

CITIZEN ADVOCACY GROUPS

What is a Citizen Advocacy Group?

Citizen advocacy groups (CAGs) are groups of concerned citizens who work to improve the quality of care for long-term care residents in their locality, state or region. These groups can be very well established organizations with budgets, staff people and offices or can be as small as a group of concerned citizens who meet around the kitchen table to share information and strategize about how they can work to improve the quality of care in their community.

Members of these groups are often people who have had loved ones in long-term care facilities and are concerned about long-term care residents. Despite their diversity, all of the groups share a commitment to improving the quality of care and life for residents who are in need of long-term care. They may be able to inform you about resources in your state, the quality of care in particular facilities and the current status of nursing home reform in your state.

How do I find a CAG?

To find the CAG in your state, visit <http://www.nccnhr.org/advocate/cag>.

How do I start a CAG?

NCCNHR has provided a Toolkit for Citizen Advocates. This Toolkit consists of five chapters, each on a specific topic – the first chapter describes how to create a CAG, while chapters 2-4 explain how to fundraise, use technology, and promote culture change. These chapters are listed below:

[*Chapter 1*](#): Basic Elements for Creating a Lasting Citizen Advocacy Group

[*Chapter 2*](#): Fundraising: Strategies for Raising Funds for your CAG

[*Chapter 3*](#): Technology: Using Computer Resources to Maximize Your CAG's Potential

[*Chapter 4*](#): Culture Change: CAGs and the Culture Change Movement

[*Chapter 5*](#): Conclusion

The NCCNHR Toolkit is located at: <http://nccnhr.org/advocate/advocacytoolkit>

What other resources does NCCNHR provide for CAGs?

In addition to the Toolkit, NCCNHR's website provides a variety of materials for CAGs, including fact sheets, opportunities for Citizen Advocacy Groups, information on Long-Term Care Ombudsman Programs and NCCNHR's Family Council Center, and up-to-date news center information, action center items, and information on government policies and congressional hearings. These materials, along with other resources, can be found on the NCCNHR website, in the Advocacy section, at: <http://nccnhr.org/advocate/>.