# Get to the Core of It: Best Practices in CIL Core Services—Systems Advocacy

# Presented by Stephanie Woodward on August 19, 2015

# >> TIM FUCHS: Good afternoon, everybody. This is Tim Fuchs with the national council on Independent Living. I want to welcome all of you to our newest CIL-NET tell confres webinar in the get to the core of it series, best practices in CIL core services, systems advocacy. Today's presentation is being brought to you by IL NET training and assistance project and as many of you know, IL NET is operated through a partnership among ILRU in Houston, Texas, NCIL here in Washington D.C., and APRIL in north little rock, Arkansas, with support provided by ACL at the U.S. Department of Health and Human Services. So I really appreciate you all taking time out of your day to join us. I've got just a few housekeeping announcements, and then I will turn it over to our presenter so we can get started. We are recording today's call as we always do so we can archive on the ILRU Web site. We will also break during the presentation so you can ask questions. You can ask questions in a variety of ways on the call today and I'll remind you of that each time we take a question break. If you're on the phone only today, or if you prefer to ask your question out loud, you can press \*# on your telephone keypad. That will put you in the queue. We will take the questions in the order they come in. If you are on the CART captioning, the full-screen CART captioning, you can type your question in the chat. I'm logged in there as Tim and you can ask your question at any time and I'll address it and voice it for you during the Q&A breaks. If you are on the webinar today, the Adobe Connect platform, as many of you are, in fact, most of you, you can ask your question in the chat. So you type your question in the text box underneath the list of attendees and hit Enter. You can do that any time during the presentation today and we'll address them during Q&A. If you have a technical issue like you can't see slides or can't hear, we'll respond to you in the chat with some tips. If you are on the content question about today's presentation we'll voice it during the break. I also want to make sure all of you have the PowerPoint presentation in front of you. If you are on the webinar, of course, that will change automatically. Stephanie will be clicking through those slides with you as you go through the presentation. If you're only on the phone, or only on -- only following the full-screen CART captioning, you'll want to have a copy of that PowerPoint handy. You can use the PBF or plain text versions emailed to you in the confirmation or maybe you have a printed copy. But definitely you'll want to have that handy. It will make today's presentation a lot easier to follow along. If you don't have that PowerPoint for any reason you can email me at Tim@NCIL.org. I'll get you a copyright away. I have my email ohm. Just let me know. That was sent to you all as an attachment in a couple of formats in the confirmation email that had the connection instructions. The last thing I want to mention today is our evaluation form. We take your feedback really seriously and use it to make sure our programs are working for you, that you like them and we're always doing our best to support you. And so I really hope that each of you will fill out an evaluation after today's call. You can do that in a couple ways. One of our final slides today actually has a live link. You can just click on it and it will take you to the evaluation form at the end of the call. I'll remind you when we get there. Or the link was also sent to you in that same confirmation email. So it's online. It only takes a minute to complete. It's very short. But it's really important to us. So I hope you'll do that. Also ILRU will be selecting someone, one of you, presumably, from those of you that fill out the evaluations today to win a $25 Amazon gift card. So it's a pretty good incentive for something that may take a couple minutes at most. So please do share your thoughts at the end of the call. Okay. So that's the end of my housekeeping. Like I said, I'll remind you about the process for questions each time we take a break but for now I want to start the presentation and I'm excited to introduce our presenter for today. With us, of course, is Stephanie Woodward. Stephanie is the director of advocacy at the Center for Disability Rights, AKA, CDR, in Rochester, New York. In addition to her position there, Stephanie is also a disability leader, a strong voice for disability rights on social media and around country. She is an ADAPTer, and just a very cool person. We have had a lot of fun working with her to develop this presentation, and I think it's pretty cool -- actually the last person, and this is totally coincidental, that did this presentation with us was Chris Hildebrandt which was Stephanie's predecessor at CDR. Such a strong program up. Stephanie, we're so thrilled to have you with us. I will turn it over to you. I will go to Slide 3 and let you take it from here. >> STEPHANIE WOODWARD: Thank you so much, Tim, now that you've built me up, I hope I don't let any of you down. I'm going to try to remember to announce when I'm moving on from slides for anyone not watching the webinar and doing the PowerPoint on your own. So we're on Slide 3 right now which is a quick introduction. What I hope to achieve in this. If I don't achieve these things, please call me out during the questions and answers. We want to talk about what systems advocacy is, how we do it, why we do it, and how after this webinar you are going to do it using the tools that we're going to go over. Moving on to Slide 4, our learning objectives are pretty extensive, but I think we can get it done in an hour or so. So, first, explaining systems advocacy as a core service, because it is a core service for CILs, but not only as a core service, but how that core service can really build your community and change the lives of the people you work with. Describing the prongs of the Pitchfork approach, which is what ADAPT uses for systems advocacy and how it's really been working for about 30 years. So we find it effective and we'd like to keep it going. Describing how social media can be used as a great advocacy tool. It's a great way to get people involved, especially in the disability community where some people are trapped away. So to get people involved and keep them in the loop, social media is a great way to go. Our fourth objective is to keep advocates energized and committed and involved. Because if you wear out your advocates, you can't do this alone. So it's important to keep all of your volunteer advocates wanting to keep up with you. The fifth objective is to talk about strategies for measuring success, which can be really difficult in advocacy, especially when we have so much to do that the moment we win something we move on to the next thing without really taking the time to recognize the successes that we've had. Then the sixth one is to talk about where you all want to begin and what strategies you plan to use. So Slide 5, a little about me just so that you don't think that I'm coming at you with theory and not any actual real experience, I had no idea what the disability rights movement was until I went to college. I went to Ireland in my wheelchair and everyone in Ireland was saying, how can you live in Ireland? You're in a wheelchair. They didn't really understand the question -- I really didn't understand the question because the whole point of my wheelchair is to get out of the house. So I came back to the United States and I started working for the Center for Disability Rights as an intern was I wanted to know what people with disabilities were doing and I guess I did something right because they hired me on as transportation advocate. Soon after that, mostly because I was very upset with our fixed route system for passing people in wheelchairs and picking them up and our paratransit service for cutting services to people who needed them. After that I worked with Senator Harkin as disability counsel to talk about different things that affect people with disabilities. Amtrak was a big thing and so was the Affordable Care Act. There is a lot of disability issues involved in both of those. Then I went to law school, because after working for CDR and Senator Harkin I realized the ADA means absolutely nothing without enforcement. Then I went to Miami for a year and litigated and decided being a lawyer was not nearly as fun as being an advocate and there was a great difference between the two. So I came back to CDR and started directing advocacy. In my time I've met with a lot of mayors and senators and governors and then I've taken over their offices. Whenever it was necessary. One of the things we're most proud of here is that we would do some direct actions against our county government when our county would discriminate against people with disabilities. As a result of that, the county retaliated against us and cut millions from our funding through our consumer-directed program, and so we camped outside of the county's office for more than a week, really proud of that action that we did. It was great for community building. Also great if you like camping on sidewalks. We advised businesses on how to be accessible and comply with the ADA. And then the businesses who refused to work with us, we've led direct actions against those businesses, including a protest outside a -- an Eat In which I will explain, where we took over the restaurant from the inside, and also with some street theater by serving people with disabilities outside. When that didn't work we've even sued businesses. I've written some disability rights legislation and gotten arrested for the same disability rights legislation. So I say this because I think that there's this myth that you're either a policy person or you're a radical, and those are the only ways to be an advocate, and I think you can always be a balance of both. I mean, I have been at the White House for meetings and then I've gotten arrested right outside. And we've done a lot of work that has led to news stories, both locally, statewide and nationally and that's really important. No matter how much advocacy you do, if people don't know it's happening it isn't worth that much. Because you can make something accessible, but if people who need it, access, don't know, then it hasn't really changed many lives. So moving on to Slide 7, systems advocacy is really the root of all CILs because the CILs come from the Independent Living movement and disability rights movement where people were fighting to live in the community and fighting for disability rights. So systems advocacy is really not just a core service but a core of what we're all about, honestly, and it's all about creating positive change in the community. It's a ton of fun to do, and you get paid to make the world a better place, and I can't think of anything better to get paid for, and when I say that the results are life changing, it's so true, because when you get someone out of the facility, that is life changing. When you change a law that helps people get on a waiver to live in the community, that really can change a life. And it really does work hand in hand with individual services because the people we serve are our advocates and they also identify the issues systematically that we need to work on. So moving on to Slide 8, why systems advocacy? Because there's a whole bunch of problems, and because you don't get your rights by saying "please" and handing out flowers. So this slide lists a bunch of issues that we've seen and are still issues to us today. Accessible, affordable, integrated housing. You can't get out of a nursing facility if you don't have somewhere to live. And a all of these issues are things that prevent us from living happy, independent and integrated lives. So that's why system advocacy exists, because there's all these problems that we need to fix. So Slide 9, why systems advocacy again. Because of all these problems we have basically two choices: Accept discrimination or do something about it. And as advocates I think we've all chosen to do something about it. So we have decided not to accept inaccessibility and discrimination. We've decided not to conform to the non-disabled majority. We've decided that we want to mobilize our community to remove these barriers and make a better community for everybody. So Slide 10, honestly, if you're not here to make the world a better place, then what are you doing here? I don't mean that in your job. I mean that in the world. We should all just leave the world in a better place than when we found it, and that's what we've been doing for the past 30 years in the disability rights movement. Every generation of people with disabilities is benefiting from the work that the generation before them did, and I want to think that we all want to keep that going. Also because a lot of our people have been oppressed and they don't know their rights or they may know that they have rights but they don't know how to use them. I see this a lot with people saying, "Well, the bus passed me because I'm in my wheelchair, but the next bus was nice enough to come along and stop," as if it was a nicety, but our rights are not something that we should just take whenever someone thinks that it's okay to give them to us. Our rights are our rights. We aren't second-class citizens that are going to take scraps from whoever is going to be kind enough to give them to us. Our rights are for us and we need to enforce them and to fight for them, and while we're doing that, we can teach them, empower the people who are our people and tell them about our advocacy efforts, get them included in our advocacy efforts so they can learn about their own rights, fight for their own rights and feel really empowered. Last but not least, so many of our people are still trapped in institutions. It's hard to fight for your freedom when you're stuck in an institution and you can't even get to your wheelchair because the people won't give it to you. So we're the lucky ones and we have to fight for the freedom that our people don't have yet. Slide 11, I think it's really important that we do systems advocacy because we're the experts on what we need and what we want. The phrase "nothing about us without us" isn't just something fun to say. It really means something. We are the people that know disability issues, and we know the solutions. Nobody knows our issues or how to fix them better than we do. And if we don't speak, other people will speak for us, and our priorities won't be at the forefront. You'll see parents and doctors and unions and teachers and architects putting their own priorities first, and sometimes it's just for them, but sometimes it's not even malicious. They don't even know what our priorities are. They assume what we want. They don't know what we want. So it's not for them to speak for us. I don't want anyone I don't know speaking for me. So I don't think we want anyone who doesn't know our struggles to speak for us. Slide 12, so what happens, though, when other people speak for us? I've seen this happen. We've had group homes say group homes need more funding. You don't hear anyone saying people with disabilities should have the right to live in affordable, accessible, integrated housing in the community. You hear that people will be less burdened getting rid of person-centered paperwork. You don't hear that person-centered planning is important to ensure that a person with a disability is living the life they want to live how they want to live it. We will hear doctors say people want a cure. I don't want a cure. Why would that we spend millions trying to make one person walk when those same millions can build a lot of ramps in our communities. Our priorities are different from doctors, from the medical community, and quality of life. There's a lot of doctors, and other people in the world, that think that the quality of life for people with disabilities is lower. There's been studies that show doctors who treat quadriplegics and paraplegics rate their quality of life on a scale of 1 to 10 a 1 to 3 where those same people rate their quality of life a 7 to a 10. So that has extreme outcomes if a doctor is speaking for you and they think that your life isn't even worth living. So that's why we need to do our own advocacy and speak for us. Moving on to Slide 13, advocacy isn't just for radicals. It's not for loud people. And it's not for just those other people over there. It really is for everyone, and when I say "everyone," I don't just mean you as advocates and I don't just mean your people, your consumers. I mean everyone. I mean everyone else in your CIL. I mean your director of finance. I mean the guy who cleans your bathroom. Everyone is involved in add kaw kaw see. Here at the center for disability rights, everyone, when we have a local protest, it is not just my team and some community members. It is literally our director of finance holding a sign saying "free our people." And that's what we have to remember. It's everybody. It's other CIL employees. It's your mom. And I mean that. Your mom can be an advocate. My sister has become a ridiculous advocate since I got into disability rights. She used to know nothing, and now she'll go out shopping and say, "Don't shop at goodwill. They pay people with disabilities less than minute wum wage." Systems advocacy really does rely on direct services. Direct services identify the barriers and systems advocacy helps to remove those barriers. An example of that is in direct services if you're having a hard time getting people out of a facility and into a community, because there's not enough attendant services, then we've identified a barrier. There's not enough attendants in the workforce. And why? Because of the low pay no one is attracted to these jobs. A lot less people want to work lifting human beings when they could make the same amount of money lifting a cheeseburger. It's really true. So systems advocacy then comes in to try to remove that barrier. Working for higher wages, talking to the federal government and states about increasing wages, things like that. So, that was just a quick intro on what systems advocacy is and how we should do it. Now I think now is the time to talk and tell me if I'm going the right way for you guys. >> TIM FUCHS: We're going to take our first Q&A break, and if you're on the phone and you want to ask a question you can press \*#. If you're on the webinar, or the CART, you can type your question in the chat. I posted the CART link a minute ago. Apparently that was my computer. Hopefully you are seeing the captioning all along. But there is, again -- again there is both the captioning pod right there inAdobe. There is also the full-screen captioning at CCproduction.com. Let's take questions. We'll give a few moments for those questions to roll in. Don't be shy. We have a lot of time for Q&A today. Again, that's \*# if you're on the phone or you can type your question in the chat. We'll give about 30 seconds for questions to come in. If there aren't questions, that's fine, too. We're still early in the presentation and we'll have plenty of time for questions later. We'll give about 10 more seconds just to see before we move on. Okay. So I don't see any questions. That's fine. Like I said, we'll have plenty of Q&A breaks later on. So we can -- I'm going to click ahead to Slide 15, Stephanie, and turn it back over to you. >> STEPHANIE WOODWARD: Thanks, Tim. So now we're getting into the real meat of it, and I hope that this is new to some of you, the ADAPT Pitchfork for systems advocacy. There's five prongs to our Pitchfork, because if you have a Pitchfork, you can move a few things, if you have one prong or three prongs but you move a lot more when there's five prongs and that's the same with advocacy. The bigger the prongs, the more you have, the more you can get done. In no particular order are the prongs are media, legal, legislative, administrative and direct action. It's really effective when multiple prongs are used. Now, you can use one of them. You can use just a few of them. Or you can use all of them. And you can use them in a particular order or you can use them all at once. Sometimes we like to start with one prong and then move on to two at a time. So we might start with administrative and then move on to direct action and media at the same time. And it really is -- just depends on the strategy that you want to use when working with the Pitchfork. So we're going to start with talking about media, not because it's better, but because it's the first one that I had listed. So media is when you -- when you use media to educate the public about public policy, about different discrimination, and you use it to influence policy and explain how policies affect the lives of people with disabilities. Because when the general public becomes passionate about our issues, elected officials and businesses have less of a chance of resisting our demands. So the way that we've used it that we've found have been very effective are boo by using media to call out a business. If we have a media that refuses to become accessible after we pointed out to them they are inaccessible and in violation of the ADA, if we call one of our -- if we call one of our reporter friends and have them go to the front door of that business and say, "Hey, why do you refuse to stop discriminating against people with disabilities?" It's hard for that business to give an answer other than to finally become accessible. We've also used it to send out press releases when both good things and bad things happen. Because when it gets to the press, it gets in your home. When the reporter is telling you about it, you learn about our issues, you learn when things negatively affect our community, and you learn about the positive things as well. And it's really important for society to just really always hear about disability issues, to never let it go off of the forefront, because we've been forgotten long enough, and it's time that we are always in your mindset somehow. So I'm going to give you a few more examples on Slide 17. So one way we use the media this year was -- we live in Rochester where we get a ton of snow, and by law, the city is required to plow the snow from the sidewalks in the City of Rochester. The city was refusing to clear the sidewalks, and this resulted in a whole bunch of people with mobility disabilities not being able to leave their homes because they couldn't get to the sidewalk to get to the bus. Paratransit couldn't even bring down the lift because there wasn't a clear enough place to put a lift. People couldn't get to work. They couldn't get to school. They couldn't even get to the grocery store. So the news came over and we talked not only about how this was an issue. We talked about the law. And then we took them outside where we were rolling on our sidewalk in front of our CIL and showed that because we clear our sidewalk we had no problem. But the moment we got to the property line where the city was supposed to be plowing, we couldn't get through the snow. Me and my manual wheelchair couldn't get through. My friends in their power chairs couldn't get through. And it was on the TV that night, and then that reporter went to our Mayor and said, how come you won't meet with the Center for Disability Rights? They've tried to reach out to you. And on our public television she said, "Tell them to call me, I'll meet with them." The next day we had a meeting to talk about the issue and radio stations were talking about it. They were talking about were we too demanding that we expected the sidewalks to be cleared? Or should the city really be doing this? It was really great to hear public opinion saying, no, this is ridiculous, the city should be taking care of this, not just for people with disabilities but for other people who want to get down the sidewalk. So it was really great, and other ways we've used it was to -- when we had our ADA events, so we had probably about 15 events to celebrate the 25th anniversary of the ADA, we used TV, radio and print news to cover our ADA events to get more people there. Because we want to educate our community about what we do, how we can help, and also about the ADA. We don't want anyone to be surprised 25 years later that you're not supposed to discriminate against people with disabilities, and that there are consequences if you do that. We've also found it to be really effective to send out a press release before we have a direct action because this allows the media to have time to get there sooner, and that puts a lot of heat on the opposition when they're in the public eye. So an example of this is we were going to have a direct action against a local goodwill store because Goodwill pays people with disabilities let's than minimum wage. We put out a press release about two to three hours before we got there, but we embargoed it, which means we sent it to the media but let them know they -- with the word "embargo" means you're not allowed to tell anyone this is happening about that so that allowed the TV stations to have the time to plan to come and see us and plan really thoughtful questions on what we were doing, and this worked a lot better than when we send a press release once we get to our target, because then the media doesn't really have time to get there, time to prepare. So it made a huge difference, and on the news that night you saw advocates talking really well and intelligently about why subminimum wage is not okay and then you saw the CEO talking about why people with disabilities like being paid less than minimum wage. And I think that that one TV segment really did sway the public opinion, and we heard from a lot of people in the community that we hadn't heard from before, that they had no idea this practice was happening and that they wanted to help put a stop to it. And then it's also worked for us, when we wanted a meeting with our Governor. So we've been having some issues with our attendants getting low wages, and you may know about the Department of Labor rule that was supposed to go into effect that would have required overtime for attendants but no states were prepared to pay overtime, which would have resulted in the capping of attendant hours, which would have just been bad for everybody. So we wanted our Governor to pay attention to this issue, and he wasn't returning our phone calls. We found out the night before he was going to be in town at a local union hall to support one of our representatives who was up for reelection. So in a matter of 12 hours we got about 30 people together to show up to the union hall before the Governor got there with signs, with chanting, and we got the media there, and so before the Governor even got into town he agreed to a meeting with us because he didn't want to be on TV trying to support a candidate while people with disabilities were chanting that he was a bad person for not paying attention to disability rights issues. So that was a really big win for us, and that's how we used the media to really win that one and the next week we met with the Governor and came up with a resolution. The next slide is 18, talking about legal. Legal is using antidiscrimination laws to change discriminatory practices. I don't just mean the ADA. It's a great law but we have the Fair Housing Act, air carriers act for people who drive, IDEA, local state law, you probably have some sort of human rights law in your state that covers people with disabilities. The best ways we've used the legal prong is by sending businesses letters to inform them they are violating the ADA. We don't just send a letter saying we're going to sue you. We say the ADA exists, here's what it requires, here is how you're violating it, here's how you can fix it. Call us with within the next 10 days to tell us how you're going to fix it or if you need help we're happy to help you. This has led to a lot of businesses fixing ADA violations and allowing access within a matter of weeks as opposed to lawsuits that can last years. We also use Department of Justice complaints and our New York state human rights complaints to fix issues when a business refuses to comply or when there's been employment discrimination or other sorts of discrimination that we don't feel a letter will really resolve. And we've also ended up suing businesses when they refused to comply with us after -- well, not comply with us -- comply with the ADA after we've tried to work with them to educate them about the ADA and help them become more accessible. In Slide 19 I like to give you a few more examples. We have written a lot of letters to local businesses that have resulted in ramps being built, door bells being put in. So it's not the most ideal situation, but what we've encountered is some places have too many steps in the front, and they're too small of a mom and pop store for it to be considered a reasonable accommodation for them to put in a ramp at this moment. Not saying if they don't make more money it wouldn't be reasonable but at this point there is no way we would win a lawsuit under the ADA that it's reasonable. What we've done is to say it's not acceptable for you not to allow people in. So if you vk have a back entrance, while we don't like to use a segregated entrance, let's use that back entrance and make that your accessible entrance, and it was a safety concern to have that back entrance open at all times, and let's put a doorbell in rather than have -- what they would do is put their phone number and say call if you want to. But cell phones die. Not everyone has a cell phone. That wasn't going to work. So we've had businesses put indoor bells and that doorbell has to be answered within 30 seconds so people with disabilities aren't left waiting outside. We've had steps removed. We've had a lot of great things happen with local businesses just by sending a letter and asking them to change to comply with the law. We've also had these letters result in businesses who simply refused to comply with the ADA who say, "No, I don't have to do that," but we're not going to take "No I don't have to comply with the law" as an answer, "No, I don't have to let you people in." That's not going to work for us. So we've had sun successful lawsuits and it's great evidence to show that you try to work with that business, you tried in a friendly manner, and they refused, and now you have this letter as evidence that you can bring to the court case, and it's really strong, and it really does help win a case. And we also had some serious problems with our transportation company. So what we did a few years ago is we had about 10 people track all of the discriminatory experiences they had with our local transportation company, from buses passing them because they had service dogs to our paratransit company showing up and leaving within two minutes, not giving the person to get out of their house, and after about a month we had about 10 people with logs upon logs of complaints. So we sent that into the Department of Transportation, and that led to a thorough investigation of our transportation company, because it wasn't just one complaint at a time. We sent in 10 people with multiple complaints. And it really did make a difference. Moving on to Slide 20, I want to talk about legislative. So what is legislative? It's influencing your elected officials and their staff to effect public policy through phone calls and visits and emails and social media, and it's really important to recognize that there is a difference between legislative advocacy and lobbying. They are not the same thing. Lobbying involves stating or influencing others to have an opinion on a specific piece of legislation. Whereas, legislative advocacy doesn't have to do that. In fact, if you want -- if you want your elected official to have affordable, accessible, integrated housing in your area, you can just say that. That's not lobbying. That's not pushing a specific bill. That's you saying we have people in our community who don't have a place to live because there is no affordable, accessible, integrated place to live. And some people try to avoid talking to their elected officials because they think it's lobbying, and that's genuinely the worst thing you could do because your elected official cannot do anything about an issue our community is facing if they don't know about it. They can't work for affordable, accessible, integrated housing if they don't know that's a problem. They can't work for a less discriminatory transportation system if they don't know it's a problem. They're certainly not going to go out of their with a to try to create a waiver system or implement any sort of system that helps people live in the community as opposed to an institution if they don't know about the system and institutionalization of people with disabilities. So some best practices we use at -- is call-in days to encourage legislators to support disability rights. That's a really good one, especially if you have people in your community who in institutions in who can't get out to go to direct meetings. But it's also great for people who have difficulties traveling because of their disabilities or just people who are too shy right now to get out there. This is a great way for them to get involved and start doing some advocacy. And also doing some visits with the legislators' constituents to tell personal stories. So we'll just find who we want to talk to. So we'll find the senator that we want to talk to. We'll find our people who actually live in that person's district, and then bring them so that they can tell their own representative what the issue is, because it makes a difference coming from just some random advocate versus someone who lives in your district. So Slide 21, some more examples. What we've done is we've used social media such as Twitter and Facebook to encourage Senator shoomer to introduce legislation that would enforce the rights of people with disabilities to live in the community. We felt that Senator Schumer was on board to do this but kind of needed a push in the right direction. So we had a social media day, instead of a calling-in day, we had had every Tweet and Facebook Senator Schumer to say, hey, I don't want to live in an institution. I want to live in the community. Help. We've also brought our -- brought constituents to the legislators offices to talk about why affordable, accessible integrated housing is needed. And then we encourage advocates to email their legislators. So what we had here was a problem where the New York state legislature kept extending the use of lever voting machines year after year after year, and these lever voting machines were inaccessible to people who had visual disabilities, they were inaccessible to people who had any sort of mobility disabilities where they couldn't reach or anyone who wasn't able to pull on the lever. It just wasn't a pretty thing. So we had our people email their legislators just to describe how lever voting machines prevent them from participating in the voting process. And as a result of that, we have not seen any proposals to bring back lever voting machines this year. We're really excited about that because we want our people to be able to vote. Slide 22, we're going over the administrative prong now. Administrative is influencing state agencies and businesses and organizations and administrations through a variety of methods, and the administrative prong is, by far, the hardest one to really grasp because it's vague, it can really go in a lot of ways. So I'm going to tell you a few ways that we've used administrative to try to give you a better picture. So when the Department of Justice is going to propose a law on something that will affect people with disabilities, we make sure that we always submit comments on those proposed laws and how it will affect us. We've done this with things like when they were adding regulations that would require pool lifts in all public places like hotels and things like that. And we really did make sure that we had strong public comments to say, yes, we support this because our people want to go swimming. Well, the hotel industry was submitting comments saying, "We've never seen in a person in a wheelchair in our pool so we don't really need them," which makes absolutely no sense. So that was a really important one for us to continue to submit comments. When we have our state developing plans to implement the community first choice option and how that will help people get into the community, we submit comments to say, hey, the community first choice option, thank you so much for selecting it. We think that it should be implemented in this way. So that way we know it's not just providers trying to make a buck off of our people. We know that we are really trying to represent our people to make sure that they get to live in the most integrated setting. We also testify at hearings on changes to public policy that are going to affect people with disabilities, because testifying in front of a council is a huge deal, and it can be really empowering not only for your advocates but it can be really empowering for the people listening, for the council, who had no idea that these disability issues even existed and that they can make a difference. And then we also make it a priority for us to develop strong leaders who have disabilities and help them get appointed to other boards and other agencies so we can have an inside man. I don't mean like we have a mole that we can tell what to do. We have someone that has strong disability rights knowledge and disability prietd who is now part of an organization that has nothing to do with disability rights but will now have that perspective. So, for example, having someone with that strong background be on the board of an LGBT organization, then you know that any event that organization puts on will now be accessible so that LGBT people with disabilities will be able to come to these events now, and that will make a huge difference. So some examples. Recently we had our transit company -- our transit company still hates us and is considering cutting a lot of routes which will then cut people with disabilities off from their paratransit. Because as we all know, paratransit goes within three quarters of a mile of a route. So if you cut a route, then you cut all of those people with disabilities who use paratransit to get somewhere. So it's not just about that one route or that one bus stop. It's about all of the people who use the paratransit around that. So we've testified with our transportation company to save those routes so that people using paratransit are still able to get around in the community. We've also submitted written comints and even testified in front of our New York state building codes board. The New York state building codes were to be updated and in those updates they were decreasing requirements for accessibility. Now, they were still in compliance with the ADA, but old New York codes were -- went beyond compliance of the ADA, required more accessibility. And we were not about to see that go away to just the minimum requirements of the ADA. So we submitted a lot of written comments to really discuss how this will impact people with disabilities, and we brought people with disabilities to talk to that council, and as a great result, we have seen that the building codes council has included all of the old accessibility requirements in the new building codes. And we also train people with disabilities here at the center for disability rights. We have a leadership academy, which is really a one-of-a-kind academy where we have classes that are volunteer classes that people with disabilities come in from the community and learn how to be advocates, they learn how to talk to the media, they learn how to talk to their legislators, they learn how to run their own direct action. They learn what their rights are and how to enforce them. And then we help our leaders get positions in other places in the community so that they can take these skills and help other community organizations, help other businesses understand the law and help them to create change throughout our community. Because, honestly, otherwise it's just me and my team doing all this work, and I like to go home at night. So if I can train someone else to be a great advocate and put them on a board, I would rather them do that so I can go home and eat some ice cream tonight so I don't have to be on the board of every organization to make sure that they're doing something that will be compliant with the ADA and provide access. Our last Pitchfork prong is direct action. I know this is probably getting long so I'm trying to get through them so that we can get to questions. So, direct action is always nonviolent. That's really important for us. And it isn't just a good good protest. Although myself am a huge fan of a good protest. It's sometimes street theater. It can be a march. It can be a rally. It can be a lot of things. But it's really something demonstrative to bring about systems change. So some of our best practices are having street theater outside of an inaccessible restaurant. What that means is if we find that a restaurant is inaccessible and refuses to become accessible after we've tried to contact them and help them change, what we'll do is we will set up a table and chairs, maybe a mice tablecloth, some candles on that table, and have people with disabilities outside and have an able-bodied person go inside, grab food and then eat it outside so that now all their customers going in their front door are seeing people with disabilities having to eat outside, and that is embarrassing for that business. And it has caused a lot of businesses to come out and not only be embarrassed, but really see what we're trying to do here. All we want to do is eat at your restaurant and you won't let us in? Also holding signs and chanting outside a Chris Crim nah Torry entity. Is some business won't provide captioning when a deaf person wants to watch a movie, or if the local department of health refuses to implement new systems that will keep people out of institutions, then maybe chanting outside is the right solution for that one. It really just depends on what you decided your strategy is. Even having a rally outside a government office that is violating or refusing to enforce disability rights. So Slide 25 goes over some examples. We had a rally recently outside the Department of Justice because we have submitted complaints to the Department of Justice regarding Olmstead violations in different states and the Department of Justice has refused to look into them. So as a result of our rally outside of the Department of Justice tanned taking over basically the entire street outside the department, they have now started to investigate these complaints. We've also -- I use Goodwill as an example a lot because it was my first arrest. So we've had people hold signs and chant and pass out flyers outside a Goodwill store. Basically what happened was Goodwill was opening their new store, and they were having a ribbon cutting ceremony, and we felt that during their celebration, ribbon cutting ceremony, would be the best time to educate the public about their practices of paying people with disabilities as little as 22 cents and hour. We held up signs that said things like 1950 called, they want their wages back. We passed out flyers educating people about subminimum wage, sheltered workshops, and how Goodwill is a part of that. And it not only was really effective in getting people to stop shopping there, it kind of ruined the ribbon cutting ceremony, darn, and we blocked the entrances so no one could get in anyway, and the media showed up and it was all over the news that night. So anyone that didn't learn from our flyers we passed out, learned that night on the 5:00, 6:00 and 11:00 news. We also did some direct advocacy against our Governor. Our Governor as I mentioned earlier, we had issues with wages for attendants. So we took over the Governor's rotunda in December and we wanted to do something fun for our advocates. So we sang the "12 days of Christmas" buzz a new version that was -- but a new version that was on the first day of Christmas the Governor stole from me, my pride and my dignity. And we kept going through that on all the different things that would be taken from us. And when the Governor finally decided to give us $5 million in bridge funding until the next budget came around to create a permanent solution, we decided to change the song to more celebratory and had "the first day of Christmas the Governor gave to me my pride and my dignity." So it was fun for our people and it was effective. So each fork can be used alone or it can be used together. And I find it to be really good to play good cop/bad cop with. An example I have with that is our policy analyst in Albany, he is a nice, straight-laced guy, and he is always on our side, but when he goes to legislative offices to talk about the need to change some systems for people with disabilities and they aren't agreeing with him, he'll say something like, listen, I know it's hard for you guys to do this and I know that it takes time but my boss is really radical and I can't stop her from coming here with 50 people with disabilities and taking over your office and embarrassing you. And I really like you guys, and I just don't want to see that happen. If there anything else we can do? Just that thought of us coming and just Adam playing good cop while I'm bad cop has really made some great changes for us and saved me a bunch of time and bunch of money so I don't have to rent a bus to get people down to Albany. I know I've been talking a lot about how we've used the Pitchfork for targeted advocacy, but it's just as good for building the community as well. When we have used media to talk about events that we're doing in the community that are free that people can come learn or get services or when we use the legal Pitchfork to educate people about the law and help them become compliant, it really has built some great relationships. So how would we put the Pitchfork into action? You need to know what your issue, and when I say you have to know what your issue is, I really mean hone in on what is your issue. Is your issue that attendants aren't in the workforce so people can't get out of institutions? Or is your issue the attendant wages aren't high enough to attract attendants to join the workforce to get people into the community? And then you have to know what your goals are. Do you want to just increase wages or do you want to ensure that attendants receive at least $14. an hour? Set realistic goals and tangible goals. Then you have to know what your strategies are. Your strategies are different from your goals. Your goal is your outcome, what do you want to see. Your strategy are your steps to get there. Do you want a meeting with the Governor? Do you want to get on television? Do you want to start BLOGing about it, things like that. And you need to know when you've won. Because if you don't know when you've won you will probably never stop advocatedding or stop too soon. Set some benchmarks to so you know when you've won. You should have an exit strategy, too, whether you've won the issue or find you can't win the issue right now, you have to have an exit strategy ready. And you have to celebrate your victories. Your advocates, especially volunteer advocates, are going to want to keep coming back when they've won, especially when you celebrate when you've won. So really know your issue. I'm on Slide 28. Know your issue and define it as clearly as possible. It's really important that people in the community have to care about your issue. So you might have an issue that you recognize, but is -- policy based is a little bit more complicated to understand and your people might just care about the fact they can't get in the corner store because it has a step. Start with where your people are. Because if you can get your people tee mobilize to get that step off of the corner store, then once they've won that, then they will be willing to move on to your issue, and that's really important. You have to do what any care about first. And then they might realize that they care about the issue you're trying to bring to them but they didn't realize it before. And know how your -- how the outcome is going to positively impact your people when you win. And make sure that they know how it's going to impact them, because it's easier to fight for something that you know you understand, if that makes sense. If you don't understand how it affects you, then you're not going to want to fight for it. So when you're building a strategy, these are some tips from Shel Trapp who I think is an incredible organizer and did great organizing with ADAPT back in the day. You have to know if your people are going to accept your strategy. If it's way too radical and your people are not that radical yet, they won't accept it. And then we'll go to -- they'll go on to something they will accept after we do something a little lighter. We're going to dramatize things as well. So you really just want to have something that's going to throw your opposition off balance but your people understand and make sure it's always fun for them as well. So you don't want to do something boring because your advocates aren't going to come back. I'm just going to run through this. You want to identify your issue. Test it by talking to people. Seeing if it's an issue that they have seen and that they believe in. Find leaders that had can help you so you're not the only one. And then talk about it with your people, hold meetings so everyone understands what you're going through. When you win your issue, keep that momentum going by moving on to the next issue. Tips to remember is that anyone can be a leader. Really do create your leaders by giving them a lot of praise and constructive feedback. Compliment sandwiches are a great way to create leaders. Here's what you could have done better. I know you'll do this better next time. But, by the way, you really are great. And then really just use their strengths, and everybody has a strength. So even if their strength is they just won't stop talking, then send them to go talk to the security guard outside the building you're trying to get in. That's a straight strength to use. And when you have a choice to fight for something you want versus fighting against something you don't want, always choose to fight for what you want. And that's a hard one, but a quick example is that we really wanted a piece of legislation that would be positive for you on community, and we knew that Senator Schumer would introduce it but he needed a push in that direction. Then we had another legislator who wanted to introduce something harmful to our community. So we could either in that time frame fight against that harmful legislation or fight for the legislation that would help us. So we made the choice to fight for what we wanted. Because we didn't want to give attention to something we didn't want. It was the right choice in the end and it helped us move forward. So that was a lot. And I am hoe hoping -- I'm seeing some questions come up in the chat and I'm hoping there's more questions. >> TIM FUCHS: Great. Thanks, Stephanie. So we're here at our next Q&A session and I will start with these questions that have rolled in, but before I do that, let me just remind everyone, if you're on the phone and have a question it's \*#. And if you're on the chat on the webinar or on the CART screen, you can just type your question in the chat box and I'll voice them as they come in. First question comes from Lupita who is wondering if you have staff who are solely dedicated to systems advocacy and if so, how do you fund them? >> >> STEPHANIE WOODWARD: I do. I'm lucky to have staff dedicated to systems advocate. I have one assistant director of advocacy and a deaf advocate. We fund some of them through grants. We also have -- we're a fiscal intermediary for a consumer-directed program and we also do some other programs that do bring in money. Sewed what I like to say is while every other program is bringing money into our CIL, I'm the only department that is not held accountable for bringing any money in. I'm only accountable for spending a lot of money and making change in the community, and I really like that. >> TIM FUCHS: Okay. Great. Thaws. The folks at Independence First are wondering if you can give an example of an exit strategy. . >> STEPHANIE WOODWARD: One example -- trying to think of a good one. If you know you can't win your issue today, you don't want to go home without that win because your people don't want to go home as losers. Like nobody will be invigorated to come back knowing they didn't win that issue. So what we can do -- an example we had is we were trying to get a Senator to really change his position on a piece -- on some legislation that would help people in the community. He wasn't changing his position. We got three people arrested that day, and that was really just -- arrested usually helpful because it gets media attention. We didn't get enough media attention that day and it was really just making capital police angrier at us. So what we did instead of getting more arrests to try to push the issue, we knew we weren't going to get that Senator to change that day, so what we did was we got a different senator who was pushing legislation we really liked. We saw him, and his staff was looking all over for him, because we were saying, can we get him to come talk to our people. We need someone to come and say our people made a difference. We couldn't find that senator. Suddenly we saw him walk into the bathroom. I sent someone in to interrupt him while he was peaking to say this is what we're doing, our people are working hard to get people out of institutions. Can you come and talk to us tell them they're making a difference. And that's what we did, had him come out and say you guys made a difference, you sent a strong message, you got other people involved. We found a way to make sure that our people know that they're still making a difference and still going home with a win. >> TIM FUCHS: Okay. Great. Great. Good example. All right. Chris is wondering how you handle a tricky situation where your support base is identifying a solution or advocating for a solution that isn't technically correct, and then he said, like the solution they've come up violates a law or some sort of judicially affirmed policy. How would you handle that? >> So we have had that. We've had people who misinterpreted the law and written letters and used us as like their backing to say you can't do this. Or you need to do this instead. It's just completely wrong. So what we do is we usually go to our advocates say and say it is absolutely incredible that you found that this doesn't work for people with disabilities. Unfortunately the law hasn't caught up with you. The law actually says something different. So we can't change the law. But me and you, we can change something. Maybe we can change the law. Is that the route you want to take? Because we can't make this business do this since the law doesn't say that business has to. Do you want to work with me to try to change the law or should we work together to try to find a different solution to make this business more accessible? Because, for example, if the business has five steps and they don't have -- it's a mom and pop and it's not reasonable for them to build a ramp, the ADA says they don't have to build a ramp. So do you want to work with me to try to change the ADA or change state law to say no matter what your income is as a business, you have to build a ramp, or do you want to work with me to try to find another way to make this business more accessible for people with disabilities. >> TIM FUCHS: All right. Thanks. I want to make sure we save enough time for the rest of the presentation. So we have one person waiting on the phone. We're going to go ahead and take that question and then we'll go ahead, but we do have other Q breaks coming up. Caller, we're going to open up your line and you can go ahead. >> CALLER: This is Doris Ray from Virginia, and at the Independence Center of Northern Virginia, and I was just wondering, maybe you will address this in your presentation, so if so, you can just say "I'm going to address it," but I'm wondering, one, you know, I like your mentioning that individual advocacy issues become and are systems issues often. How do you in the context of the Center for Independent Living connect and are able to report in, say, an Independent Living Plan, which I've heard you do, or in Center goals in terms of the system stuff, what you're actually doing and make it countable so that you are paid under -- at least for part of it under -- as a CIL systems advocacy service and individual advocacy service, and if you don't do that, how do you go about it? And then funding-wise, will you address how -- what kinds of funds you need to -- what kinds of expenses you have for doing this kind of advocacy program that we should be looking to budget if we go after grants. >> STEPHANIE WOODWARD: I'm going to try to go after both of these. So what we do to identify the issues and make goals that still count as a systems advocacy service, we have a policy in our building, everyone is really open, any program that identifies any issue, if they see a red flag, they come to me, even if it's only one person that's identified it, so that we can look to see if other people are having this issue that we should work on. So if our Consumer-Directed program is having one person say there's an issue with a technicality that their attendant isn't allowed to sleep on their couch, there has to be a separate bedroom, we look into that law and say, wait a minute, is anyone else having this issue? Because if your attendant is sleeping there overnight, is it technically that they have to have a separate bedroom? We start to look into the technicalities of the issue but also start asking our consumers them. So if only one person identified it but we see it could be something that would affect many other people, we have our programs to reach out and say, hey, has anyone else experienced this issue and then we make it into our goal plans to change change that law is if that really is the law or change that system if it's not the law but whoever is running that system is running it that way. Then as for expenses and our grants, a lot of it, it really depends on what kind of advocacy want to do. So what we do when we apply for grants, we identify the exact kind of advocacy we want to do. Because it's really easy to sort any disability issue at any advocate but it's hard to track that for funding. So what we've done, when we had identified voting as an issue, we identified that we needed more people with disabilities involved in the political process. So then we identified grants that were specifically about getting underrepresented communities into the voting process. We then applied for a grant and thought, okay, well, we're in Rochester but we're going to need to have this person move around. So things we included in that grant were travel and hoe telling so that this person could go a-- hotel so this person could go across the state and talk to people across the stated with disabilities about getting involved with that. We included things like mileage to make sure she could travel in her car or get an airplane ticket. We also included something simple like postage. A lot of people with disabilities don't have the Internet. So we wouldn't be able to sign up by email. So we want to get information to them about the political process. So we included like if we have 5,000 people and we want to send four that you dates a year, how -- update a year, how much is that going to cost us in printing, postage and envelopes. So even the most trivial things we try to count so we know we can cover it through the grant. >> TIM FUCHS: We are going to two more Q&A breaks. >> STEPHANIE WOODWARD: Social media is a great tool. It's a great way to get people involved who didn't even know disability rights exist. I'm not going to talk about every platform because there's way too many for me to even understand. I am talk about the ones that we really have found effective and useful. So these are just a few on slide 33. Moving to 34, I find Facebook incredibly effective for spreading messages and getting public support and you can even measure that public support by the amount of followers you have, by the amount of Likes a post gets or even by the amount of Shares a post gets. And social media really works best when you use images, particularly in Facebook. So a Facebook, you can write an update on your Facebook account, but if you write that update with an image, it is more likely to be viewed, it is more likely to be shared, and when that image is shared, the message you wrote goes along with it. So it's really useful. So when using ace book, it doesn't even matter what image you use. If you're talking about progress you had with transportation, use a picture of a cartoon bus. It doesn't matter. It doesn't matter if you have a picture of the event that day or a picture that just represents it. That picture is going to help that message spread further. We also find that it's really great for connecting with media professionals. I am friends with far too many newscasters on my Facebook, but as a result they call me for stories a lot. Just last week I post add story about how our systems advocate saved a bus stop. One of our bus stops outside of our recreation center for people with disabilities was being cut. She garnered a bunch of people together and went to testify about how this is going to damage a lot of people. And that was -- that bus stop was saved. I put -- she wrote a BLOG about it. I put it on my Facebook. Less than five minutes later I have a reporter texting me saying, hey, are other bus stops getting cut? Is this going to affect people with disabilities? I really want to do a story on this. It was just that quick and simple. I just put on it Facebook and now the media is reaching out to me. It's also really good for getting community members really excited and involved. If you have something online on Facebook that is just an event and they see that other people with disabilities are going, then they're going to go. Or if they didn't go but see the pictures of how much fun it was, they're going to go to your next event. So it's really good for getting people who might not even know the disability community exists. They now have learned about it and now they want to be part of it. Slide 35, I will get 'into Twitter. Twitter is great for targeting people and their affill tease. Lets me give you a perfect example. If you are targeting, say, Kanye west made a remark that a person in a wheelchair should get up and clap for him. A lot of people were upset about that. Rather than just Tweeting @kanye west, why would you do that, you're jerk. You could do@kanye west and at whoever sponsors Kanye. Maybe it's Nike, maybe it's gate urd aid. You say @kanyewest and @gaid you are aid, do you know how rude it is to make somebody in a wheelchair to stand up. I can't believe you support such a person. Now you have brought attention to your target but also the people who support your target. They're hearing it from their own supporters because their supporters don't want that kind of heat. They didn't do anything wrong. But they support somebody who did something wrong. It's great for catching the media. If you want the media to cover a story, you do at whoever your local media is. Did you know there are know accessible taxies in our city. People with disabilities can get around. Or did you know this restaurant kicked out someone with their service animal. Now you have the media involved. Hash tags are incredible. Always have an event hashtag. So ADA25 was a year-long thing and it's still going. It helps people connect those events. Soar if you have a specific issue. When we were trying to push for legislateddation would that get people out of institutions that we thought would fulfill the promise of the ADA, our hashtag was #CIA4ADA. You might be able to find an auto boot, an automatic Twitter account that will retweet things. In our area we have a Rochester Twitter account that any time it sees #rock it will automatically retreat. If we're have inning any sort of event or protest in Rochester, I will also hashtag #rock so people will learn about it fast. If you want the broader community in disability rights to know what you're doing, #disabilityrights, #PWD, #disability will get people's attention. We organize through social media, so we've done social media days. Instead of having a call-in day, we have people do social media on Twitter or Facebook to find a senator or find a business to -- that we really want to change the opinion of. We send out sample Tweets to our people so that they know how to get that issue down into 140 characters. Sometimes complicated issues, it's hard to get it down. So we help get it down so that they can either take that sample Tweet and use it or modify it to fit their personality. We also create means, which is a visual effect that can be funny or serious, but those visuals also help to tell the story. And it really helps people just understand who the target is and understand what the message is, but let's them have fun with it. And then when you Like that Tweet then it keeps them going and motivates them to keep going. We also found it's really great during direct actions because when you use social media to tell the media that, hey, we're protesting here, then the media learns about it. Or you can use social media to say, hey, I'm outside this restaurant that's inaccessible, here's their phone number. Call them. Now you have people who are your Facebook friends or Twitter followers across country calling this one restaurant while you're outside that restaurant, and so now they're getting pressure from inside and outside to become accessible. What have we accomplished through social media? There was a department store that was just rude to people with disabilities, wouldn't acknowledge them when they were in the stores and their dressing room was full of bins. So I just Tweeted one day, hey, business, you're violating the ADA, your people are rude. The next day I have the regional manager calling me saying how can we fix this? And after that, not only was their dressing room fully accessible, any time a person with a visible disability went in, their customer service was much better. They would approach the customers, hey, how are you, is there anything I can do for you. It's also helped airlines be more responsive when wheelchairs get broken. You Tweet those pictures to the airline. That's embarrassing. That's a lot faster than calling that customer service number and being online -- or on hold forever. So there are some other examples here but I wanted to just keep going. So if you have any questions, you can always call me, email me later, but I just want to make sure we get this all in. So these are the steps that we have about from our Facebook and our Twitter, and over 6,000 Facebook followers, over 11,000 Twitter followers. Those are really helpful for us to get the word out. But it's also helpful for all of these people to now contact us. They send complaints to us. So if they find something that is upsetting them about disability rights, that's how we can sometimes learn about issues in the community. YouTube is something we found really effective as well. So we've had YouTube videos about how to get people with disabilities out there and voting. We've had great videos with people with disabilities who are institutions reaching out to their representatives saying, hey, Senator Schumer there are no laws helping me get out. Olmstead has done nothing for me. Help me get out. If you think a Sarah Maclachlin video is effective with sad puppies in the background, I can tell you these videos make a difference. So use YouTube. It's a great tool. Cap wiz, other E-advocacy tools, online petitions, automatic emails. It's great, fast, easy and it's a great way to get the message out there quickly without people having to put in a lot of effort. I definitely encourage the use of those. But you have to remember social media isn't just about you getting your message out. It's a dialogue. Get people talking. If you don't see people talking, ask questions on your Facebook. "Hey, have you come across anything inaccessible in the community?" "Is there anything we should be paying attention to?" Make it a dialogue so your people feel engaged. So let's jump into questions. >> TIM FUCHS: You know the drill by now. \*# if you have a question on the phone or you can type your question in the chat. While we wait to see if there are other questions I'm going to start with Jennifer's question. Jennifer says: I'm new to my position as a systems advocate. I'm wondering how you begin your efforts at CDR, how you recruited leaders to assist you and how you sparked the momentum for consumers and staff. >> I have to say my obnoxious outgoing personality that has helped me. If I'm in the mall and see someone in a wheelchair I have never seen before, maybe I'm just a terrible person, but I will roll right up to them and say, hey, I have never seen you before a and I work in disability rights and work with people with disabilities. Here is my card. Call me. We do a lot of cool stuff. This they call me and start showing interest, I say, come to one of our events. Then I tox to them. I talk to them about my own arrest. That can be scary. I tell them how invigorating it is for me. Then I invite them to maybe come to an event where we're going to have political leaders. Come to a breakfast we're going to have. Get them slowly more involved. Then you might have someone who is more like, I might want to do a direct action, but I don't want to get arrested. Theneer so excited to get involved, and they are the first ones jumping in front of a cop who has hand coughs. Then they can't wait to do it again. When you give people the responsibility, when you give them a little bit and they do well, you praise the heck out of it, and then they want to do more. So we've gotten consumers and staff -- I'm -- I go up to them and say, hey, I really think you can do this, and they'll say, no, no, I can't. I will say, you're going to do it anyway because I think you can. When they've achieved that, they're really excited to do more. >> TIM FUCHS: Cool okay. Folks at Independence First are wondering how you make the decision on when to use the official agency ID or account on social media and when you use individual accounts. Do you encourage individuals to use their own accounts? How do you all handle that? >> STEPHANIE WOODWARD: Heck yes we encourage people to use their individual accounts. We encourage our consumers but also encourage our employees. If we are trying to effect change we say, hey, your senator is doing this. As an agency this is what we are working for. Since you work here we feel you probably work the same way. For the next hour if you want to get on your own Facebook, your own Twitter, go for it. We also have our own social media coordinator, general sep, he is great and when I see an issue I want CDR to officially represent, I send it to Jensen, I say get this on our Facebook, Twitter, our social media. I want more attention. Jensen does a great job and then he puts it on his own personal stuff as well. Then we watch the amount of people share it off our official account to their personal accounts. So it's really great to see the interaction of both. >> TIM FUCHS: Okay. Good. Good tip. Thanks for clarifying that. We're going to make sure that we get through the next part on measuring success, and then we will, of course, take a final Q&A break at the end. >> STEPHANIE WOODWARD: all right. So how are you going to keep your advocates involved? Get your consumers involved. Get them to buy into advocacy. As I said before, work on issues they care about first, and once you win those issues they're excited enough to keep coming back for more, and when you create that confidence in this em, win something small and once they know they've won that, they will be excited to keep moving on to bigger issues. Really use all of your people and all of their different skill sets. As I mentioned earlier, to always go home with that win, and we talked about that exit strategy earlier, to always go home with a win, and when you win big, give them the credit. It's not just to give them the credit to keep them coming back but give them the writ credit because they deserve it. You can do so much more advocacy and get more done when other people are doing it with it. Give them that credit. You always stand in the back and tell them they did this, they won, because in reality, they really did. Maybe you helped point them in that direction, but without them there is no way that it would have been won. So happy advocates always come back for more. So make sure that they're happy and they're praised. Why should you measure your success in some states require that. Your boards are going to want to know your success. We're responsible to our consumers and our community members. They want to know we're making a difference. Because you're not going to trust an organization that says they're there for you but doesn't show they're there for you. It's also really important for you as advocates. We're working in a world that we're trying to change constantly because it's working against us. We're working in a world tbul of ableism and discrimination. If we don't stop to count our wins sometimes it's really easy to get burnt out. So that's why it's important for us to stop and count our wins rather than just winning something and moving immediately on to the next issue, because that's just a recipe for burn jowtdout. How do you measure success? Establish attainable goals and quantifiable ones. Rather than saying I want to make the community more accessible, you might want to say, in this next year we want to make 10 businesses more accessible. Now you have a quantifiable goal that you can work towards. You also want to know your goals. It's easy if you have different agencies you're reporting to, how to keep track of them. So always have your goals, read them, print them out, and have steps to achieve them, because if you get lost because there's so many goals and you don't keep track of them, it's easy to forget them or work in the wrong direction. And revisited those goals frequently. So we have team meetings where we go over our goals and say, hey, what progress have you made on this? Even if it's not your own goal, if it's someone else's, you can help them with their proog. And it's always good to celebrate your victories as I talked earlier. And what we've done is we've created a win wall. So we just have a basic piece of poster board and marker and when we've won a issue, when we got that bus stop back, when we got $20 million for attendants' wages, we write those wins down because year after year now we can look at everything we've won in 2015, and we cannot only feel good about it in that moment, but when we feel burnt out we can go back to our win wall and see the differences that we've made. So create that win wall and look at it often so that you don't get burnt out and you can see the progress you've made. So that's really the end of it. I'd really like to talk about what you guys are going to do as a result of this training. >> TIM FUCHS: Okay. Thanks, Stephanie. Maybe people can respond to that question as we go through this. I'm going to start with a follow-up from the folks at Independence First. This is a good question. Going back to that question about social media and using agency accounts and individual accounts, when you connect with reporters on Facebook, would that be a situation where you would use CDR's account or Stephanie Woodward's account? ? >> STEPHANIE WOODWARD: We encourage reporters to follow us on Facebook but when we're having that personal interaction, I'm personally friends with reporters because reporters care about people. They don't -- you can't talk to an organization. You can talk to a person in that organization. And so I encourage my advocates to Friend reporters on Facebook and encourage them to be responsible and not talk about terrible things. But be friends with reporters because I want reporters to not only feel free to reach out to me but to reach out to all of my advocates. Really having those personal connections. Sometimes ielt have wine with reporters. If they say, do you want to come out for a drink, I will go out even if I'm ridiculously tired because if that's going to get them to talk about disability rights issues and want to do a story, then, yes, it's worth that glass of wine to me. >> TIM FUCHS: Good tip. Again, you can type your question in the chat or hit \*# if you're on the phone. We'll give a few seconds here to see if any questions come in before we wrap up. We've got a couple minutes left. So, please don't be shy. I'm also give instructions in case you have a question that comes up, whether it's later today or in a few weeks. So \*# on the phone or type your question in the chat. We have a question on the phone so let's go there before we wrap up. Caller, you can go ahead. Looks like they disconnected. Here is a question in the chat from Chris. Chris is wondering what support are you getting from your SILC on your advocacy efforts? >> STEPHANIE WOODWARD: Our SILC is good at supporting us with youth efforts. Our SILC gives some funds for our youth to go on trips and get involved in advocacy, but our SILC is also really great when we have larger statewide advocacy issues, our SILC is really good about getting the word out to other CILs about it and really good making connections and that's really important for us. In addition, funding is always a nice thing as well. >> TIM FUCHS: Good. Okay. Patrick's question, he's wondering: Do you find success working with local grass roots organizations that haven't done disability work before? Do they collaborate effectively with ILCs? Have you encountered any difficulties?. >> STEPHANIE WOODWARD: We actually like to work with grass roots groups. Difficulties we have are usually at the beginning when people have a hard time wrapping their leads around disability rights issues. So what we do rather than add our group to theirs, having a one-on-one conversation with one of the leaders in a grass roots group and having that quiet night of let's go get some appetizers and talk about this. I noticed you're working on black lives matter. Did you know that mean of color with disabilities are even more likely to experience abuse in the system? Or did you know that deaf people experience similar abuse because of the lack of communication. They're often facing a lot of physical violence that has even led to death just because of their disability. And you talk about your similarities. You talk about how you want to move in the same direction and how you can work together, because other groos roots organizations want to increase the people who support them just as much as we want their support. So we really try to work one-on-one first, rather than have -- sometimes I've seen the conversations where whose life is worth kind of things. Oh yeah? Ours is worth and we're Moore important because we get killed more or, no, we get killed. That's really not having a competition of whose life sucks more, isn't going to get anyone anywhere. So having those conversations of where do we intersect and how can we work together to support each other is really the first step, and then getting our people more involved. So you really want to start with one individual because you're not going to get group buy-in unless you've identified who that group listens to and get their buy-in first. >> TIM FUCHS: Great. Thanks, Stephanie. Well, it's a few minutes past. So I'm going to begin to wrap up here. First of all, I'm going to go to slide 47 here where Stephanie has been generous enough to share her contact information. I will share mine with you again as well. It's Tim@NCIL.org. So thank you Stephanie for sharing your email for folks that have follow-up questions. If you don't have the PowerPoint pannedy, of course, my email, my name again is Tim Fuchs, my email is all over NCIL's Web site. That's part of my job here is to help with these questions that come in. Like I said, whether it's later today or whether it's six months from now, reach out and let us know how we can help. So please do stay in touch as you think through and digest and discuss and implement some of the things that you've seen here today or that we've talked about today. Also, here on slide 48 is that direct link to the evaluation form that I mentioned. So do please fill that out. Like I said, for those of you that do these a lot, you know I'm telling the truth, it doesn't take long at all to fill out but we take your comments seriously and I hope you'll respond. Someone that responds will be lucky enough to get a $25 Amazon gift card. I think that's a great incentive. Finally, again, I know it's not easy to find time in your day to take an hour and a half or more to join these, and I really appreciate that you all have done that today. Don't forget, too, that we record and archive these webinars and it's not just audio or a transcript, it actually displays just like it did today for you, and that will be available on ILRU's Web site. Usually -- well, within 48 hours, usually much sooner. That way you can share it with whether it's co-workers, friends, board members. Whoever you like. Don't forget that's going to be available to you also. Then before we break, of course, Stephanie, I want to thank you for putting together this presentation. So thoughtful, so many useful examples. And we're always impressed by CDR's work and by your work. So thank you for sharing it with us today. >> STEPHANIE WOODWARD: Thanks for having me. >> TIM FUCHS: All right. Great. Well, thanks, everyone.