**DSP CRISIS EVENT MEDIA ADVISORY TEMPLATE**

**[INSERT IMAGE OF ORGANIZATION LOGO HERE]**

**FOR IMMEDIATE RELEASE**

**CONTACT:** [Media Contact Name] | [Media Contact Email] | [Media Contact Phone Number]

**\*\*\*MEDIA ADVISORY FOR [INSERT DATE OF EVENT]\*\*\***

**[ORGANIZATION(S)] TO HOST [EVENT DESCRIPTOR] TO ADDRESS STAFFING CRISIS OF DIRECT SUPPORT PROFESSIONALS FOR I/DD INDIVIDUALS**

***To Address This Emergency Head On, [Organization(s)] will be Joined [List Max Five Speakers and Attendees in Order of Importance] to [Include What Will Be Discussed/Spoken at Event]***

***[Insert the date, time and location of where your event will be held]***

***City, NY***— New York’s system of supports and services for individuals with intellectual and developmental disabilities (I/DD) is in the midst of an emergency due to an inability to recruit and retain Direct Support Professionals (DSPs), who are the backbone of the system. This staffing situation has been worsening for years without adequate funding, only to be compounded as a result of the COVID-19 pandemic.

DSPs work with individuals with I/DD helping them live fulfilling lives, make choices, and live and work in their communities. The DSP workforce emergency affects continuity and consistency in the lives of the people being served. DSP workforce instability also affects provider agencies, as they struggle to maintain an adequate workforce and ensure positive outcomes for the individuals to whom they provide critical supports and services.

[Insert 2–4 sentences on the details of the event. Include who will be speaking and attending and what they will be discussing.]

**RSVP:** [Include who attendees should contact to RSVP or include link to event registration if online]

**WHO:** [In order of rank/seniority/importance list who will be in attendance]

**WHEN:** [Insert date and time of event]

**WHERE:** [Insert location of event]

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**About [Organization]**

[Insert boilerplate of organization(s). Note, there may be more than one boilerplate depending on how many organizations are involved in the event.]

**DSP CRISIS EVENT PRESS RELEASE TEMPLATE**

**[INSERT IMAGE OF ORGANIZATION LOGO HERE]**

**FOR IMMEDIATE RELEASE**

**CONTACT:** [Media Contact Name] | [Media Contact Email] | [Media Contact Phone Number]

**[ORGANIZATION] HOLDS [EVENT DESCRIPTION]**

***[Organization] was Joined by [List Attendees in Order of Importance] to [Describe What Was Discussed at Event]***

***[Include Any Newsworthy Points from Event Here]***

***City, NY***— Today, [organization(s)] hosted a [event descriptor] to discuss the state’s workforce crisis of Direct Service Professionals (DSPs) who provide support and services to individuals with intellectual and developmental disabilities (I/DD) and who are the backbone of the I/DD support system. The event was attended by [include speakers and attendees] who raised awareness regarding the workforce crisis the I/DD sector is facing to identify solutions. [If available include sentence leading to link of video or news article of event.]

[Insert quote from lead hosting organization speaker’s OR from most important speaker’s event remarks.]

[Insert quote from DSP worker or another important speaker from their event remarks.]

The results of a recent survey [insert link to survey memo] conducted by New York Disability Advocates found that nearly 74% of DSP provider agencies experienced a higher vacancy rate than before the pandemic. Nearly half of surveyed agencies reported that they had to close programs or reduce operations due to staffing shortages. Unfortunately, without adequate funding provider agencies cannot provide wages competitive with sectors such as food service and retail to entice new workers.

[Insert quote(s) from additional speakers at the event.]

[Insert 4–5 sentences on what was discussed at the event. This paragraph should lead into:]

[Additional quote from another event speaker]

The DSP workforce emergency affects continuity and consistency in the lives of the people being served. DSP workforce instability also affects provider agencies, as they struggle to maintain an adequate workforce and living wage for the 97,000 DSPs and ensure positive outcomes for the I/DD individuals to whom they provide critical supports and services.

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**About [Organization]**

[Insert boilerplate of organization(s). Note, there may be more than one boilerplate depending on how many organizations are involved in the event.]