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Contact: Bill Yelenak
508.599.2258
bill@providers.org

Elected officials urged to participate in ‘Reverse Rally’ Digital event will help recognize efforts of human services workers

APRIL 8, 2020 – A grassroots advocacy initiative with more than 28,000 members across the Commonwealth urged legislators this week to recognize the incredible efforts of human services workers by participating in a “Reverse Rally” on Thursday, April 16.

The Caring Force – made up of human services workers, clients, consumers, family members and more – had planned its Ninth Annual Human Services Rally and Lobby Day for Thursday, April 16 at the State House in Boston. But due to the COVID-19 pandemic, the State House has closed, all in-person events have been canceled and those in the human services sector are working long hours to provide critical care to one-in-ten Massachusetts residents.

As TCF members are unable to rally on April 16, those in the grassroots advocacy initiative sent a letter to legislators on Tuesday, asking them to send a tweet, share a Facebook post or tape a quick video message on Thursday, April 16, use the hashtag #TCFReverseRally and tag @TheCaringForce to thank human services workers. Sector workers fill 180,000 jobs across the Commonwealth and are recognized as Massachusetts’ other first responders.

“Our sector’s employees are working tirelessly to care for residents in group homes, deliver essential services to individuals experiencing homelessness, provide assistance to our elderly, help women and children and more,” said Providers’ Council President/CEO Michael Weekes. “We hope legislators may be able to take five minutes out of their day on Thursday, April 16 to thank these employees for their incredible efforts serving residents on behalf of the Commonwealth.”

The Caring Force plans to repost legislators’ messages on its own social media on Thursday in an effort to share them with all in the human services sector. Additional information will be available next week before the event.

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The Caring Force is an initiative of the Providers’ Council, the state’s largest human services membership association. The Caring Force’s mission is to empower those who care about the human services sector to advance an agenda that creates an environment in Massachusetts that protects our most vulnerable neighbors and creates a stronger economy with the pay, recognition and respect our workers deserve.

For more information, visit www.thecaringforce.org or contact bill@providers.org.