Your Story, Your Toolkit

How AZNHA members can put the Member Toolkit to work and help spread awareness across Arizona

AZNHA Annual Member Conference • HMA Public Relations

AZNHA STRATEGIC COMMUNICATIONS

Who's Behind the Work: HMA Public Relations

HMA Public Relations is AZNHA's communications agency of record, engaged to build the Association's public voice from the ground up.

What HMA Is

Founded in 1980. Arizona's oldest continuously operating PR firm and a founding member of PRGN.

What We Do

Media relations, content, digital, and crisis communications — full-service PR counsel.

Why We Were Brought On

To build AZNHA's public voice in an unregulated market — through proactive earned media.

Your AZNHA Account Team



KC Crabtree

Senior Consultant, APR, Fellow PRSA



Abbie S. Fink

President, HMA Public Relations

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AZNHA STRATEGIC COMMUNICATIONS

You Already Made the Choice

You didn't have to join AZNHA. Not every agency does. You chose accountability and standards, and that choice is exactly what makes your voice worth spreading.

41%
growth in Arizona's 65+ population by 2030

#1
Arizona ranked least prepared for the aging boom

0
state licensure requirements for home care agencies

Every member who tells this story consistently turns one media placement into hundreds of conversations.

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Where We've Been: Building the Foundation

With limited internal resources, HMA's focus has been thought leadership — establishing AZNHA's voice and credibility as a foundation for growth.

Local TV Appearances

Earned broadcast visibility

Secured multiple appearances on local television, positioning AZNHA leadership as a go-to voice on issues that matter to members.

Print Placements

Earned media coverage

Landed print features that reinforced credibility with stakeholders, prospective members, and the broader Arizona business community.

The result: a credible public presence and reusable content — not yet leveraged beyond its original placement.

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Seeing Is Believing



ABC15 Arizona

"Valley seniors among highest risk for heat-related death, groups trying to change that"



AZFamily / 3TV

"Finding In-Home Care You Can Trust" — live interview, New at 3



Arizona PBS — Horizon

Steve Alfonsi, Board President, on Arizona Horizon



Daily Independent

"What families don't know about in-home care — and should"

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We started spreading the news.

Now it's yours to use.

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AZNHA STRATEGIC COMMUNICATIONS

For Your Use: Member Toolkit

Part 1 — Say it with confidence

Key Messages

HMA has developed messaging points that every member can use: what AZNHA is, why Arizona's unregulated market makes membership meaningful, what it means for families.

Key Proof Points

Stats members should know cold: 41% growth in AZ's 65+ population by 2030, AZ ranked least prepared for the aging boom, 311,000+ projected national reduction in Medicaid home care recipients.

Regulation Gap Language

Approved wording for describing Arizona's no-license environment accurately — without overstating or understating it.

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For Your Use: Member Toolkit

Part 2 — Put it in front of people

FAQ

Prepared answers: "What if something goes wrong with a caregiver?" "How is AZNHA different from AAHC?" "Why doesn't Arizona require licensing?"

Digital Social Media Guidance

Sample language and approved hashtags for sharing AZNHA news or coverage, plus the AZNHA logo.

Shareable Links: Coverage

Shareable link members can use to add credibility when introducing AZNHA to new contacts.

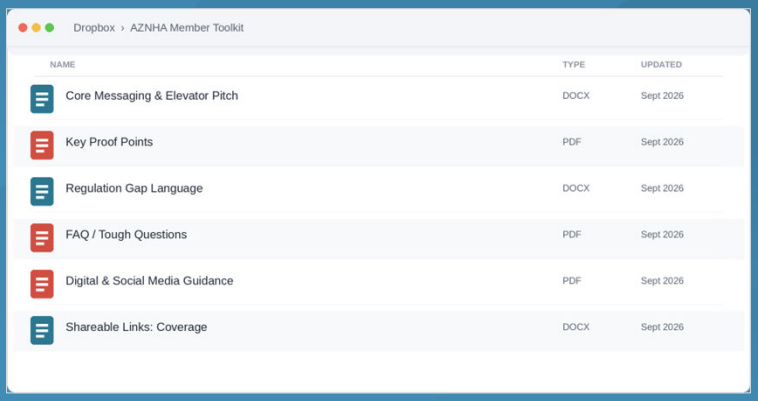
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See the Toolkit Itself

Six ready-to-use pieces



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Where to Find It

Available now in your AZNHA Member Portal

The full Member Toolkit lives in a Dropbox folder linked directly from your member portal login — no separate account or password needed.

How to get there

1. Log in to the AZNHA Member Portal
2. Click “Member Toolkit” in the resources menu
3. Open the Dropbox link — save your favorites locally

Questions or lost access? Reach out to your AZNHA team any time.

placeholder

Scan for quick access

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3 Things to Do This Week

1

Add the link

Drop any of the shareable coverage links into your email signature today.

2

Post the logo

Add the AZNHA logo to your website and social profiles.

AZNHA
ARIZONA IN HOME CARE ASSOCIATION
MEMBER

3

Practice the pitch

Say the elevator pitch out loud with your team, once, before your next family call.

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Your story is the campaign.

Thank you for choosing to be an AZNHA member. Now let's make sure Arizona hears about it. Questions? We're here.

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