

Long Term Care Awareness Campaign



Own Your Future

The Long-Term Care Awareness Campaign is a five-state pilot project to increase awareness among retirees and near-retirees about planning ahead for long-term care. Research shows that many persons do not want to think about their future long-term care needs and therefore fail to plan appropriately. If individuals and families are more aware of their potential need for long-term care, they are more likely to take steps to prepare for the future. From a public policy perspective, increased planning for long-term care is likely to increase private financing, and may reduce the burden on public financing sources.

Campaign Sponsors

The U.S. Department of Health and Human Services (CMS, ASPE and AOA), is working closely with The National Governors Association, and the National Council of State Legislators to sponsor the Campaign. The five states participating in the pilot project are Arkansas, Idaho, Nevada, New Jersey and Virginia. The Campaign represents a unique partnership between the federal government and the states to offer a consistent message about planning ahead for long-term care.

Campaign Materials

The Campaign will take advantage of the availability of long-term care awareness materials that were designed, tested and approved by The Department as part of an earlier awareness effort. The materials consist of the following pieces:

- * Tri-fold brochure with tear-out postcard offering the Long Term Care Planning Tool Kit.
- * Tool Kit featuring two elements:
 - A 28-page brochure describing what is, and what is not, covered by public programs related to long-term care. The brochure also describes several ways to plan ahead, addressing legal issues, assessing services, and assessing private financing options.
 - An audio CD with interviews of persons engaged in several different types of planning activities such as getting a reverse mortgage, buying insurance, or setting up a power of attorney.
- * Public Service Announcement featuring a boomer-aged woman who is thinking about her father's long-term care needs when she realizes that she must begin to plan ahead for herself.
- * Follow-up postcard reminding consumers that the Tool Kit is available.

The Campaign Components

The Campaign has three core components. The first component is a letter from the Governor of each state to every household with a member between the ages of 50 and 70. The letter will include the tri-fold brochure described above as well as a toll free number through which the Tool Kit can be requested. Over 2.1 million letters will be sent to target households across the five pilot states. Follow-up postcards to remind those in the target group of the availability of the Tool Kit will also be used. The second component of the campaign is a series of paid media spots to further publicize the toll-free number for ordering the Tool Kit. Paid media will include television and radio spots selected to maximize exposure in the target audience of 50-70 year-olds. The television spot may be used as is or may be augmented with an introductory message by the participating Governors. The final component of the Campaign is a press event in which each Governor will announce the launching of the campaign.

Sponsors

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary
for Planning & Evaluation

Administration on Aging

National Governors' Association

National Conference of State Legislatures

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State Activities

The core Campaign components outlined above will be supported by a series of state specific activities designed to take advantage of local resources and information dissemination opportunities. The result will be a state specific plan that provides not only broad education materials (the Tool Kit) but which also includes state specific resources and referrals. Among these state specific activities are the following:

- * Augmenting television spots with introductory messages from the Governors;
- * Additional distribution of the Tool Kit to state and local senior organizations and providers;
- * Enhanced training of SHIP counselors and local Area Agencies on Aging (AAAs) on long term care planning and finance options;
- * Briefings for state legislators and other state officials;
- * Educational activities targeted to private employers on the importance of providing access to long term care insurance coverage for their employees; and
- * Enhancements to long term care insurance benefit coverage for state employees.

Targeted SHIP Funding

To better respond to the expected increase in public requests for information on how to plan for long-term care needs, CMS provided specialized training and targeted funds for State Health Insurance Assistance Programs (SHIPs) on long-term care financing issues. SHIPs provide counseling support on a wide range of health insurance issues, including Medicare, Medicaid, long-term care insurance and supplemental insurance options.

Evaluation and Research

The Long Term Care Awareness Campaign is the first effort of its kind to increase public awareness of the need to plan for future long-term care needs. Evaluation activities will be conducted to identify the communication strategies that prove most effective in increasing awareness and promoting increased planning behavior. The lessons gained from the evaluation of the pilot campaign will be used in the design of future long-term care awareness campaigns in other states. Increased interest in promoting long-term care awareness among states is expected as the burden of publicly financed long-term care services under the Medicaid program continues to escalate.

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