

**NC Council on Developmental Disabilities**

Film: Unmet Needs in NC

Permission to Pursue – Sole Source Funding

**GOAL 1: Increase Financial Security** through asset development for individuals with IDD so they and their families have greater opportunities for choice, self-determination, independence and community engagement.

**GOAL 2: Increase Community Living** for individuals with IDD so that Throughout their lifespan, transition and lifespan planning, more individuals with intellectual and developmental disabilities (I/DD) will access housing, transportation, healthcare, health and wellness; participate in employment and community life; and be respected, valued and supported in their communities.

**GOAL 3: Increase Advocacy for individuals** with IDD so that more individual with IDD will lead and sustain self-directed lives through self-advocacy, family advocacy and stakeholder leadership.

***NCCDD 5 Year State Plan 2022-2027***

**INTENT/PURPOSE**

This initiative will support the contracting of NCCDD with a photojournalist with unique experience in documenting the unmet needs of individuals with intellectual and developmental disabilities and those who serve them. It will use film, photography, and narrative to tell the stories of a select number of individuals with unmet needs who are either on the Registry of Unmet Needs or who are supposed to receive services but their needs are unmet due to the Direct Support Professional workforce shortage causing them to not have services provided. The project will develop a film or a series of shorter films that can be used together to portray the experiences of and impact on individuals, families, and disability support professionals related to inadequate Medicaid services funding in North Carolina. The film will emphasize the unmet needs of people with intellectual and other developmental disabilities in North Carolina and convey multiple perspectives, which may include individuals with IDD, family members and/or guardians, direct support professional and other stakeholders. It will focus on the unmet needs and workforce shortage rather than critiques of policy leaders or others for the current situation. It will likely relay the difficulty in finding direct care workers at current pay rates.

The film will be used to educate and increase awareness about how individuals with unmet needs struggle to live full and meaningful lives in the community. The North Carolina Council on Developmental Disabilities and the Mental Health Transformation Alliance (MHTA) will provide support for this initiative by connecting the filmmaker with potential film participants, providing support on context, narrative, and stories, and showing at engagement and awareness events across North Carolina, as well as potentially distributing film for national network viewing. The Council works hard to avoid lobbying while working to educate the community and policy makers about issues impacting the I/DD community in North Carolina. This initiative would adhere to the Council’s law and regulations.

**OVERVIEW**

The Registry of Unmet Needs (RUN) in North Carolina includes more than 15,000 individuals with intellectual and other developmental disabilities. At the same time, those who currently receive services are struggling with a shortage of direct support professionals causing those who receive services to also have unmet needs. More awareness is needed about the impact on people’s lives of being unserved or underserved. In 2021, NCCDD awarded Mental Health Transformation Alliance (MHTA) a grant related to the unmet needs of people with I/DD in North Carolina. As part of that grant, MHTA brought together diverse stakeholders to engage in collective impact. MHTA and NCCDD will support the photojournalist by making connections to potential individuals, families, and direct support professionals to be interviewed or appear in this project. It will also show the final product at awareness events.

**Deliverables/Activities:**

Sole source funding is sought for Robin Rayne, Filmmaker, photojournalist and story teller to capture accounts and descriptions of the real-life impact of unmet services needs on North Carolinians with IDD and their families. Robin has extensive experience creating and producing films that capture the essence of individuals with IDD and their support network, particularly those with unmet needs. **Learn more about Robin below.**

This initiative aims to interview and film a variety people representative of diverse disabilities, ages, ethnicities, cultures, gender, and geography who are impacted by being unserved or underserved because of lack of state Medicaid funding. Mr. Rayne would partner with the NCCDD and the LAND Registry of Unmet Needs Initiative’s MHTA to identify interviewees who have qualities that may include the following:

1) Employed, taxpaying members of the public who cannot get to work for lack of direct care worker for supporting prep for and transport to work.

2) An individual with self-guardianship who uses a communication device who is repeatedly

denied job interviews.

3) An individual with a social work degree and vocational services consistently offered work in

the food service and retail sales industries.

4) A person who lives independently with a direct support professional and uses non-typical

types of communication, for example: communicates through a limited number of

movements or behaviors uses a parent or DSP who speaks for them.

5) Individuals who have future planning in place versus not in place.

6) Leaders and representatives from advocacy, service provider, and government

organizations, including but not limited to:

* The NC DD Network (e.g., NCCDD, DRNC, UNC CIDD)
* The NC provider community; LME/MCO
* NC DHHS; NC Medicaid, etc.

**Permission is requested** to sole source funding to Robin Rayne for an awareness filming initiative in an amount up to $25,000 for a period starting **no earlier than May 23rd and ending no later than September 16, 2022**.

**About Robin Rayne**

Bio from website (<http://www.creativerayne.com/about-robin/>): *Mr.* ***Robin Rayne is an internationally-published magazine and newspaper photojournalist and documentary film producer, specializing in developmental disability issues, human rights, gender diversity, social justice issues and the escalating political drama in Georgia.***

***Spanning a 35-year national magazine career, Robin's work has regularly appeared in Newsweek, Time, Business Week, New York Times, Wall Street Journal, Los Angeles Times, NBC News, LePoint, Paris Match and Der Spiegel, among dozens more. Robin’s photographs and essays are syndicated globally by ZUMA Press****.*

***Robin produces stories and films with a goal of reshaping the way society views those who are different, often shunned, misunderstood, rejected and devalued***.

Robin has done extensive work documenting the unmet needs of individuals with intellectual and developmental disabilities and raising awareness of disability rights issues. He worked for several years doing this work at IHDD at the University of Georgia. An example of one piece was his iconic photography used in the story of Lois Curtis, who was the plaintiff in the Olmstead v. LC case. <https://assignmentatlanta.wordpress.com/2010/11/27/unlocked-the-lois-curtis-story/> Another piece involved Citizen Advocacy, which involves one on one relationships with individuals with I/DD and advocates. Example photographs/clips are below. And here are links to two films:

[Arc of Georgia Film](https://vimeo.com/680110813)

[Living Included](https://vimeo.com/686094107)

