

CATEGORY
II

PROPOSAL:

THE CLINTON/GORE

DISABILITY LEADERSHIP COUNCIL

FEBRUARY 27, 1996

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1. INTRODUCTION & OVERVIEW

The 1994 Census estimates that there are 49 million Americans with disabilities. The community is even larger when including families, friends, and providers that are affected by disability policies. Of a potential pool of 35 million voters, only 14 million people with disabilities are registered. In 1992, 10% of all voters were voters with disabilities.

According to Lou Harris polls, during the last two Presidential elections, the disability vote was as follows:

1992 Clinton - 50%, Bush - 26%, Perot - 18%.
1988 Dukakis - 52%, Bush - 48%.

During the 1988 Presidential campaign, Bush made significant inroads into the traditionally strong Democratic constituency by frequently speaking in support of the Americans with Disabilities Act (ADA), and promising to bring "43 million disabled Americans into our economic mainstream," while the Dukakis campaign failed to reach out to the community.

In 1992, Bush's support among the community crumbled for two reasons. First, under pressure from the business community, Bush backed away from his commitment to the ADA. But secondly, and more importantly, Clinton took several actions that were important to the disability community:

Strong support for enforcing ADA,
Equal access to health care,
An accessible campaign process,
Substantive position papers on disability issues.

Never before has a national campaign truly organized the disability vote. Never before has the opportunity been greater. As we approach 1996, much is at stake for the disability community. Whether it is the GOP attacks on Medicare, Medicaid, or the ADA, decades of progress are now in jeopardy. While Dole would, by virtue of his disability and record, be the most formidable Republican opponent, he is beatable because of his party's record, and because Dole has called for weakening the ADA, the 3rd rail of disability politics.

The disability community, while organizationally young, is significant in numbers and technologically advanced. If we can incorporate the disability community's issues and faces into the overall message of the campaign, run a disability friendly campaign, and establish the proper outreach structure to the community, we can make a significant impact in key states.

If Dole is the nominee, our goal is to win 60% of the disability vote for Clinton and the Democratic ticket. Without Dole, our goal is 75%.

2. OBJECTIVES

1. Turnout the largest disability vote possible for Clinton/Gore.
2. Turnout the disability vote for Democratic Candidates.
3. Make the disability community and their families a permanent part of the Democratic base.
4. Build a strong disability voice in the Democratic Party.

3. NATIONAL STEERING COMMITTEE

The National Committee will be primarily composed of the DNC Disability Advisory Committee, and be expanded to include representatives from key states. The National Committee will be responsible for the overall implementation of the disability outreach plan.

Honorary Chairs: Senator Tom Harkin, Cong. Major Owens,
Christopher Reeves, Stevie Wonder, Richard Dreyfus,
Justin Dart, Marlee Matlin, Ytzhak Perlman

National Chair: Fred Fay (Massachusetts)
Denise Figueroa (New York)

Regional Chairs: Northeast Elizabeth Healy (Pennsylvania)
South Edward Smith (North Carolina)
Mid-West James Tuscher (Missouri)
South-West Gerald Baptiste (California)
West Diane Lipton (California)

MEMBERS:

Bobby Simpson,	Arkansas
Hugh Hallenberg,	California
Michela Alioto,	California
Curtis Richards,	California
Sue Hodges	California
Jim Parrish,	Florida
Robert Kilbury,	Illinois
Paul Schroeder,	Illinois
Judy Chamberlin,	Massachusetts
Marsha Moers	Michigan
Max Starkloff,	Missouri
Nancy Ward,	Nebraska
Larry Robinson,	New Hampsh.
Robert Friedner	New Jersey
Anne Thomas,	New Mexico
Joan Kinzer,	New York
Mary Biel	Ohio
Joseph Rodgers	Pennsylvania
Ben Soukup,	South Dakota
Becky Ogle,	Tennessee
Bob Kafka,	Texas
Mary Mcknew	Washington
Jennifer Simpson,	Wash, DC

APPOINTEES:

Marca Bristo
Tony Coelho
Susan Daniels
Deidre Davis
Thomas Hehir
Judith Heumann
John Lancaster
Paul Miller
Howard Moses
Elizabeth Savage
Kate Seelman
Frederick Shroeder
Fernando Torres-Gil
Robert Williams
Michael Winter

4. SCHEDULING PRIORITIES FOR THE WHITE HOUSE

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>	<u>PRINCIPLE</u>
March	DC	Roundtable w/ Parents and Children with Disabilities	POTUS
March	DC	The ARC (Ass. of Retarded Citizens)	MEG
April	Texas	National Council on Disability Disability Policy Summit	Reich/Patrick
May	DC	National Council on Independent Living - Annual Conference	VP - HRC - MEG
May	Detroit	President's Comm. on Employment of People with Disabilities	POTUS - VP
May	Texas	120th Annual Meeting of the American Association on Mental Retardation	MEG - Shalala
June	DC	Coffee w/ National Disability Press	POTUS
July	DC	Americans with Disabilities Act (ADA) Sixth Anniversary	POTUS & Cabinet
August	Georgia	Paralympic Games & Congress	POTUS - VP

5. ACCESSIBILITY, STAFFING, & VOTER REGISTRATION

- I. **ACCESSIBILITY:** Having an accessible campaign process sends an important message to the disability community. The Clinton/Gore and DNC Coordinated Campaign must be disability friendly:
 - A. Campaign events need to be accessible.
 - B. Sign language interpreters need to be present at speeches.
 - C. Campaign videos and advertising need to be captioned.
 - D. Campaign offices in the states need to be accessible.
- II. **STAFFING:** In order to fully engage the community, which amounted to 10% of the vote in 1992, a disability activist needs to be hired at the Clinton/Gore Re-Elect on a full-time basis by 4/1/96. In the top fifteen states, the Coordinated Campaign needs to hire disability activists by 8/1 to mobilize the community. In addition, each CC should designate a staffer to be the point of contact for the disability community.
- III. **VOTER REGISTRATION:** Leaders from the disability community have submitted a voter registration proposal, Americans with Disabilities Vote, to the non-partisan "Vote Now '96." Their goal is to register 210,000 people with disabilities.

6. DEMOCRATIC NATIONAL CONVENTION

The Convention presents a unique opportunity to: energize key Democratic disability activists from around the country, to visibly demonstrate that the community is playing a key role in the Re-Election, and to empower activists to mobilize the disability community in their community for Clinton/Gore and the Democratic ticket.

- A. ACCESS: All Convention related activities need to be accessible to the community. Past Democratic Conventions have failed in this area, generating negative press and sending the wrong message to the community. The DNC Disability Advisory Committee is planning on sending a small team of experts to evaluate convention facilities.
- B. DELEGATES: Special efforts should be undertaken to ensure that the disability community is properly represented among the Convention delegates.
- C. DISABILITY CAUCUS: Disability delegates, while in Chicago, need to meet with the leadership of the campaign. (POTUS, VP, Ickes, Sosnik, Lewis).
- D. SPEAKING: One or more disability leaders need to be given an opportunity to deliver a major address at the Convention.
- E. PLATFORM: Disability delegates need to represent the community on the Platform Committee. Issues will be the tools we use to bring the disability community into the Democratic tent.

7. NATIONAL COMMUNICATION AND MEDIA PLAN

Disability outreach and planning can only be successful if the community's issues and faces are included in the overall message of the campaign. Whether in major speeches, campaign events, or paid media, the disability community needs to be visible and recognized not as a special interest, but as an integral part of the American electorate. The community has unique credibility because it cuts across every class, race, community, region, and touches most families.

A. FREE MEDIA PLAN

I. National Disability "Specialty" Press:

1. Coffee with POTUS - June.
2. Interviews with Cabinet heads (Reilly, Shalala, Cisneros, Hunt)
3. Agency press releases.
(DOJ/DOE/HHS/DOL/DOT/DOC/EEOC/FCC)
Re issues and cabinet level speeches.
4. Media outreach by appointees with disabilities.
5. Media outreach by disability grassroots organizations.

II. Internet Web Site (Technologically Advanced Constituency)

1. Clinton/Gore Speeches
2. Position Papers
3. Record of accomplishments
4. How to get involved.

III. Target Organization Newsletters

1. Press releases, Presidential statements, Cabinet level speeches, Position Papers.

IV. Key Media Outlets/Reporters:

1. CA/NY/IL
2. Joe Shapiro US News & World Report
3. Joe Hockenberry - NPR

8. KEY ISSUES

I. CRITICAL ISSUES TO THE CONSTITUENCY

A. Health Care

1. Medicare
2. Medicaid
3. Long-Term Care

B. Civil Rights

1. ADA ENFORCEMENT
2. IDEA
3. Housing

C. Welfare Reform

1. SSI
2. SSDI
3. EITC
4. AFDC

D. Personal Assistance Services

E. Telecommunications

F. Insurance Reform (Kennedy/Kassebaum Bill)

G. Employment of People with Disabilities

I. Home and Community Based Services

J. Education

II. ADMINISTRATION'S RECORD OF ACCOMPLISHMENTS

A. Policy Document

B. Appointees with disabilities (including boards and commissions)

III. ADMINISTRATION'S AGENDA FOR THE FUTURE

A. Policy Document plus paper on ADA enforcement

DRAFT

ADMINISTRATION ACCOMPLISHMENTS FOR PEOPLE WITH DISABILITIES

The Clinton Administration is committed to supporting the 49 million Americans with disabilities in their efforts to exercise their full rights and responsibilities, to live as independently as possible, and to be productive throughout their lives.

President Clinton has stated, "We must not rest until America has a national disability policy based on three simple creeds: inclusion, not exclusion; independence, not dependence; and empowerment, not paternalism."

Every day in our country, persons with disabilities are exceeding the expectations that our society has set for them. Our nation's greatness rests with its people's potential to make the most of their lives and thereby shape the future of our country. Americans with disabilities represent an enormous reservoir of such potential. To tap this potential and power, all of us must heed the President's urgent call to action.

Federal Appointments

The President has appointed an unprecedented number of people with disabilities to important policy-making jobs in the Administration.

Working to End Discrimination against Americans with Disabilities

The Clinton Administration has demonstrated its commitment to implement the Americans with Disabilities Act (ADA), the Individuals with Disabilities Education Act (IDEA), and the other critical civil rights laws that prohibit discrimination against Americans with disabilities (the Rehabilitation Act and the Fair Housing Act amendments).

Under President Clinton's leadership, the Department of Justice has worked to educate the public about the ADA and has increased enforcement activities by investigating thousands of complaints about employment, government services, public accommodations, and transportation. The Administration's emphasis on public education and enforcement has substantially increased voluntary compliance with the ADA.

Although some have used misinformation and anecdotal evidence to make erroneous claims about the ADA, the President has pledged to defend the ADA and has stated his opposition to any substantive change to the law.

Education

Through the Department of Education, the Administration is committed to the Individuals with Disabilities Education Act's guarantee of the right to education for children with disabilities. The Department is working to increase IDEA's focus on outcomes for children and cutting paperwork for schools.

Support for the IDEA is a key piece of the Administration's lifelong learning agenda, including Goals 2000, which encourages education reform for all children, the National Service Act, and the School-to-Work Act, which empowers all individuals, including those with disabilities, to move successfully from school to the workplace of the 21st century.

Health Care

The Clinton Administration is working to protect Medicaid and Medicare and the people served by these programs, including people with disabilities, and to enact insurance reforms that would prohibit insurance companies from denying coverage due to preexisting conditions.

Medicaid insures 6 million individuals with disabilities, including one million children. Medicaid is often the only form of health care coverage that people with disabilities can purchase. Without Medicaid, medical costs for a family member with a disability can easily impoverish a middle class family. Medicaid allows many children and adults to get services at home or in the community, rather than in institutions.

The President has called for reasonable reforms to Medicaid and Medicare, while keeping our guarantee to Americans with disabilities and others who need these programs. He has resisted Republican proposals to block grant and reduce Medicaid funds that would force states to reduce eligibility and benefits for disabled individuals.

Without Medicaid, families might be forced to impoverish themselves to pay for a child's medical care, to give up their jobs to stay home to care for their children or, worse yet, seek institutional placements for their children. Faced with the Republican budget cuts, home and community-based programs would find it especially hard to compete for scarce Medicaid dollars at the state level.

Employment of People with Disabilities:

With an unemployment rate of two-thirds among people with disabilities, we must educate people that having a disability does not mean being dependent and unproductive. Many people with disabilities who could work are deterred from doing so because they would not qualify for employer-based health insurance due to a preexisting condition. That's another reason that access to health insurance is so critical for people with disabilities.

Responsive Services for Families

The Administration provides support for families who are raising children with disabilities. The Department of Health and Human Services funds services and research that enhance independence and quality of life for people with disabilities and their families, including income support, Medicaid, adoption assistance, and Maternal and Child Health programs. In addition, the President protected all American families when he signed the Family and Medical Leave Act and the Childhood Immunization Initiative.

The Administration has worked to ensure that any changes to the Supplemental Security Income (SSI) program for children with disabilities are fair. The President vetoed the Republican budget bill that would have significantly cut cash assistance for most families qualifying for the program. SSI provides critical support for families with disabled children who are struggling to care for a child at home, by paying for diapers, home modifications, respite care, equipment, special dietary items, and income lost because a parent is unable to work full-time.

9. SURROGATE SPEAKING OPERATION

I. MESSAGE

- A. Develop packet of background papers, talking points.
- B. Review of Administration speeches for proper language.

II. CABINET:

- A. Shalala
- B. Riley
- C. FCC Chairman Hunt
- D. Cisneros
- E. Jesse Brown
- F. Robert Reich
- G. Pena

III. KEY ADMINISTRATION OFFICIALS

- A. Carol Rasco
- B. Tony Coelho
- C. Deval Patrick (DOJ)
- D. Chairman Casellas/Paul Igasaki (EEOC)
- E. A/S Judith Heumann (Education)
- F. A/S Fernando Torres-Gil (HHS)
- G. Commissioner Paul Miller (EEOC)
- H. Chairman Marca Bristo (NCD)
- I. Asst. Comm. Sue Daniels (Social Security)
- J. Appointees with disabilities
- K. Grassroots disability leaders

IV. KEY OPINION LEADERS

- A. Senator Tom Harkin
- B. Congressman Major Owens
- C. Congressman Steny Hoyer
- D. Justin Dart

Calendar of Disability Conventions

Date	Event	City	State	# People	Recommendations	Status
Feb 22-26	National Association of the Deaf State Association President's Conference	Washington	DC	65		
March 1-2	The Council for Exceptional Children - Advocacy and Governmental Affairs Committee Meeting	Washington	DC	7		
March 6-9	Learning Disabilities Association of America, Annual International Conference	Dallas	TX	3800-5000	Shalala	
March 17-1	The ARC-Government Affairs Seminar	Washington	DC	350	MEG	
April 20	The Council for Exceptional Children, Maryland Conference, Annual Conference	Annapolis	MD			
April 20-23	8th Annual Public Policy Forum - Alzheimer's Association	Washington	DC	400 +		
April 27-29	National Council on Disability - National Disability Policy Summit	Dallas	TX	300 +	MEG	
April 28-May 1	NISH 1996 Training Conference	Miami	FL	900		
May 2-7	National Council on Independent Living Annual Meeting and Conference	Washington	DC		VP - HRC # 2	
May 10	Spina Bifida Association of Kentucky	Louisville	KY	300-500		HRC Invited
May 16	1996 Access To the World Benefit	Chicago	IL	400-800	Cabinet	

May 22	49th Annual Conference of the President's Committee on Employment of People with Disabilities	Detroit	MI	3000	POTUS # 1
May 28- June 1	120th Annual Meeting of the American Association on Mental Retardation	San Antonio	TX	2000	MEG
June 19-21	Spina Bifida Association of America's Annual National Conference	Pheonix	AZ	1500	
June 21-24	Self Help for Hard of Hearing People's Annual Convention	Orlando	FL	1000-2000	Reno
June 29- July 5	Annual Meeting of the National Federation of the	Anaheim	CA	3000	Reilly
June 29 - July 6	American Council of the Blind's Annual National Convention	Tulsa	OK	2000	
July	The Council For Exceptional Children - Annual Children and Youth Action Network Meeting	Washington	DC	75	
July 1-7	43rd Biennial National Association of the Deaf National Convention	Portland	OR		Reno or Chmn. Hunt (FCC)
July 14-17	5th Annual Alzheimer's Disease Education Conference - Alzheimer's Association	Chicago	IL	1600	
July 26	National Council on Disability, Americans with Disabilities Act Sixth Anniversary	Washington	DC		POTUS # 2
Aug 15	Paralympic Congress	Atlanta	GA	2000	POTUS or VP # 1
Sept 28-30	National Parent Network on Disabilities' Annual	Washington	DC		
Oct. 24-28	Alzheimer's Association Annual Meeting			400	

10. TIMETABLE

February	Present plan for approval Confirm Honorary Chairs Confirm on National Chairs Confirm Regional Chairs
March	Confirm State Chairs in Target States. Confirm scheduling priorities through August Accessibility review of convention site (Begin voter registration drive.)
April	Hire full-time disability activist at Clinton/Gore. Event to announce formation C/G Disability Leadership Council.
May	Briefing for National and State Committee Leaders at WH & DNC Events in States to announce C/G State Steering Committees
June	Events in States to announce C/G State Steering Committees
July	Events in States to announce C/G State Steering Committees
August	DNC Convention Coordinated Campaign hire of disability activists in top 15 states.

11. STATE SPECIFIC PLANS

STATE STEERING COMMITTEES

Each state will establish a coordinating committee made up of leaders and supporters who are willing to make a commitment to organizing the community in their states. The state committees will work in conjunction with the Coordinated Campaign in field organizing, organizing campaign events, voter registration, fundraising, and media relations.

TARGETS

First Tier: California, Illinois, Michigan, New Jersey,
New York, Ohio, Pennsylvania

Second Tier: Arkansas, Colorado, Connecticut, Kentucky, Iowa, Louisiana,
Maryland, Massachusetts, Minnesota, Missouri, New Mexico,
Oregon, Tennessee, Washington, Wisconsin

Third Tier: Florida, North Carolina

ADMINISTRATION LIAISON

Each target state will be assigned an Administration appointee, who will be tasked with serving as the primary liaison to the State Steering Committee.

KEY STATE MEDIA

KEY STATE ISSUES

VOTER CONTACT

- Disability E-Mail System
- Persuasion Mailings/Newsletter
- Voter Registration
- Voter ID
- Absentee Ballot Program
- GOTV