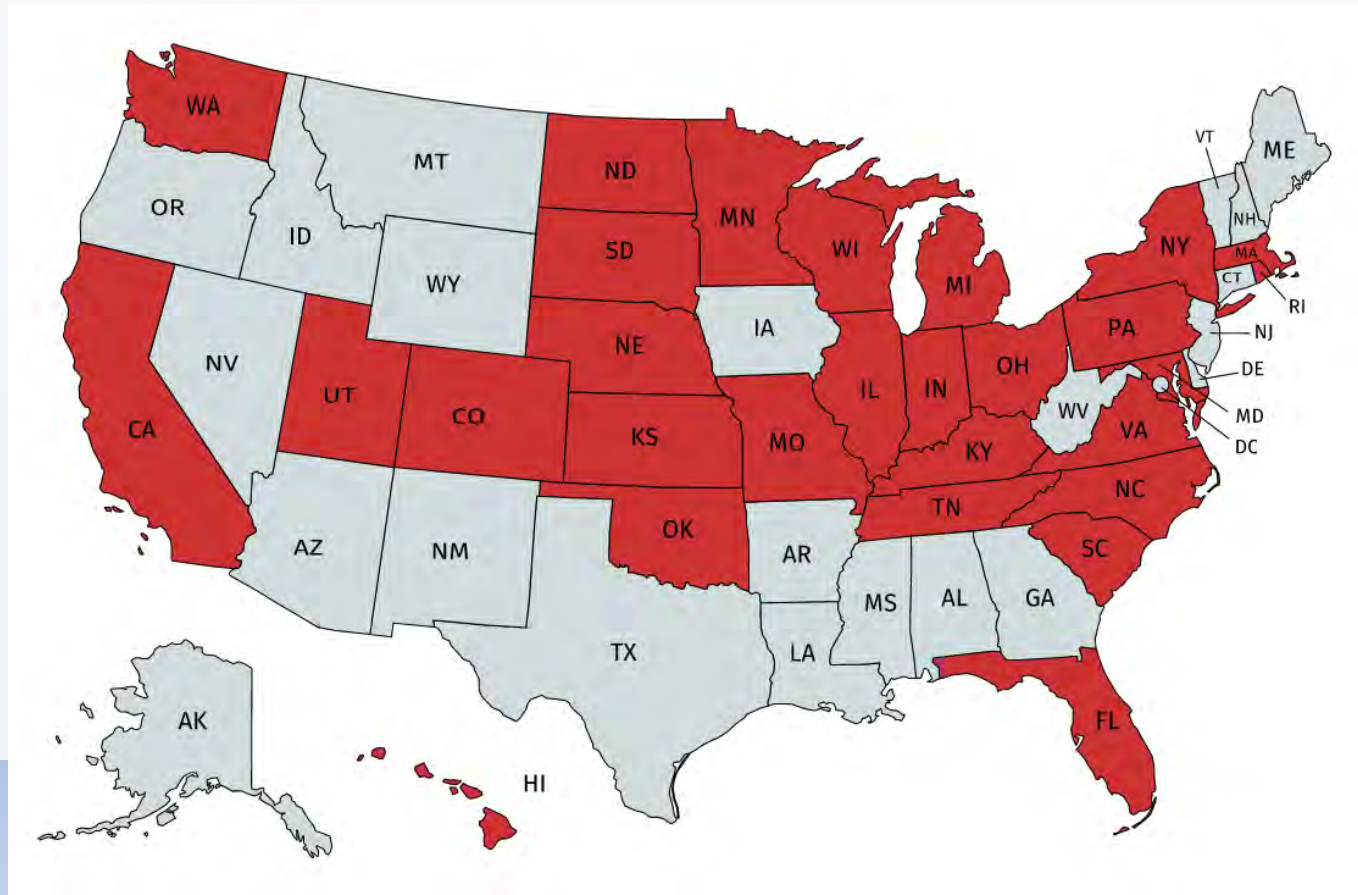
My Journey, continued

The “Friday Calls”

- May – June 2020: Public Policy Playbook
- June – August 2020: Visitation Guidance, Phased Reopening
- August – November 2020: Testing, Antigen Use
- November 2020 – January 2021: Vaccine Education
- January 2021 – now: mAb, Vaccine Strategies, Strike Teams

My Journey, continued

AMDA State Task Force Collaboration (58 members, 28 states, weekly calls May 2020 – now)



AMDA State Task Force Collaboration

Accomplishments

- Public Policy Playbook (statistics, talking points, interacting with media, writing op-eds, sample letters, samples cases, positive stories)
- Joint Statement on COVID-19 Priorities in PA/LTC
- Position Statement on Antigen Testing in Asymptomatic Post-Acute and Long-Term Care Healthcare Staff
- Statement on the Fair and Equitable Distribution of a Safe and Effective COVID-19 Vaccine to Post-Acute and Long-Term Care Staff and Residents
- State Resource Tracker
- Forum for Discussion of Active Issues (PPE, isolation/cohorting, testing options, vaccine, etc.)
- Professional Networking
- Fostering Local, Regional, State, and National Relationships Between Key Stakeholders

Public Policy Playbook

1. Descriptive Statistics for PA/LTC
2. Talking Points
3. Tips on Interacting with Media and Writing Op-Ed Pieces
4. Letter to State Agency or Governor Template
5. Tips on Working with State Government
6. Case Examples
7. Nursing Home Heroes, Positive Stories

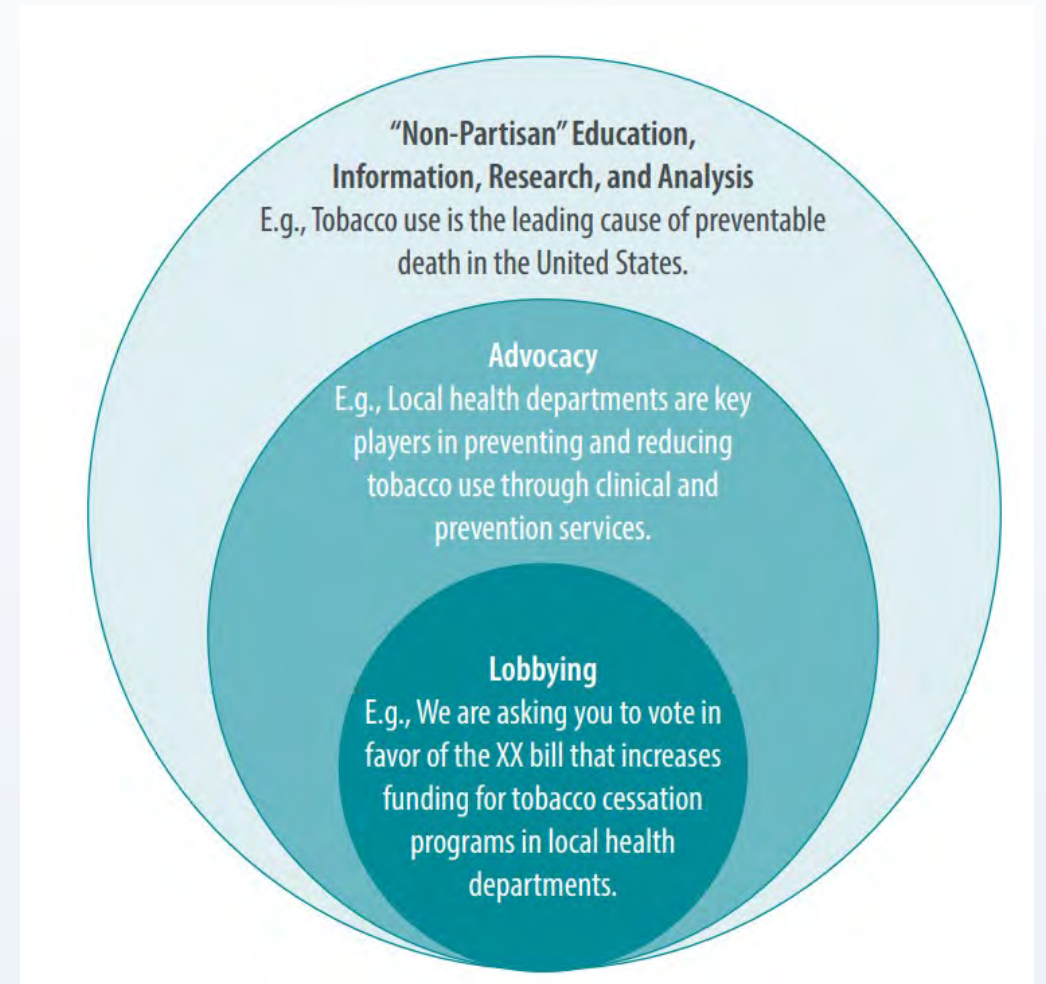
Best Practice for Public Policy / Advocacy

- Know the state (history of regulations, prior relationships with industry/associations)
- Don't make assumptions
- Ask open ended questions
- Refrain from negative comments
- Keep track of key contacts
- Ask to be on key committees / workgroups
- Always include resident and clinician perspectives

Advocacy vs. Lobbying

“Without advocacy, we wouldn’t have seatbelt laws, safe drinking water, and nutrition labeling.”

“All lobbying contains some form of advocacy but not all advocacy is lobbying”



Advocacy Terminology

Health Advocacy: “The processes by which the actions of individuals or groups attempt to bring about social and/or organizational change on behalf of a particular health goal, program, interest, or population.”¹

Lobbying: “Any attempt to influence specific legislation.”²

Grassroots Lobbying: “Any attempt to influence the public or segment of the public to take action on specific legislation.”²

Electioneering: “Any attempt to influence an election.”²

1) 2000 Joint Committee on Health Education and Promotion Terminology, 2002, p. 3

2) Vernick, J. S. (1999). Lobbying and advocacy for the public's health: What are the limits for nonprofit organizations? American Journal of Public Health, 89, 1425-1429.

Advocacy 101

Advocacy 101: Getting Started in Health Education Advocacy

Regina A. Galer-Unti, PhD, CHES
Marlene K. Tappe, PhD, CHES
Sue Lachenmayr, MPH, CHES

Perceived Barriers:

- lack of time, other priorities, frustration with the process, lack of money/other resources, policy makers' attitudes/values, lack of access to key individuals, can't be involved due to employment, confronting others with opposing viewpoints/large funds/influence, lack of support, takes too long to see a difference, and probably won't make a difference.

Advocacy 101

Fear of Employment-Related Repercussions

“An individual, acting as a private citizen, may engage in health advocacy, including lobbying, grassroots lobbying, and/or electioneering. It is your right as a citizen to vote and advocate based on your own political paradigms, however, some employers may be displeased if you publicly advocate for a position antithetical to the interests of the agency, organization, or business.”

What to do:

- Government employees: prohibited from engaging in advocacy efforts during work time or using government resources.
- Non-profit and individuals representing non-profit organizations: must be aware of state and federal rules related to direct lobbying, grassroots lobbying, and electioneering.

Advocacy 101

Importance of employee-employer relationship

- Emphasize your opinions are personal
- Do not use official title
- Be mindful that you are speaking as a citizen/constituent
- Use personal letterhead, personal email account, home computer
- Keep your employer informed of all your activities

Advocacy as member of professional association

- May jeopardize non-profit status of organization if views expressed as if those of the organization. See IRS and state rules regarding lobbying for non-profit
- Only mention your position in association when acting in an authorized role
- Keep the executive director and/or advocacy committee chair informed and supply copies of any material used for advocacy

TABLE 2
Advocacy Strategies: Good, Better, Best

<i>Strategy</i>	<i>Good</i>	<i>Better</i>	<i>Best</i>
Voting behavior	Register and vote	Encourage others to register and vote	Register others to vote
Electioneering	Contribute to the campaign of a candidate friendly to public health and health education	Campaign for a candidate friendly to public health and health education	Run for office or seek a political appointment
Direct lobbying	Contact a policy maker	Meet with your policy makers	Develop ongoing relationships with your policy makers and their staff
Integrate grassroots lobbying into direct lobbying activities	Start a petition drive to advocate a specific policy in your local community	Get on the agenda for a meeting of a policy-making body and provide testimony	Organize a community coalition to enact changes that influence health
Use the Internet	Use the Internet to access information related to health issues	Build a Web page that calls attention to a specific health issue, policy, or legislative proposal	Teach others to use the Internet for advocacy activities
Media advocacy: Newspaper letters to the editor and op-ed articles	Write a letter to the editor	Write an op-ed piece	Teach others to write letters and op-ed pieces for media advocacy
Media advocacy: Acting as a resource person	Respond to requests by members of the media for health-related information	Issue a news release	Develop and maintain ongoing relationships with the media personnel

Writing an Op Ed

- Why are you writing it?
 - Passion, education, audience, or change?
- Who would want to publish it?
 - Lots of places! (local newspaper, magazines, blogs, etc.)
- What can I write about?
 - Anything! BUT be timely, slightly controversial
- How to write?
 - Seek advice. Brief, focus on one topic, have firm opinion

Interacting with Media

- Single message; don't stray from message
- Be capable of “telling” your message in different ways
- Don't be afraid to be a little provocative but be CONSISTENT
- Key sound bites
- If on television:
 - Thank reporter/interviewer by name
 - Don't overthink things
 - Be yourself!

Advocacy Beyond COVID-19

Next Steps

- Form a coalition within PA/LTC
- Join an AMDA Committee
- Developing relationships with policymakers
- Help to write state and national bills
- Network locally, regionally, and nationally
- Expand outside the walls of the nursing home
- Phone a friend

AMDA Public Policy and Advocacy

The screenshot displays the AMDA website's navigation menu. The 'PUBLIC POLICY' link is circled in red. A dropdown menu is visible under this link, containing the following items:

- GRASSROOTS ADVOCACY
- POLICY SNAPSHOT
- RESOLUTIONS AND POSITION STATEMENTS

Below the navigation menu, there is a main banner area with a background image of healthcare professionals. A 'Clinical Alerts & Resources' section is highlighted, featuring a blue box with the following content:

Clinical Alerts & Resources
AMDA Update on COVID-19 (Novel Coronavirus)

- Telehealth
- Letter to CMS about the Red Hand Icon
- Marijuana in PALTIC
- Schizophrenia
- Flu Vaccination Resources
- More Alerts & Resources

Below this section, there is a call to action: 'CMS 10% CUT TO PALTIC SERVICES UNCONSCIONABLE' with a 'JOIN AMDA' button.

The lower portion of the page features several promotional tiles:

- PALTC21 MARCH 11-14 VIRTUAL ANNUAL CONFERENCE REGISTER NOW**
Virtual Conference | March 11-14
- COVID-19 (Novel Coronavirus) RESOURCES**
Guidance and resources on COVID-19
- JAMDA ON-THE-GO**
JOTG | February, 2021

At the bottom, there are three more tiles: 'OVER 20,000', 'UPCOMING EVENTS', and '2021'.

<https://paltc.org/policy>

AMDA Advocacy in Action

ADVOCACY



Join Society members in supporting important issues affecting post-acute and long-term care patients and professionals.

1

Write A Letter

Stop Medicare Cuts

Urge Congress to Stop Medicare Cuts for SNF/AL Visits

TAKE ACTION

Urge Congress to Make PALTC a Priority in Next COVID-19 Stimulus Package

Congress is working on another stimulus package to help during the pandemic. Please urge them to not lose

TAKE ACTION

2

Legislation Tracker

3


Find Your Elected Officials

AMDA Policy Snapshot

SOCIETY PUBLICATIONS

- [Caring for the Ages](#)
- [Clinical Alerts](#)
- [PALTC Policy Snapshot](#)
- [JAMDA](#)
- [Navigating PALTC](#)
- [Spotlight Blog](#)
- [Weekly Round-Up](#)

PUBLICATIONS

Members only publications are marked with a lock icon: 

Filter By

[Society Advocates to Extend Medicare Sequester Moratorium](#)

Policy Snapshot
February 19, 2021

The Society joined the American Medical Association and others in calling on Congress to pass legislation that would extend the congressionally enacted moratorium on Medicare sequester cuts through the duration of the public health emergency (PHE)...

[Biden Nominates New CMS Administrator](#)

Policy Snapshot
February 19, 2021

Last week, President Biden nominated Chiquita Brooks-LaSure as the new administrator. Brooks-LaSure served in the Obama administration as a senior CMS official and as managing director at Mannatt health. Currently, CMS is...

[CMS Issues More Guidance on Access to COVID-19 Antibody Tr](#)

Policy Snapshot
February 19, 2021

The U.S. Food and Drug Administration issued an Emergency Use Authorization for investigational monoclonal antibody therapy, bamlanivimab and etesevimab, for the treatment of mild-to-moderate COVID-19 in adults and...

SOCIETY ADVOCATES TO EXTEND MEDICARE SEQUESTER MORATORIUM

February 19, 2021

Policy Snapshot

The Society joined the American Medical Association and others in calling on Congress to pass legislation that would extend the congressionally enacted moratorium on Medicare sequester cuts through the duration of the public health emergency (PHE).

The groups urged Congress to pass H.R. 315, the "Medicare Sequester COVID Moratorium Act", a bipartisan bill that would continue the current Medicare sequester moratorium for the duration of the PHE. The COVID-19 package, along with the spending package bill passed at the end of the year, suspended the sequester until April. However, this legislation is needed to ensure a 2% cut does not take effect at any point this year. The Society has been advocating to ensure PALTC services do not take a cut given the devastating impact such a cut would have on millions of American seniors.

[Click here](#) to read the entire letter.

[Click here](#) to urge Congress to pass H.R. 315.

New AMDA Subcommittee

AMDA State Based Policy and Advocacy

Purpose:

To enhance ongoing national post-acute and long-term care (PALTC) public policy, advocacy, strategic planning, and communication goals on a state and local level by encouraging and facilitating state-based advocacy efforts among AMDA members, and by developing effective partnerships with key local and regional stakeholders.

To support AMDA Key Objectives as outlined in the Strategic Plan Framework:

1. Support and develop AMDA state chapters (Domain II)
2. Nurture existing and develop new organizational alliances to promote the unique nature of PALTC medicine (Domain II & III)
3. Advocate for regulatory and legislative initiatives that support optimal care delivery in PALTC (Domain IV)
4. Support and participate in key policy coalitions (Domain IV)
5. Raise visibility and improve understanding of federal PALTC policy among AMDA members and Chapters, as well as external stakeholders (Domain IV)





Thank You!

COVID-19 and Advocacy:

- Advocacy for the PALTC Clinician

Christian Bergman, MD, CMD
Assistant Professor, Division of Geriatric Medicine
Virginia Commonwealth University, Richmond, VA

A desk setup featuring a notebook with a pen, a calculator, and a smartphone. The scene is dimly lit, and the text 'Open Discussion' is overlaid in the center.

Open Discussion



THE FLORIDA SOCIETY
FOR POST-ACUTE AND
LONG-TERM
CARE MEDICINE

**400 Executive Center Drive, Suite 208
West Palm Beach, FL 33401**

www.fmda.org; www.bestcarepractices.org



This meeting has been recorded and will be available at www.fmda.org/journalclub.php