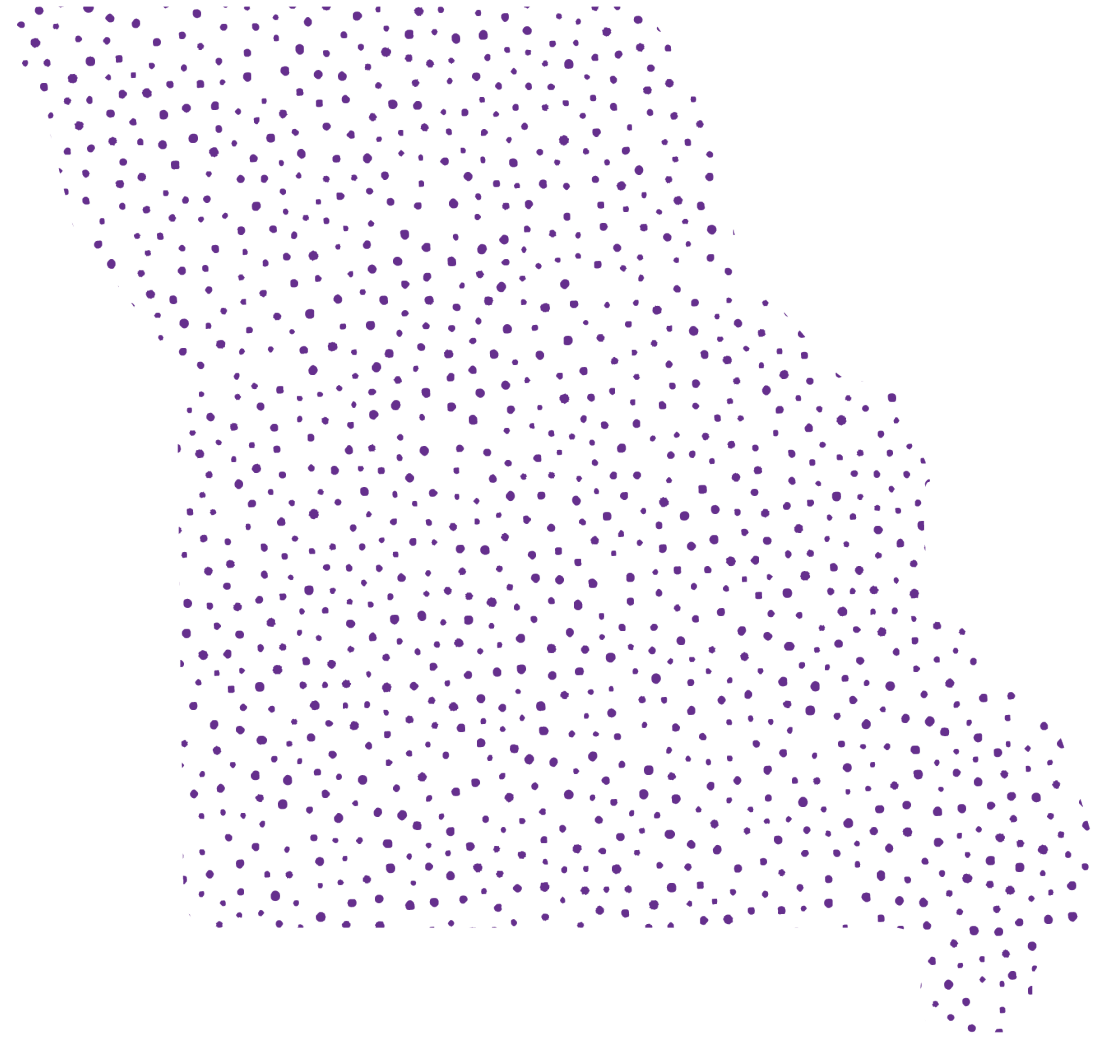


Uniting the Field and Your Role in Advocacy

Today's Objectives

- Understand the basics of a field and the concept of field building
- Connect with other advocates about issues that are impacting older adults across the state
- Discover how YOU can participate in advocacy

This Room as a Field



What is a “Field”?

- A field is a set of individuals and organizations working to address a common social issue or problem, often developing and using a common knowledge base.

Bridgespan Group, 2020

Five Characteristics of a Field

Actors

Knowledge Base

Resources

Infrastructure

Field-Level Agenda

Resources and Infrastructure

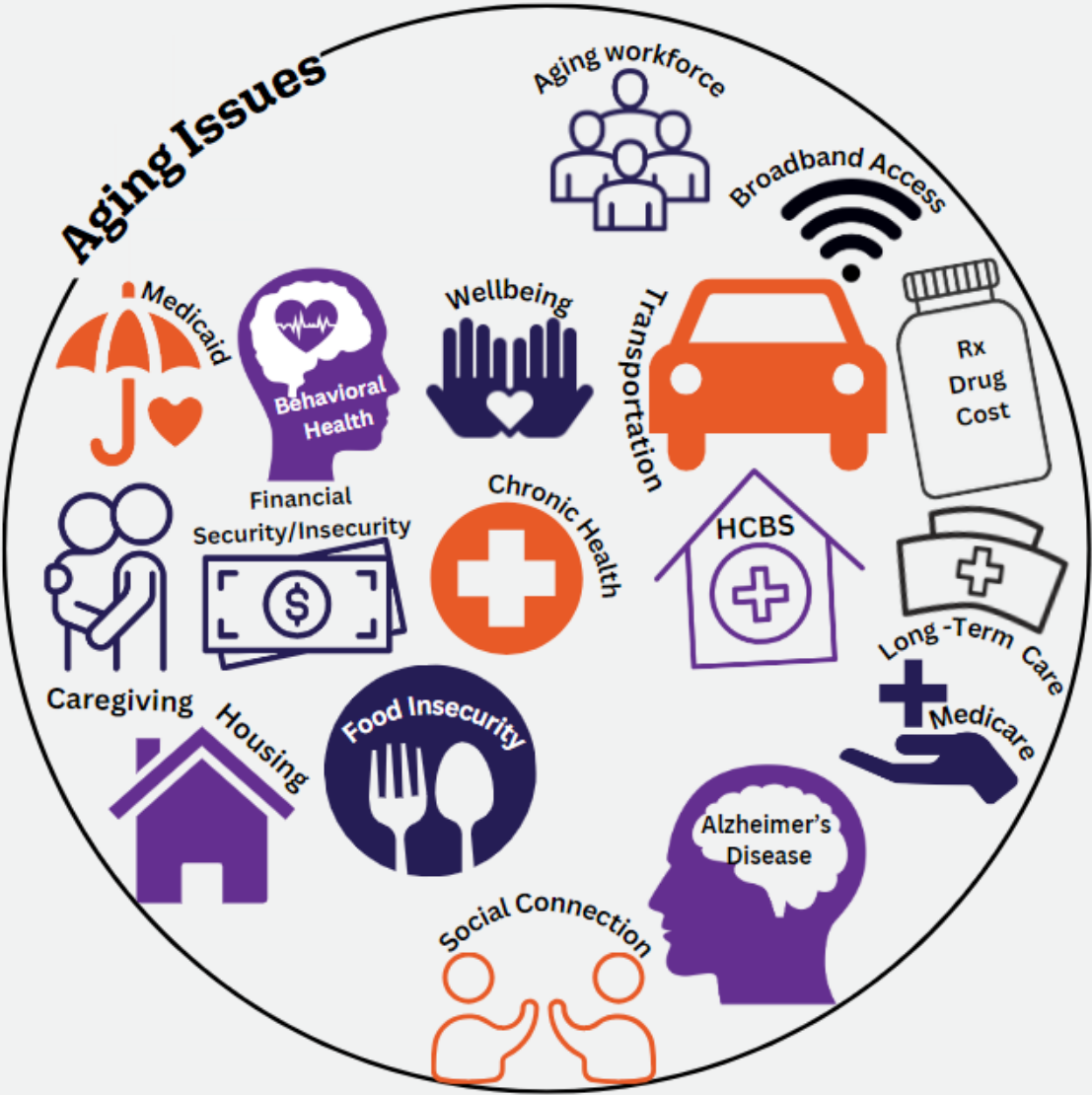


both financial forms
of capital as well as
nonfinancial support.

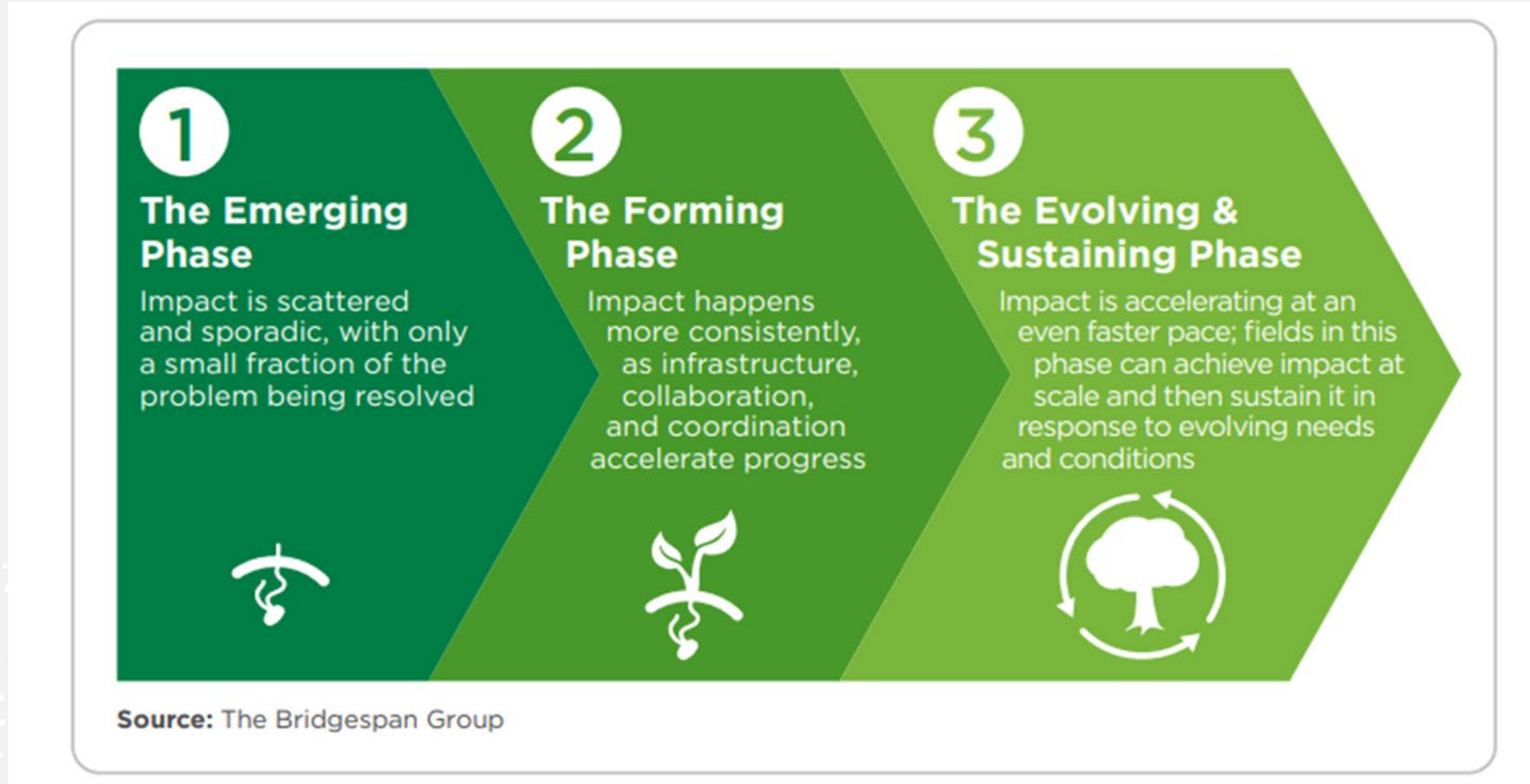


The “connective
tissue” of the field

Knowledge Base and Field Level Agenda



Phases of Field Building



Right now, where are we as a Field?

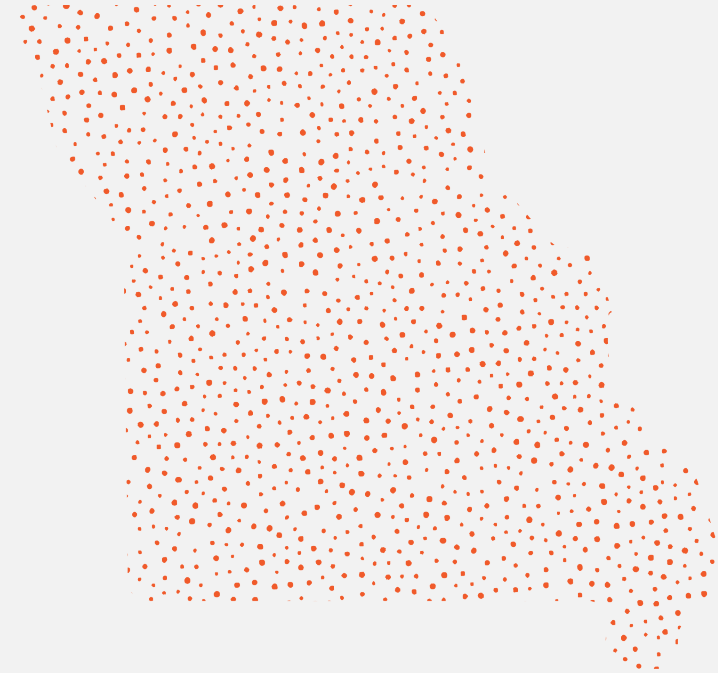
Emerging

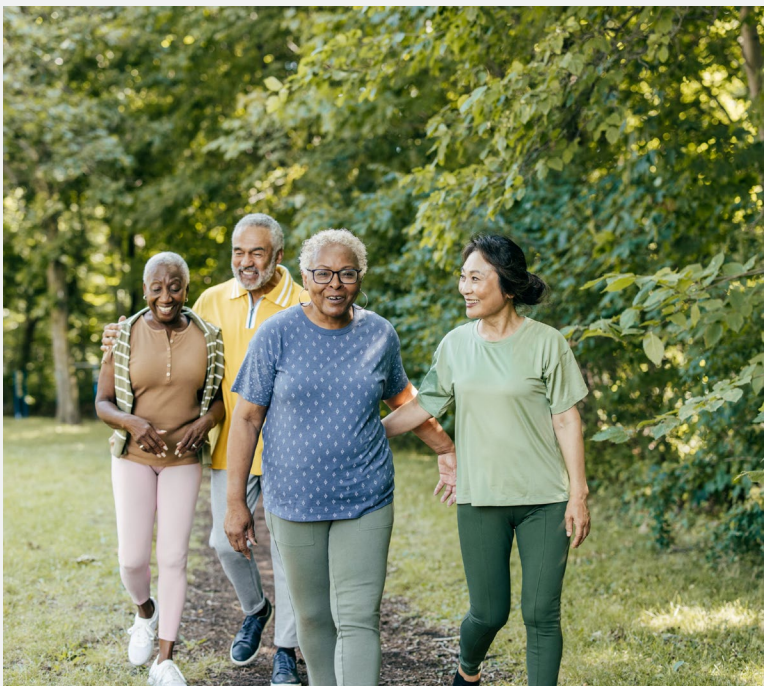


Forming



Evolving





Why Uniting Matters?

Where

MCOA

can serve our Field

Connecting organizations to build a field of advocacy for older adults in Missouri.

Bi-Weekly Advocacy Calls

Host statewide coalition of organizations to learn about legislative activities and opportunities for advocacy.

Bi-weekly during MO Legislative Session
(January-May)

Network Education/Training

Provide coalition training on a variety of trends and topics including a legislative preparation

Legislative Engagement and Education

Create awareness and educational campaigns to help inform MO Legislators on the statewide aging landscape.



Inaugural Policy Priorities 2025

Policy Priorities Process

- Meetings with Partners + listening and being in the community
- Research on states that are comparable to Missouri
- Over 500 partners invited to give feedback

**Address economic security and stability
as a leading factor in Missouri's aging
landscape**

**Expand Local Funding
for Essential Services
for Missouri's Older
Adults**

**Protect Older
Adults from
Financial Fraud**

**Increase Investments
in Resources for
Family Care
Providers**

Priority Policy: Economic Security and Stability

To invest in efforts that support older adults as we age in place throughout Missouri, we support efforts to enhance economic security and increase economic stability.

Economic Security

a person's ability to consistently pay for their essential needs, including shelter, food, clothing, and hygiene.

Source: Elder Economic Index

Economic Stability

ability to access resources to afford and sustain the necessities of life—like affordable housing, healthy foods, and adequate healthcare.

Source: Adapted from health.gov

Expand Local Funds for Essential Services for Missouri's Older Adults

Protect Older Adults from Financial Fraud and Harm

Increase Investments in Resources for Family Care Providers

Advocacy

- Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

Definition Courtesy of Alliance for Justice

5 Essentials Function of Advocacy

- Inform
- Leverage
- Voice
- Organize
- Assess

Missourians, Age Well

- One Question:
 - Missourians, how can we age well?

Missourians, Age Well

A word cloud of terms related to aging well in Missouri. The words are arranged in a roughly rectangular shape, with varying sizes and orientations. The most prominent words are 'transportation', 'support', 'access', and 'community needs'. Other visible words include 'affordable healthcare', 'quality food', 'Stay active', 'Preventative healthcare', 'Socialization', 'cost', 'mental health', 'affordable resources fund', 'services food eat healthy', 'make financial education able', 'live help medical quality', 'seniors available', 'age health place choice', 'increase social exercise', 'opportunities medications access healthcare active', 'service providers Marijuana Test individual homes long possible', 'medical care', 'stay home', 'affordable housing', 'plan healthy', 'isolation Provide', 'health care', 'information etc', 'care better', 'work living ways', 'programs older', 'keep healthcare', 'pay older adults', 'home stay', 'retire', 'easy access', 'food security', and 'work living ways'.

food security affordable healthcare quality food Stay active
easy access Socialization cost Preventative healthcare
pay retire older adults mental health affordable resources fund
home stay services food eat healthy
keep healthcare transportation support make financial
programs older education able
work living ways care better access live help medical quality
information etc seniors available
health care community needs age health place choice
isolation Provide increase social exercise opportunities medications access healthcare active
plan healthy affordable housing service providers Marijuana Test individual
stay home medical care homes long possible

Share YOUR
Story



with **MCQA**

