



American Mental Health Counselors Association

**#SeniorsNeedMHCounselors
Campaign**

Virtual Action Day Advocate Packet

Wednesday, November 15, 2017



#SeniorsNeedMHCounselors Campaign

ABOUT THE SENIORS MENTAL HEALTH ACCESS IMPROVEMENT ACT

If passed by the U.S. Congress, the Seniors Mental Health Access Improvement Act (S. 1879/HR 3032) would include licensed mental health counselors and marriage and family therapists as eligible recipients of Medicare funding.

OVERALL GOAL

On **Wednesday, November 15, 2017**, the entire mental health counselor community is uniting through social media outreach, combined with calls, to U.S. Senate and House offices, to build support for and pass S. 1879/HR 3032 into law. We need your help to pressure your Representatives to support the Seniors Mental Health Access Improvement Act!

HOW YOU CAN HELP

- Calls to select Senators and Representatives
- Facebook posts, tagging targeted Members of Congress and using #SeniorsNeedMHCounselors
- Twitter posts, tagging targeted Members of Congress and using #SeniorsNeedMHCounselors



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MOST EFFECTIVE WAY TO ADVOCATE—CALLS

Taking only 3 minutes out of your day, use the script below and call your Senators and Representatives. Research shows that Representatives receiving a large number of calls makes an immediate impact on the office and encourages support.

CALL SCRIPT

Hello, my name is [NAME], and I am a constituent and a mental health counselor from [CITY, STATE]. I'm calling to ask the SENATOR/ REPRESENTATIVE [NAME] to support the Seniors Mental Health Access Improvement Act (S. 1879/HR 3032).

Studies show that 730,000 Seniors on Medicare are at risk for opioid addiction, and the incidence of alcohol abuse among the elderly has doubled. However, there's a shortage of mental health and substance abuse providers in the Medicare system! This bill would allow cost-effective providers like myself to treat these seniors under Medicare, and help do our part in addressing the opioid epidemic.

[Give a short example about a senior you know who needed substance abuse treatment who couldn't get it or a personal story of how a mental health counselor can make an impact.]

Hope to have your boss' support!



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TWEET AT YOUR REPRESENTATIVE

@YourSenator or Rep I'm a constituent from [City] and studies show 730 thousand Seniors on Medicare are at risk for opioid addiction. We need more mental health counselors to help treat Seniors. #SeniorsNeedMHCounselors!

.@YourSenatorOrRep I'm a constituent from [City] and there's a shortage of Medicare mental health/addiction providers. Please sign on to S. 1879/HR 3032 #SeniorsNeedMHCounselors

FACEBOOK POSTS

facebook

Sample 1:

@SenatorX, I am a constituent from [City] and a mental health counselor. There's a shortage of mental health and substance abuse providers in the Medicare system, despite an increase in mental health and addiction disorders amongst seniors. Please sign-on to the Seniors Mental Health Access Improvement Act to increase seniors access to cost-effective mental health counselors and save lives. #SeniorsNeedMHCounselors

Sample 2:

@RepX, I am from [City] and your constituent. Research shows that the incidence of substance use and mental health disorder increases in elderly populations. We need licensed mental health counselors available to address this issue in a cost-effective manner. I ask you to support the Seniors Mental Health Access Improvement Act because #SeniorsNeedMHCounselors.



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GRAPHICS




#SeniorsNeedMHCounselors

because there is a shortage of cost-effective mental health and substance abuse providers for seniors under Medicare!




I support increasing Seniors' access to mental health counselors because 730 thousand seniors are at risk for opioid addiction.



Did you know the incidence of substance use and mental health disorder increases in elderly populations?

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TARGET SENATORS DIRECTORY

Below is the list of Senators that we need to contact! If you are from one of these states, please be sure to call, post and Tweet, letting them know that #SeniorsNeedMHCounselors.

State	Senator	Phone Number	Facebook Handle	Twitter Handle
Florida	Senator Bill Nelson (D)	(202) 224-5274	@billnelson	@SenBillNelson
Georgia	Senator Johnny Isakson (R)	(202) 224-3643	@isakson	@SenatorIsakson
Iowa	Senator Chuck Grassley (R)	(202) 224-3744	@grassley	@ChuckGrassley
Nevada	Senator Dean Heller (R)	(202) 224-6244	@sendeanheller	@SenDeanHeller
North Carolina	Senator Richard Burr (R)	(202) 224-3154	@senatorrichardburr	@SenatorBurr
Ohio	Senator Rob Portman (R)	(202) 224-3353	@senrobportman	@RobPortman
Oregon	Senator Ron Wyden (D) - Ranking Member	(202) 224-5244	@wyden	@RonWyden
Pennsylvania	Senator Bob Casey (D)	(202) 224-6324	@senatorbobcasey	@SenBobCasey
Utah	Senator Orrin Hatch (R) - Chairman	(202) 224-5251	@senatororrinhatch	@SenOrrinHatch



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TARGET REPRESENTATIVES DIRECTORY

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State	Representative	Phone Number	Facebook Handle	Twitter Handle
Florida	Carlos Curbelo (R)	(202) 225-2778	@RepCurbelo	@RepCurbelo
Florida	Vern Buchanan (R)	(202) 225-5015	@CongressmanBuchanan	@VernBuchanan
Georgia	John Lewis (D)	(202) 225-3801	@RepJohnLewis	@repjohnlewis
North Carolina	George Holding (R)	(202) 225-3032	@CongressmanGeorgeHoldingHome	@RepHolding
Ohio	Jim Renacci (R)	(202) 225-3876	@repjimrenacci	@RepJimRenacci
Ohio	Pat Tiberi (R)	(202) 225-5355	@RepPatTiberi	@PatTiberi
Oregon	Earl Blumenauer (D)	(202) 225-4811	@blumenauer	@repblumenauer
Pennsylvania	Mike Kelly (R)	(202) 225-5406	@MikeKellyPA	@MikeKellyPA
Pennsylvania	Pat Meehan (R)	(202) 225-2011	@CongressmanPatrickMeehanHome	@RepMeehan



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Technical Assistance

For any questions regarding phone calls or social media posts from November 9-15, please contact us at AMHCAVirtualActionDay17@gmail.com or (240) 389-0743.