

Statewide Advocacy: Don’t Blow Out the Candles on the Older Americans Act

Emma Kidder, AgeOptions
Delaney Patrick, AgeGuide

USAging 2026

Purpose of the Presentation

- Share how Illinois AAAs coordinated a statewide OAA Day of Advocacy
- Demonstrate how communications and advocacy can strengthen legislative support
- Provide strategies for engaging policymakers and building relationships
- Equip participants with tools to elevate advocacy efforts in their own communities



Join us on slido

Has your organization ever facilitated an advocacy day with older adults?

Day of Advocacy Numbers

2,200

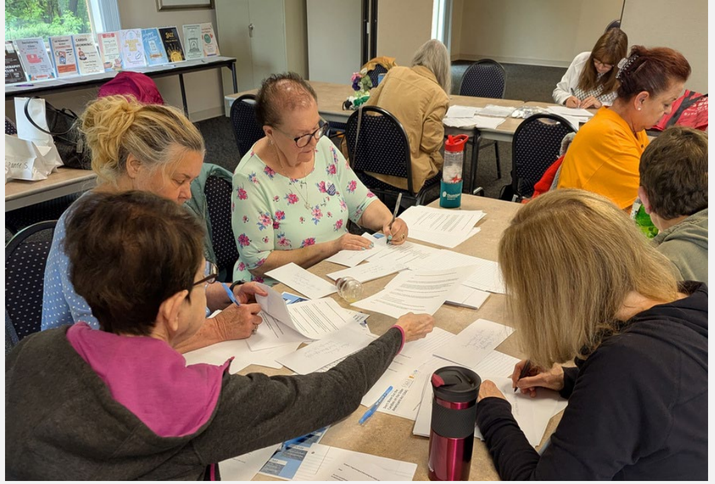
Attendees Across the State

44

Events Across the State

57

Legislators and Staffers











The Process

1. Create consistent statewide materials
2. Same message across the state
3. Contact Funded Partners about hosting events the day of
4. Each AAA invites their legislative contacts to attend an event

Marketing Tools

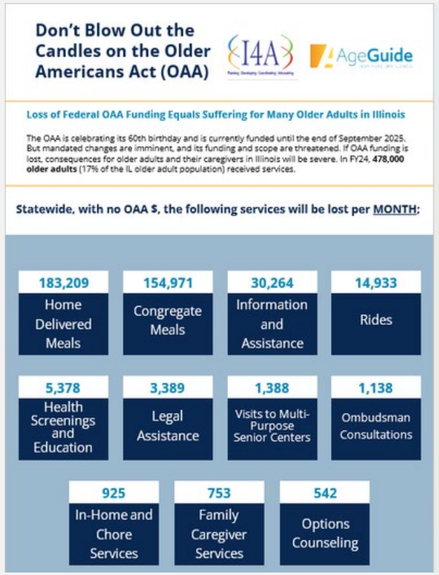
Postcards

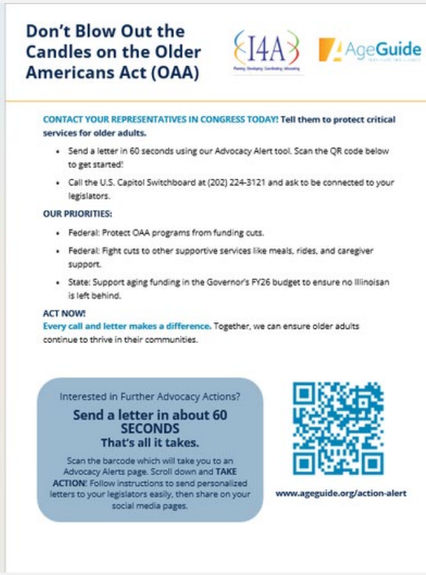


Buttons



Flyers





Join us on slido

Do you have relationships with your legislators and staffers?

Legislative Connections

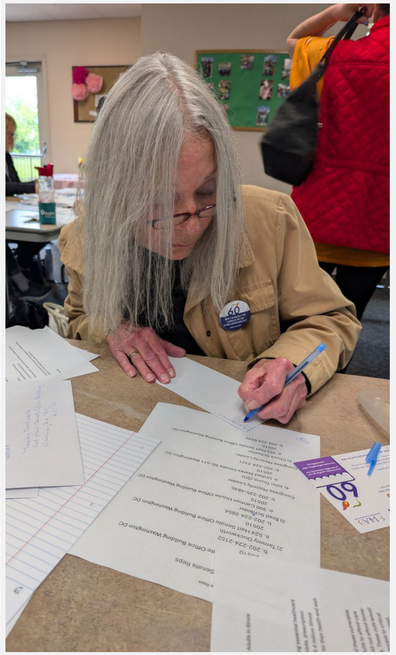
- Showcase how OAA funding translates into real services and outcomes for their district
- Be a year-round resource, not just when you need support
- Learn legislators’ priorities and connect your message to their interests
- Build relationships with legislative staff, they are key partners
- Turn one -time visits into ongoing partnerships and advocacy opportunities
- Follow up after meetings and advocacy events with resources and thanks

When legislators see OAA services firsthand, funding becomes a story of real impact in their community.









The Value of an Advocacy Day

- Mobilizes older adults to get their message across to legislators
- Increases public and legislative awareness of aging services and OAA programs
- Builds stronger connections between providers, policymakers, and community partners
- Helps secure ongoing investment in services that benefit entire communities (families, caregivers, and local economies)





Now It's Your Turn!

Take 5 minutes to create your own Day of Advocacy.

Thank You!

Emma Kidder, Advocacy and Public Policy Manager
emma.kidder@ageoptions.org

Delaney Patrick, Advocacy Specialist
dpatrick@ageguide .org

