

Proceedings Document
Pre-Conference Advanced Policy Institute
United Cerebral Palsy National Conference
April 25-26, 2012



Panelists and Discussion: A comprehensive look at the upcoming policy challenges facing the disability community

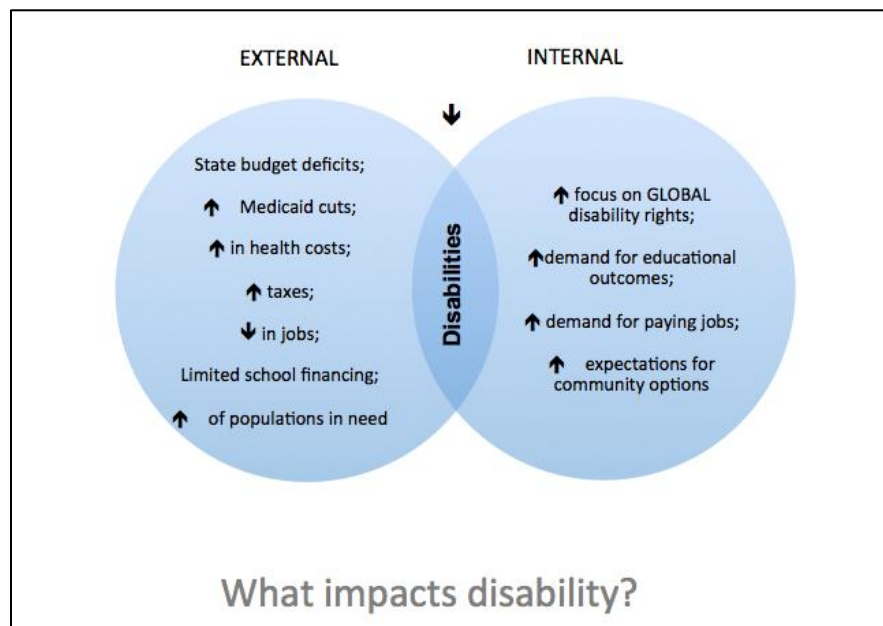
Wednesday, April 25, 2012

UCP National Headquarters

Speakers:

- **Stephen Bennett**, *President & CEO, United Cerebral Palsy*: Welcome
- **Connie Garner**, *Executive Vice President of Public Policy, United Cerebral Palsy*: The New World Order
- **Hayden Rhudy**, *Senior Health Policy Advisor, Office of Senator Orrin Hatch*: Healthcare
- **Andrew Imparato**, *Senior Council & Disability Policy Director, Senate H.E.L.P. Committee*: Employment
- **Michael Yudin**, *Acting Assistant Secretary for Elementary and Secondary Education*: Education
- **Bruce A. Chernof, MD**, *President & CEO, The SCAN Foundation*: Partnership with the Aging Community

Connie Garner opened the Pre-Conference Policy Institute by giving an overview of the current political and economic situations. She described how, in accordance with the Budget Control Act, passed after the deficit debate, Congress is now facing sequestration and must cut \$786 million from the federal budget. Discussion followed about the likely sources of these cuts, and most in attendance agreed that entitlement programs are the most likely source. Garner also spoke about the internal and external forces impacting disability today:



Garner also explained the objective of the Policy Institute: to give affiliates a chance to discuss current issues with policymakers and engage in an open, honest discussion about potential solutions. The first day of the Policy Institute was to include a panel of speakers who spoke about education, health care, employment, and managed care, and the second day focused on how to apply what was learned.

Michael Yudin, Acting Assistant Secretary for Elementary and Secondary Education was the first speaker and led a discussion about the importance of education reform with a focus on outcomes. He spoke about how the Department of Education is investing in a “cradle to career” strategy to address early learning, and how high quality access to education is a priority of President Obama and the Secretary of Education, Arne Duncan.

Yudin also addressed the delayed reauthorization of No Child Left Behind (NCLB), and how some states are responding by asking for waivers, which give them the flexibility they need to make the program work while still ensuring children are getting a high quality education. He emphasized the importance of accountability and the strict performance requirements each state must meet in order to qualify for a waiver, and expressed hope that Congress would reauthorize and reform NCLB as soon as possible.

There was discussion about the opportunities states have to develop policies that work for them while maintaining a high standard of education, and what would happen to these states if the Administration were to change. Yudin explained that while most states have been moving in this direction anyway, and a new Secretary of Education would be able to make changes.

Yudin also addressed questions about early education, and described how the Department of Education is focused on ensuring that children have access to education and supports through the Race to the Top Early Learning Challenge, federal level funding and an interagency policy board.

The next speaker was **Hayden Rhudy Senior Health Policy Advisor, Office of Senator Orrin Hatch**, who spoke about health care and the need for major entitlement reforms. Rhudy described how she believes both Republicans and Democrats must work together on a restructuring of the Medicare and Medicaid programs, and that it is important to be involved in the development of the reforms, rather than just accepting the finished product. Rhudy explained that there will be strong momentum to work on these issues, and to expect real negotiations and reform.

There was discussion over the problem of waste, fraud, and abuse, and how it drains funding from those who really need it, as well as makes it difficult for people to access the care and supports they need. Rhudy agreed that this is an issue that must be addressed, and stated that both parties must be involved in reforming the programs and finding a solution. She explained that Congress must take a look at what is necessary and what is not, and what types of programs need to be expanded—but that some solutions to funding issues need to be addressed at the state level.

Andrew Imparato, Senior Council & Disability Policy Director, Senate Health, Education, Labor, and Pensions (HELP) Committee spoke next, and focused on the issue of employment. He explained that there are currently some serious challenges that must be addressed before any measureable improvements in employment for people living with disabilities will be seen.

Imparato discussed some employment numbers from the Department of Labor, pointing out how people living with disabilities have been disproportionately impacted by the economy in recent years, but that there was some growth due to a confluence of five factors: President Obama's executive order, federal contractors establishing partnerships, unprecedented leadership in the private sector, the new generation of young people entering the workforce, and entitlement reform/ growth of SSDI.

There was discussion about how to position UCP as the premier resource for helping link employers with the disability community, and Imparato suggested that UCP should focus on how best to represent young, educated people, as well as how to develop a 'pipeline' to employers that will hire people living with disabilities. The group agreed that UCP needs to be involved and relevant in this discussion, and that UCP should begin to position itself to do so.

The group also discussed the need for an integrated network to help people prepare for available jobs in their area, and how it needs to be a comprehensive approach including needs of employers, the capacity of school system, and local governments—but that there is a lack of funding to do this. Imparato suggested that this kind of coordination should come from the state level and documented so that other states can follow.

Imparato also spoke about the need to define the term “vocational rehabilitation,” as it does not effectively convey what is it. He thinks we need to rebrand it, so that higher expectations are included.

The final speaker for Wednesday's Policy Institute was **Dr. Bruce Chernof, President and CEO of the SCAN foundation**, who spoke about seniors and long-term services and supports, and why the combination of the aging and disability communities together is powerful.

Chernof talked about the importance of finding a solution for long-term services and supports, as well as the growing need for entitlement reform. He argued that function is the driver for action, and how people deserve to live their lives to the fullest extent possible with choice and dignity. Chernof argued that the aging community does not know how to address what people want as they age (activity, mobility, independence), whereas the disability community does—and that is the key to the partnership.

There was discussion about how there are real opportunities for long-term services and particularly for managed care, the bulk of which falls on families, and how there is a need for good partners and state involvement. There was also discussion about how UCP has

the ability and knowledge to partner with insurance companies to provide services and supports for targeted populations

There was also discussion about how the current narrative is focused on fraud and abuse and people living with severe disabilities—and how that needs to change in order to achieve true reform, instead of just cost-cutting.

Chernof spoke about how the disability community needs to work with the aging community to identify areas of overlap and shared agenda items. He believes that a quality workforce can deliver a quality product for a targeted population with high needs and high utilization potential.

Roundtable Discussion: Next Steps for Affiliate Leaders, Responding to Managed Care Closing Discussion

Thursday, April 26, 2012

Conference Theater

Grand Hyatt Washington

Speakers:

- **Garner Garner**, *Executive Vice President of Public Policy, United Cerebral Palsy*
- **The Honorable Tony Coelho**, *former Congressman, D-CA*
- **Kaelan Richards**, *Senior Director of Policy, Communications & Advocacy, United Cerebral Palsy*

The next morning, there was a roundtable discussion of what was learned the previous day and how affiliates might utilize this information. **Connie Garner** spoke about how the themes of opportunity and reform were repeated by all of the speakers, and how important it is for UCP and the disability community to be at the forefront of the conversation on reform. She also spoke about how action must be taken now in order to be prepared for the lame duck session of Congress expected later this year.

Tony Coelho, former Congressman, D-CA, also spoke about the importance of the conversations affiliates were able to have with high-level people at the Policy Institute, and how the combination of people gathered was unique to UCP.

Coelho argued that now is the time for UCP to become a leader in the disability world, that we must accept that changes are coming to the entitlement programs, and that UCP must look for out-of-the-box partnerships: the federal government, employers, and the aging community is only the beginning.

Kaelan Richards, UCP's Senior Director of Policy, Communications & Advocacy spoke briefly about how to effectively convey information to the media by identifying audiences and communicating a message to achieve goals.

Richards identified three steps to this process: developing a message based on goals, and understanding that there is a difference between a goal of awareness and one of changing behaviors. The second step is to identify an audience, which should include media, but not focus on it—the ultimate audience is who you want the media to convey the message to, such as stakeholders, policymakers, parents, etc. For the media, the local media must be identified and each affiliate should work to establish relationships with interested reporters. Finally, in conveying a message, clarity and simplicity are key. Talking points can be useful in helping you to stay on message and to convey key points, and personal stories are a great way of illustrating your point.

There was discussion about how UCP National can be of most help to affiliates, and Richards spoke about an 'affiliates toolkit' that is being developed and will include information on how to work with press.