



ADVOCACY TOOLKIT

2026

ADVOCACY OVERVIEW



HOW CAN YOU ADVOCATE FOR LOVED ONES?

EDUCATE OTHERS
ENGAGE WITH LOCAL
GOVERNMENT
SHARE YOUR STORY

WHAT DOES BEING AN ADVOCATE MEAN?

In this toolkit, you will learn what Alzheimer's San Diego is doing to advocate for those with Alzheimer's and their loved ones in San Diego County through support for local bills, voicing concerns for budget cuts, and engaging with changemakers. You will learn how to do this yourself through:

- Developing Your Personal Story
- Learning About Important Bills
- Learning About Budget Cuts
- Learning How to Call Your Representatives



HOW TO CALL YOUR REPRESENTATIVES

WHY WE CALL

Calling your elected officials is easy, accessible, and important! Our aging population is facing a number of budget cuts in circulation that have the potential to negatively impact thousands of San Diegans with Alzheimer's and dementia and their families. Expressing your concern for these budget cuts lets your elected officials know that the people they represent care, and so should they! You can find your officials [here](#). When you call them, just follow the script we've given you with the personal story you've made, and you're set! Every call makes a difference.

THE SCRIPT

Intro:

"Hello, my name is ____ and I am calling [Rep's Name]'s office to express my concern for H.R. 1 Budget Reconciliation Act of 2025.

Personal Story Section

Here is where you will insert your personal story (see worksheet above)

Specific Concern

H. R. 1 would change the life of [myself/someone I know/a loved one] by -----, -----, and ----- . It is critical that this passing of this bill's impact is understood because if it doesn't, -----. (find blurbs on bills below)

Conclusion

Thank you for taking the time to listen to my story, and I hope to see [Rep's Name] propose a new bill or a statute amendment that modifies the original law of H.R.1.



HOW TO CREATE YOUR PERSONAL STORY

When you share with an elected official a budget concern or cause you are supporting, you want to convey to them **why**, and why as your representative, they should care about it too. We call this conveying your personal story. This can be as “personal” as you want it to be but should have a compelling emotional hold on the listener. Use this worksheet to craft your own personal story!

QUESTIONS TO BRAINSTORM

1. Why did you start volunteering for Alzheimer's San Diego?
2. Do you know someone who has Alzheimer's?
 - a. What sort of difficulties have they or their loved ones faced? Can any of those relate back to public policy, government, or institutional challenges?
 - b. What sort of emotional difficulties have they or their loved ones faced?
3. How would the budget cut you are advocating against impact your life?
 - a. If it would not impact your life directly, how would it impact someone who has Alzheimer's, their loved ones, or their caretakers?
4. Why did you take the time out of your day to call this office?
5. What will happen to you/someone you know/a loved one if the impact of this bill is not addressed?

PUT IT ALL TOGETHER

Once you've written down your answers to these questions, it will be easier to convey why you are calling your elected officials. Combine your answers to make a personal story. Here's an example:



HOW TO CREATE YOUR PERSONAL STORY (CONT)

EXAMPLES

My name is Amelia and I am calling [elected official] office because I care deeply about access to affordable healthcare for Alzheimer's patients. As someone who has seen their loved one go through the evolution of being diagnosed with Alzheimer's and navigating a complex and costly healthcare system, I know the financial weight put on individuals and loved ones to ensure the best care possible, and deal with the natural hardships of this disease. What shouldn't be the hardest part of having a loved one with Alzheimer's is the cost of healthcare. In California, The Department of Healthcare Services estimated that H.R.1 will cause approximately 4 million people to lose their health insurance in the state and I am concerned that this will impact a population with degenerative health conditions such as Alzheimer's.

My name is Amelia and I am calling you today because one of my favorite people in the world, my grandfather, has Alzheimer's. He is currently living in a skilled nursing facility and I have concerns for staffing shortages and how it is impacting his quality of care. H.R.1 has negatively impacted direct care my grandfather is receiving due to the lifting of staffing mandates which puts him at risk for negative physical and emotional impacts as well as neglect. The quality of care overall that skill nursing facilities will be able to provide will be and has been adversely impacted.

YOUR TURN Try writing your personal story below:
