



# Why Your Voice Matters Now: Advocacy for All Show Me Summit on Aging

Stacy Morse, Executive Director

# Who is the Missouri Council on Aging (MCoA)

# Missouri Council on Aging's Mission

MCoA is a non-profit, non-partisan organization that is dedicated to making Missouri a place for all of us to age well. We work to coordinate an active and diverse coalition that includes multi-sector engagement and involves a multidisciplinary approach to aging in Missouri.

**MCoA**

# Policy Priorities



# Advocacy Basics

# What is advocacy?

- Can bring attention to policy gaps and address needed reforms
- Amplifying stories and needs
  - Think of your best experience with a client that proves why the services you provide are vital
- Educating decision makers and the public
- Source: [Florida Nonprofit Alliance](#)

# Why is Advocacy essential for aging services?

- All of us are aging, but nobody likes to talk about it!
- 1 in 4 Missourians will be 60+ by 2030
  - Funding has remained stagnant as the population grows
- State Budget landscape is changing, the need of aging services needs to be heard at the table

# Advocacy vs. Lobbying

- All lobbying is advocacy but not all advocacy is lobbying
- Advocacy encompasses a wide range of activities designed to influence public opinion & policy
- Lobbying is a form of advocacy that attempts to influence specific legislation
- Source: [Bolder Advocacy](#)



# What counts as Advocacy?

- Educating the public about issues affecting older adults.
- Sharing research, data, and stories.
- Explaining how laws work or what services exist.
- Encouraging civic engagement (registering to vote, meeting your legislator)
  - Does not mention a specific bill or legislative action.

# What counts as Lobbying?

- Asking a legislator to vote for or against a specific bill
- Urging the public to contact legislators about a specific bill
- Distributing materials that take a position on a bill
- Testifying for or against specific legislation at a hearing

# Why the Distinction Matters

- Nonprofits may engage in advocacy freely
- Lobbying is allowed, but must follow IRS and state rules, as well as funding source requirements
- Important to track and report lobbying activities when required
- Keeping clear boundaries protects credibility and compliance

# Advocacy vs. Lobbying Examples



# Social Media Example

## Medicaid Changes on the Table: What Missourians Should Know

As part of the federal budget reconciliation process, new proposals in the U.S. Senate could significantly reduce Medicaid funding — with serious consequences for Missouri's health care system and communities. Voting on amendments in this process is happening now.



### Potential Impact in MO

- 170,000 Missourians could lose coverage
- Missouri could lose 12% of its federal Medicaid funding
- Hospitals, especially in rural areas, would be deeply affected. Rural hospitals could face losses of up to \$1.4 billion.

MC<sup>o</sup>A



Missouri Council on Aging

July 1 · 🌐

As part of the federal budget reconciliation process, new proposals in the U.S. Senate could significantly reduce Medicaid funding, with serious consequences for Missouri's health care system and communities. Recent analyses of the budget reconciliation bill have shown:

- 170,000 Missourians could lose coverage
- \$21 billion in potential Medicaid funding losses for Missouri over 10 years
- Hospitals, especially in rural areas, would be deeply affected
- Older adults and their caregivers would face reduced access to vital services

Medicaid is a foundation of support that helps older Missourians live independently, stay healthy, and remain at home. It covers essential services that Medicare and private insurance often do not.

For family caregivers, Medicaid-funded services offer critical relief, helping them manage responsibilities while keeping their loved ones safe and supported.

According to a new analysis by the Missouri Foundation for Health and Manatt:

- Missouri could lose nearly 12% of its federal Medicaid funding
- Over \$10.9 billion in hospital Medicaid funding could be cut

# Real Changes in MO due to Advocacy

- Circuit Breaker Updated
  - Advocacy of the Silver Haired Legislature played a key role!
- Rate Increase for Home and Delivered Meals
  - Advocacy from ma4, Silver Haired Legislators, and senior centers helped!

# Overview of Missouri's Legislative Process

# The Basics

- Annual Session: January through Mid-May
- Composition: 163 House Members, 34 Senators
- No Year-Round Legislature: Part-time “Citizen Legislature”
- Only requirement of Missouri Legislature is to have a balanced budget passed



# Find Your Legislators

## LEGISLATOR LOOKUP

Find your Legislators by entering a valid Missouri mailing address. [Click Here](#) to use Legislator Lookup with your 9-digit zipcode.

Street Address:

2500 Missouri Blvd.

City:

Jefferson City

Lookup Legislators

Clear Form

Your standardized address is:

2500 MISSOURI BLVD, JEFFERSON CTY, MO 65109-4704

Using this address, your local legislators are:

- Senatorial district 006 - [Senator Mike Bernskoetter](#)
- House district 060 - [Representative Dave Griffith](#)
- U.S. House district 03 - [Congressman Bob Onder](#)

Your statewide elected officials are:

- [Governor Mike Kehoe](#)
- [Lt. Governor David Wasinger](#)
- [Secretary of State Denny Hoskins](#)
- [State Auditor Scott Fitzpatrick](#)
- [State Treasurer Vivek Malak](#)
- [Attorney General Andrew Bailey](#)

# Key Dates to Know

- December 1, 2025 – Prefiling of bills begins
- January 7, 2026 – Session officially convenes
- March 16<sup>th</sup> – March 20<sup>th</sup> – “Spring Break” (no session for 1 week)
- May 1 – Deadline for passing budget bills
- Second Friday in May – Last day of session

# Schedule during Session

- During session, the schedule usually runs from Monday afternoon through Thursday morning
- 2026 Legislative Session: January to Mid-May
- Day Bill Becomes a Law: August 28<sup>th</sup>

# Special Session and Veto Session

- Special Sessions – Called by the Governor or 3/4 of both chambers outside of regular session; have to work on topic-specific legislation
- Veto Session – Held in September to consider overriding the Governor's vetoes
- Interim Period – Committees meet, hearings are held, and bills are prepared for next year

# Lawmaking Process

## How a Bill Becomes a Law in Missouri

### 1. Introduction

A legislator files a bill (prefiled in Dec; must be introduced by Day 60).



### 2. Committee Stage

Assigned to committee; public testimony is heard and members vote.



### 3. Floor Action

Debated, amended, and voted on by full chamber; repeats in other chamber.



### 4. Reconciling Differences

Conference committee resolves differences between House & Senate versions.



### 5. Governor's Desk

Governor signs, vetoes (override possible), or takes no action (bill becomes law).



### 6. Becomes Law

Filed with Secretary of State; most laws take effect Aug 28 unless otherwise stated.

# Introduction

- A legislator files a bill
  - May be prefiled starting December 1<sup>st</sup>
  - March 1<sup>st</sup> is the last day to file a bill
- It is read on the floor for the first time
- Read a second time – after that, it will be assigned to a committee

# Advocacy Opportunity

- A bill that you're interested in has been assigned to a committee

## Is Your Legislator on the Committee?

IF YES: You can reach out to them and provide information on the bill

IF NO: You can contact the chairperson and ask them to distribute info about the bill to the committee

# Committee Stage

- Once a bill is assigned a committee, the chairman may or may not schedule a hearing
  - Make sure to check where hearings will be located – must be scheduled with at least 24 hours notice
  - Great opportunity for citizens to give their thoughts on a bill
  - For Advocacy: Testify for Informational Purposes Only



# Submitting Testimony Online (House Only)



**MISSOURI** HOUSE of REPRESENTATIVES

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**Jonathan Patterson**  
Speaker  
Press Releases

Welcome to the online home of the **Missouri House of Representatives**. I encourage you to explore our website to learn about your government, track the legislative progress, interact with your state representative, and watch legislative sessions live as the House deliberates issues important to all Missourians.

We welcome your input and suggestions on how to make government more efficient, effective, and accountable. It is a pleasure and honor to serve as Speaker of the Missouri House of Representatives.

**Missouri Laws**  
[Revised Statutes of Missouri \(RSMO\)](#)  
[Missouri Constitution](#)  
[Legislative Library](#)

**Missouri's Capitol**  
[Capitol Commission](#)  
[Capitol Image Gallery](#)  
[Hall of Famous Missourians](#)


**Chamber Messageboard**

THE HOUSE OF REPRESENTATIVES, CONVENED IN THE FIRST EXTRAORDINARY SESSION OF THE FIRST REGULAR SESSION, 103RD GENERAL ASSEMBLY, STANDS ADJOURNED SINE DIE PURSUANT TO THE CONSTITUTION



**Hearings In Progress** [Submit Testimony](#)

No Hearings are currently in progress


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<b>Tuesday 9/2/2025</b> Substance Abuse Prevention and Treatment Task Force House Hearing Room 6 12:00 PM	<b>Wednesday 9/3/2025</b> Substance Abuse Prevention and Treatment Task Force House Hearing Room 6 10:00 AM	<b>Monday 9/8/2025</b> ***Corrected*** Corrections and Public Institutions House Hearing Room 7 12:00 PM	<b>Tuesday 9/9/2025</b> Joint Committee on Education SCR 2-1st Floor 2:15 PM
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### [Substance Abuse Prevention and Treatment Task Force](#)

Chair: [John Black \(129\)](#)

House Hearing Room 6 - **Live Feed** 

9/2/2025 - 12:00 PM

[Submit Witness Form](#)

[Submit Written Testimony](#)

Created

8/27/2025 11:21:01 AM

#### Comments

Presentations by: Department of Mental Health - Director Valerie Huhn Department of Health & Senior Services - Director Sarah Willson  
Department of Corrections - Director Trevor Foley



ADA Accommodations are available. Please contact the House ADA Coordinator at (573) 526-0594. Dial 711 if you are Deaf/Hard of Hearing.

Members of the public must enter the building using the south entrance. Committee hearings will be streamed. Links may be found in the [House Media Center](#).

Notice of the intent to audio or video record all or any portion of a committee proceeding must be given to the Chairman of each committee in advance of the hearing.

[Close Notice](#)

# Executive Session

- “Executive Session” is when committee members can amend and vote on the bill
- The bill can be amended or substituted during this time before being voted on by committee members
- If it passes out of executive sessions, it can then be sent to the chamber for the next step

# Floor Action

- The full chamber hears the bill
  - Debated, amended, and voted on
  - Great opportunity for citizens to let their legislator know about the bill if they weren't in the committee
- If Passed, Repeats in the other chamber
  - If it is voted out of committee, it can be heard by the full chamber

# Reconciling Differences

- A conference committee can work out the differences (common in budget bills)
  - Great opportunity for citizens to let their legislature know about the bill if they weren't in the committee
- If changes are made, both chambers need to agree on the bill
- After the bill passes both chambers, it moves on to the next step

# Governor's Desk

- The Governor reviews the bill
  - May sign into law
  - May veto (legislature can attempt to override)
  - May take no action (bill still becomes a law)


# Bill Becomes a Law

- Bill is filed with the Secretary of State
- Most laws take effect on August 28<sup>th</sup>
  - Unless an emergency clause is put into the bill, which makes the bill effective immediately or another start date is inserted besides August 28<sup>th</sup>





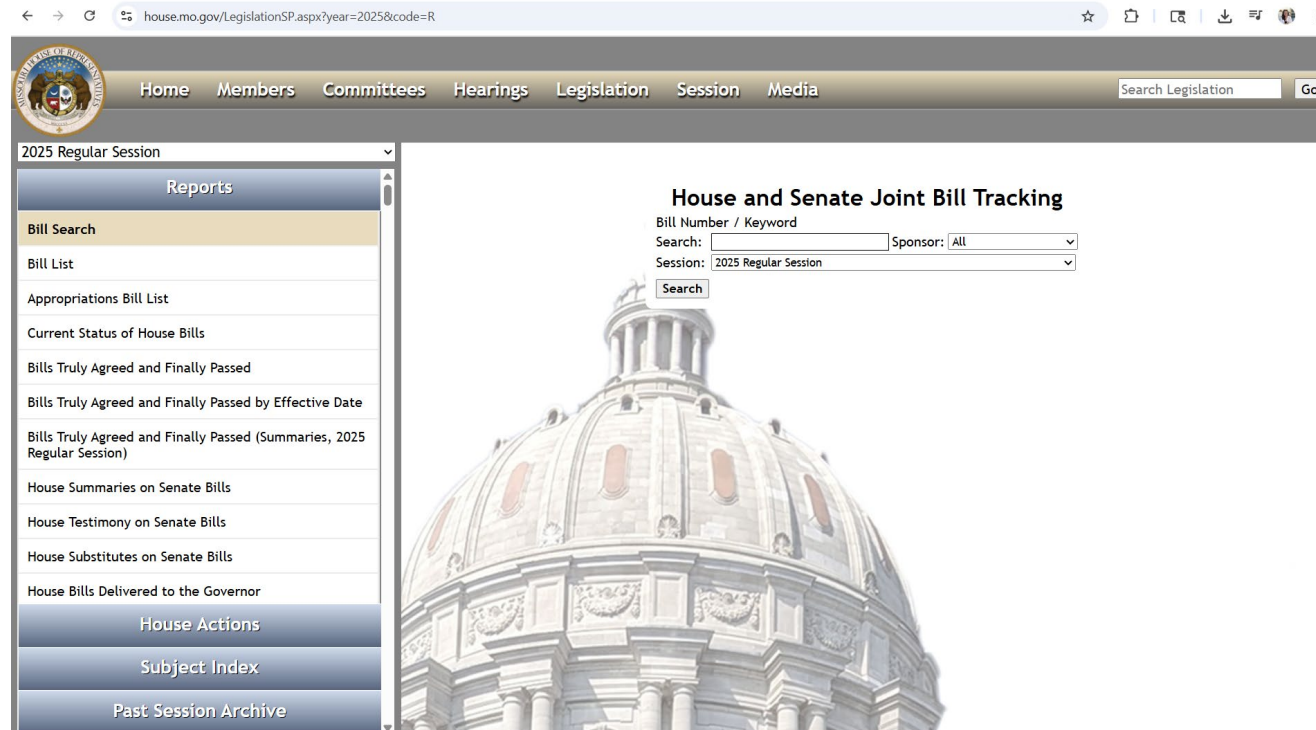
# Bill Tracking

- Many different services, many require payment
  - MCoA offers free bill tracking for bills centered around aging and disability priorities
- 



# Bill Tracking

- Can be difficult to track later in session as bills get amended and substituted



The screenshot shows the Missouri House of Representatives website. The browser address bar displays `house.mo.gov/LegislationSP.aspx?year=2025&code=R`. The navigation menu includes [Home](#), [Members](#), [Committees](#), [Hearings](#), [Legislation](#), [Session](#), and [Media](#). A search bar for legislation is located on the right. The left sidebar contains a dropdown for the **2025 Regular Session** and a list of links: [Reports](#), [Bill Search](#), [Bill List](#), [Appropriations Bill List](#), [Current Status of House Bills](#), [Bills Truly Agreed and Finally Passed](#), [Bills Truly Agreed and Finally Passed by Effective Date](#), [Bills Truly Agreed and Finally Passed \(Summaries, 2025 Regular Session\)](#), [House Summaries on Senate Bills](#), [House Testimony on Senate Bills](#), [House Substitutes on Senate Bills](#), [House Bills Delivered to the Governor](#), [House Actions](#), [Subject Index](#), and [Past Session Archive](#). The main content area is titled **House and Senate Joint Bill Tracking** and features a search form with fields for **Bill Number / Keyword**, **Sponsor** (set to All), and **Session** (set to 2025 Regular Session), along with a **Search** button. A background image of the Missouri State Capitol dome is visible.

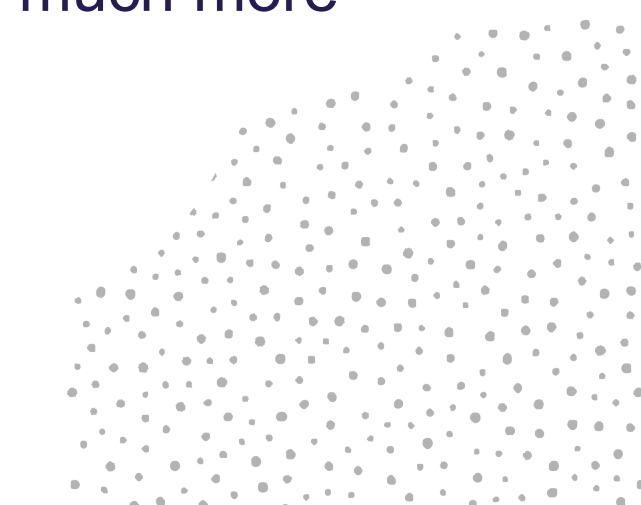
# Practical Advocacy Tips

# Why Do We Have to Engage Legislators Continually?

- Missouri Elected Officials are Term-Limited
  - Limited to 8 years in the House and 8 years in the Senate
  - Legislators have to know a little bit about everything – establishing yourself as a resource can help you make your voice know
- Budget and Policy Decisions impact what services can be provided

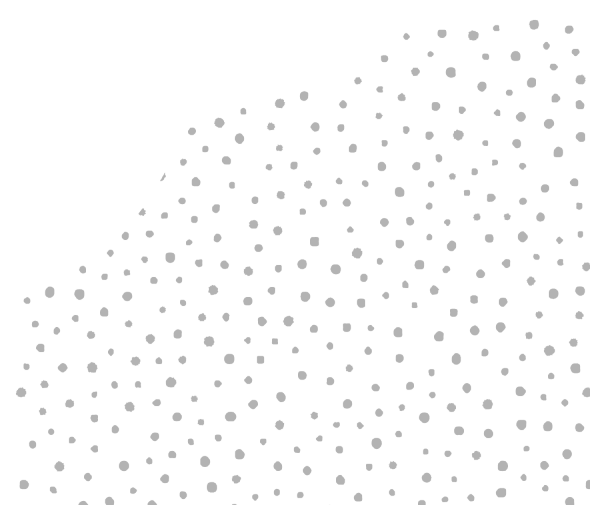


# Sharing Your Story

- Practice makes perfect!
  - Telling a story makes an interaction more memorable
    - People don't always remember numbers; stories can be much more digestible!
- 



# Elevator Pitch Activity

- Who you are + your organization
  - What you do
  - Why it matters (data + story)
  - What you want them to remember
  - Pair up & practice your 30–45 second pitch
- 

# Best Practices for Engaging Legislators


- Always using formal title “Rep. Williams” or “Sen. Smith”
- Being respectful of staff, always treat the meeting or call as important even if the elected official isn’t there
- Not being offended if the elected official does not show for the meeting
- Using events and community outreach to educate leaders.


# Non-lobbying advocacy activities that agencies can do


- Host memorable legislative site visits
- Testify for Informational Purposes Only
- Commenting on rulemaking and provide fiscal notes information
- Provide data & education to policymakers
- Leverage partnerships and coalitions


# Rule Making Advocacy


**Denny Hoskins, CPA**  
Missouri Secretary of State


 Business Services


 Elections & Voting


 Investor Protection & Securities

 State Library

 Records & Archives

 Administrative Rules

 Publications & Forms

**ADMINISTRATIVE RULES**  
  
Code of State Regulations  
Missouri Register  
Timeline Calculator  
Notifications  
Forms  
Emergency Rules  
Rules with Early Effective Date  
Terminated and Suspended Administrative Rules  
Search  
Rulemaking Manual  
Style Guide for Rule Writers  
Obtaining Certified Rules

## Administrative Rules

The **Administrative Rules** division publishes administrative rules and regulations that are encapsulated in the [Code of State Regulations](#) or CSR, the [Missouri Register](#), and any current [Emergency Rules](#). [Learn more about the Administrative Rules division.](#)

**Contact Information**  
  
**Office of Secretary of State  
Administrative Rules Division**  
  
PO Box 1767  
Jefferson City, MO 65102  
  
(573) 751-4015 (Voice)  
  
(800) 735-2966 (TDD)  
  
[rules@sos.mo.gov](mailto:rules@sos.mo.gov)

**Featured Items**

- Sign up to receive email notifications or revised or new rulemakings.
- Login to change your email notification preferences.
- If you desire these publications in alternate form because of a disability, please contact the Administrative Rules division of the Office of Secretary of State.
- Hearing impaired citizens should contact the Administrative Rules division through Relay Missouri (800) 735-2966.

Emergency Rules

Code of State Regulations

Missouri Register

Search Administrative Rules

Administrative Rules Frequently Asked Questions



# Where to Find Fiscal Notes

103rd General Assembly, 1st Regular Session

HB 943

FiledIn CommitteeFloor ActionSent to SenateTruly AgreedSent to Governor

Modifies provisions relating to health care

Sponsor:  
Proposed Effective Date:  
LR Number:  
Last Action:  
Bill String:  
Next House Hearing:  
Calendar:

[Peters, Tara \(122\)](#)  
8/28/2025  
2192H.03P  
05/05/2025 - SCS Voted Do Pass (S)  
HCS HB 943  
Hearing not scheduled  
Bill currently not on a House calendar

Co-Sponsors

Actions

Hearings

Date	Jrn Pg	Activity Description
1/16/2025	<a href="#">H 323</a>	Introduced and Read First Time (H)
1/21/2025	<a href="#">H 357</a>	Read Second Time (H)
1/22/2025	<a href="#">H 372</a>	Referred: Health and Mental Health/H

[Print Actions](#)

Bill Text

[2192H.011 Introduced](#)

[2192H.03C Committee](#)

[2192H.03P Perfected](#)

[RC 034.004](#) 3/5

Bill Summary

[Σ HB0943I Introduced](#)

[Σ HB0943C Committee](#)

[Σ HB0943P Perfected](#)

Testimony

[Witnesses](#)

Fiscal Note

[2192H.011.ORG](#)

[2192H.03C.ORG](#)

[2192H.03P.ORG](#)

Amendments

[Missouri Senate](#) [Full Bill Text](#) [All Actions](#) [Amendments/CCRs/CCSs](#) [Available Summaries](#) [Committee Minutes](#) [Fiscal Notes](#) [List of 2025 Senate Bills](#)

HB 943

Modifies provisions relating to health care

Sponsor:  
Committee:  
Journal Page:  
Effective Date:

[Black](#)  
[Families, Seniors and Health](#)  
  
August 28, 2025

LR Number:  
Last Action:  
Title:  
House Handler:

2192H.03P  
5/5/2025 - SCS Voted Do Pass S Families, Seniors and Health Committee (2192S.07C)  
HCS HB 943  
Peters

### Current Bill Summary

SCS/HCS/HB 943 - This act modifies several provisions relating to health care, including: (1) hospital investments and service areas; (2) emergency services; (3) patient

### Amendments

No Amendments Found.

# Fiscal Notes Advocacy

## § 208.152 - MO HealthNet Coverage of Hearing Aids and Cochlear Implants

Officials from the **Department of Social Services (DSS), MO HealthNet Division (MHD)** identified 193,308 adults who are currently enrolled in MHD Fee-for-Service could be eligible for hearing aid services. Using data from the CDC, MHD estimates that 7.1% (13,725) of those adults may utilize these services. The average cost of hearing aid services is \$210.73.

This legislation would also result in an impact to the Managed Care capitation rates of up to \$10 million. The cost of the actuarial study to evaluate this program change would be no more than \$25,000 in the first year.

Due to the timing of obtaining a State Plan Amendment (SPA) and waiver for this legislation, MHD assumes additional costs for hearing aid services will begin in FY27. MHD estimates 80% of the participants identified will obtain hearing aid services in the first year due to pent-up demand, and 20% in subsequent years. A 6.5% medical inflation rate was used for FY28.

FY26 Total: \$25,000 (GR: \$12,500; Federal: \$12,500)

FY27 Total: Up to \$10,313,793 (GR: \$2,491,096; Federal: \$7,822,697)

FY28 Total: Up to \$2,746,047 (GR: \$663,254; Federal: \$2,082,793)

# What Can I Do Today?

- Identify your legislators
- Pick 1–2 priorities you want to see changes in during this upcoming session
- Pair your data with one client story
- Connect with MCoA (bill tracking, calls, newsletter)



Q & A

# Upcoming Events

Join us for a  
**MCoA**  
**Learning Lab**

Thursday, September 11<sup>th</sup> at 11 a.m.

Free Zoom Event

## **Advocacy 202: Bringing Legislators to You**

Building strong relationships with lawmakers is one of the most effective ways to help them understand the needs of older adults and the services that support them.

Join the Missouri Council on Aging (MCoA) and three of our experienced board members for a practical, step-by-step Learning Lab on how to plan and host a legislator visit—whether at your workplace, community program, or through a carefully planned home visit.

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MISSOURI COUNCIL ON AGING

## Veto Day



Wednesday, Sept. 10

11 am - 3 pm

Jefferson City, MO

Join us in Jefferson City during veto session to meet your legislators and tour the Capitol!

Older adults, people with disabilities, and service providers will learn have a guided tour of the Capitol, engage with legislators, and learn about resources available for older adults and people with disabilities.

Questions? Contact  
[bridget@missouricouncilonaging.org](mailto:bridget@missouricouncilonaging.org)

[missouricouncilonaging.org](http://missouricouncilonaging.org)



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