



August 2004

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### Message from the Assistant Secretary: *You Can!* Campaign Partner Enrollment Begins September 1

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Many older adults are aging well and living longer than any time in history, but still far too many people are physically inactive and can improve their nutrition choices. Today's older adults who are interested in making healthier lifestyle choices are looking for confirmation that lifestyle changes are within their reach. Many of them seek encouragement and companionship--making it important for local organizations to offer older adults practical suggestions and programs for making wise food choices and increasing their physical activity.

AoA is responding to this need. On September 1, 2004 AoA will begin enrolling organizations as partners in a new campaign called, "*You Can! Steps to Healthier Aging.*" The campaign is the aging component of the HHS *Steps to a HealthierUS* initiative, which encourages Americans of every age to make healthier choices. It is based on growing awareness among public health officials and medical experts that even modest improvements in diet and activity can promote healthy aging. AoA's *You Can!* campaign objective is to mobilize 2,000 organizations around the country to reach 2 million older adults in two years. *You Can!* partners will join together to spread the word among older adults about the importance of making healthier lifestyle choices; offer information; and look for ways to implement programs designed to encourage older adults to make wise food choices and be more physically active. I met with leaders from 50 key national organizations on August 12 to discuss how they can get involved in the campaign. AoA invites all members of the National Aging Services network and interested organization to join the campaign. With your organization's commitment, we can help older Americans be active and healthy. For more information about how to get involved in the *You Can!* campaign, log on to [www.aoa.gov/youcan](http://www.aoa.gov/youcan).

Josefina G. Carbonell

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## **New Funding Available for Innovative Approaches to Integrated Care Management**

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On August 6, AoA announced the availability of funding to support innovative approaches to the management of care in the Aging Services Network. This program will fund existing practices and new ideas that can promote the integration of health and social supports for older people, and strengthen the position of the Network in health and long term care. As new options for older people are emerging in health and long term care, managed care is playing an increasingly important role. AoA is launching this grants program as part of a broader effort to gain a strategic understanding of how the traditional strengths of the Aging Services Network can add value to models of integrated health and long term care, including managed care. The grants are specifically designed to increase our understanding of innovations in aging services that involve the use of partnerships with managed care organizations and capitated financing arrangements to improve the quality of care for older people. AoA expects to award up to 20 projects at up to \$50,000 each under this program. Eligible applicants include non-profit community-based aging services provider organizations that currently receive funding under the Older Americans Act and Area Agencies on Aging. The due date for applications is September 10, 2004. A copy of the full program announcement, including application instructions, can be found at: [www.aoa.gov](http://www.aoa.gov)

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## **HHS Secretary Launches Third Annual "Take A Loved One to the Doctor Day"**

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On July 12, HHS Secretary Tommy G. Thompson announced the kick off of this year's HHS-ABC Radio Networks campaign, "Take a Loved One To the Doctor Day." The campaign is designed to reduce health disparities affecting racial and ethnic minorities by encouraging individuals to go to a doctor or health professional for a health screening. Joining with Secretary Thompson to lead the effort for the third year is Chairperson Tom Joyner, nationally syndicated radio personality and host of the *Tom Joyner Morning Show*. Designated as Sept. 21, 2004, "Take a Loved One To The Doctor Day" will rally minority consumers to visit a doctor, nurse, or other health professional or make an appointment to see a health professional. The campaign is part of "Closing the Health Gap," an ongoing campaign partnership that combines HHS' medical expertise with the broadcast resources of ABC Radio Networks and the efforts of hundreds of national and community-based organizations. In celebration of Take Your Loved One to the Doctor Day, AoA, along with other HHS agencies will organize a health fair on September 2 – 4 as part of the Tom Joyner Family Reunion at Walt Disney World Resort. AoA also will participate with the Centers for Medicare and Medicaid Services as part of a health fair in Baltimore on September 21. HHS has set up a toll-free number and Web site for people interested in "Closing the Health Gap" and "Take a Loved One To The Doctor Day" campaign information and materials, including a tool kit to help communities organize local health events. The number is 1-800-444-6472, and the Web site is [www.healthgap.omhrc.gov](http://www.healthgap.omhrc.gov). For

more information about the Tom Joyner Family reunion visit:  
<http://www.blackamericaweb.com/family/>

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For the full issue of the August AoA e-news visit: .

### AoA News

#### **AoA Releases First National Family Caregiver Support Program Report**

AoA is pleased to announce the release of its first report on Title III-E and Title VI-C implementation, *The National Family Caregiver Support Program: Compassion in Action*. Early findings show that states, tribes and communities across the U.S. are

making significant progress in implementing the program and that initial expectations have been greatly exceeded. States and localities have demonstrated a great deal of creativity in forming new local partnerships, improving access to a wide ranges of services, conducting outreach to special populations, and providing flexible services that can respond to the unique needs of consumers. This report will be a useful tool for all those working to expand home and community services and supports to enable elderly individuals and persons with disabilities to live in the most integrated settings appropriate to their needs. Copies of the report are being mailed this month directly to State Units on Aging, Area Agencies on Aging, Indian Tribal Organizations and selected national organizations. As an integral part of our nation's long-term care system, the National Family Caregiver Support Program fulfills a key responsibility of the U.S. Department of Health and Human Services in its role to implement the President's New Freedom Initiative. Additional copies of the report can be downloaded at: <http://www.aoa.gov/caregivers>.

### **Senior Medicare Patrol Volunteers Recognized in Washington, D.C.**

AoA recently honored the contributions of 21 senior volunteers who serve as community educators and resources in the Administration's effort to fight fraud, error and abuse in the Medicare and Medicaid programs. Josefina G. Carbonell, Assistant Secretary for Aging, presented awards during a Capitol Hill ceremony that was part of AoA's sixth National Health Care Fraud Control Conference held July 21-23 in Washington, D.C. Senators Grassley, Harkin, and Craig joined the Assistant Secretary to honor the volunteers at this event. AoA's volunteers have worked in their own communities and in local senior centers, educating more than 1.5 million Medicare and Medicaid beneficiaries on how to recognize and report billing errors and suspected fraud. Senior volunteers undergo training to review health care benefit statements and outline the steps older adults can take to identify potential fraudulent practices and protect themselves from fraud, error and other abuses in the health care system. For more information go to: [http://www.aoa.gov/press/pr/2004/07\\_Jul/07\\_19\\_04.asp](http://www.aoa.gov/press/pr/2004/07_Jul/07_19_04.asp).

### **AoA's Sixth National Health Care Fraud Control Conference**

AoA's sixth National Health Care Fraud Control Conference on July 21-23 in Washington, D.C. highlighted partnering and collaboration at the federal, state, and local levels as a major Senior Medicare Patrol program strategy for furthering health care fraud awareness. Mark McClellan, Administrator of the Centers for Medicare and Medicaid Services joined the Assistant Secretary in a keynote presentation highlighting the importance of partnerships. The conference brought together grantees, volunteers, federal agencies, state organizations, law enforcement, and aging organizations that have a stake in the future of Medicare and Medicaid. Administered by AoA, the Senior Medicare Patrol Projects recruit and train retired professionals such as doctors, nurses, teachers, lawyers, accountants and others to work with Medicare and Medicaid beneficiaries. The Senior Medicare Patrol Project grants, originally the "Health Care Anti-Fraud, Waste and Abuse Community Volunteers Demonstration Projects," were established in 1997 under the Older Americans Act. For more information about AoA's Senior Medicare Patrol Projects contact Doris Summey at 202/357-3533 or visit <http://www.aoa.gov/smp>

### **[Policy and Program Updates](#)**

## **Secretary Thompson Holds Fourth Breakfast Dialogue with LCAO Members**

On July 23, Secretary of the Department of Health and Human Services, Tommy Thompson held his fourth breakfast dialogue with members of the Leadership Council of Aging Organizations. The Assistant Secretary opened the breakfast with remarks about AoA partnerships, both federal and non-federal, that advance the Department and AoA's initiatives. Dr. Richard Carmona, Surgeon General, Michael O'Grady, HHS Assistant Secretary for Planning and Evaluation and Mark McClellan, Administrator, Centers for Medicare and Medicaid Services, joined the Assistant Secretary. Topics discussed included prevention, home and community based care, Medicare, Medicaid, and care management.

## **Upcoming Workshop on Physical Activity and Using the New DRIs**

Don't miss this special American Dietetic Association Pre-Food and Nutrition Conference and Exhibition Workshop, "Across the Spectrum of Care: Promoting Physical Activity for Older Adults and Implementation of the DRIs" with keynote speaker Gordon L. Jensen, MD, PhD, Director, Vanderbilt Center for Human Nutrition. Dr. Jensen will address the issue of obesity and older adults. The program will consist of a plenary, panel discussions and hands-on roundtable discussions on implementing physical activity and nutrition requirements in a variety of settings. Participants also can learn more about AoA's new *You Can! Steps to Healthier Aging* at this workshop. AoA, the Gerontological Nutritionists Dietetic Practice Group, the National Resource Center on Nutrition, Physical Activity and Aging, the Meals on Wheels Association of America, the National Association of Nutrition and Aging Services Programs, and the California Association of Nutrition Directors for the Elderly are co-sponsoring the workshop. Join dietitians and aging program staff on Saturday, October 2 from 8:30 am - 3:30 pm at the Sheraton Anaheim. Registration is open to the public, so anyone interested or involved in nutrition services to older adults is encouraged to attend at the \$45 fee. To access the registration form and brochure, please click here ([url to be inserted](#)).

## **New Macular Degeneration Education Campaign Launched**

The Alliance for Aging Research recently launched a health education campaign on age-related macular degeneration. The initiative is designed to provide both physicians and patients with the information and resources necessary to educate individuals on how to cope with this condition while maintaining an active and self-sufficient lifestyle. The campaign has been reviewed and approved by a panel of experts and has received scientific clearance from the National Eye Institute of the National Institutes of Health. Materials have been mailed to the offices of approximately 26,000 eye care professionals. The Alliance for Aging Research, believes that greater access to the latest scientific information will empower people to take control of their own health, while educating them on the importance and need for further medical advances. From policy issues to consumer health programs, the Alliance works to generate knowledge and action on age-related issues as a citizen advocacy organization dedicated to improving the health and independence of Americans as they age. The first copy campaign materials is available for free and additional copies can be ordered for a minimal charge. All of the campaign materials are available at [www.agingresearch.org](http://www.agingresearch.org) or by calling (800) 639-2421.

## **Online Information about the Aging and Disability Resource Center Initiative**

We invite you to learn about the AoA and Centers for Medicare and Medicaid Service's Aging and Disability Resource Center grant initiative by visiting the ADRC Web site. You'll find useful information on this Web site about how the ADRC initiative is being implemented to streamline access to long term care. The ADRC Web site is designed to disseminate information to a broad audience, including grantees, and contains information about ADRC grant recipients and their projects. It also offers numerous resources on the design and implementation of Aging and Disability Resource Centers. The new ADRC initiative is designed to create single points of entry into long term care systems for people with disabilities of all ages. For more information visit [www.adrc-tae.org](http://www.adrc-tae.org).

## Grantee Spotlight

### ***Making the Link* program to be Recognized by Archstone Foundation**

*Making the Link: Connecting Caregivers with Services through Physicians*, an AoA grant funded program of the National Association of Area Agencies on Aging will be recognized this fall with an "Honorable Mention" in the 2004 *Archstone Award for Excellence in Program Innovation* program. *Making the Link* brings together the aging network and health care providers for the benefit of family caregivers across the county. Now in its second year, *Making the Link* connects approximately 200 Area Agencies on Aging and Title VI – Native American aging programs with physicians in their local communities. The program's goal is to increase awareness among physicians about the essential health care role that family caregivers play, the significant impact of caregiving on the health of the caregiver, and the availability of caregiver services from AAAs and Title VI agencies. Through partnerships with AAAs, physicians are referring family caregivers to these local agencies for vital support services, including information and assistance, counseling, support groups, respite care and adult day care. Awareness among physicians about the health implications of caregiving has also been enhanced through n4a's national partnerships with organizations representing general and specialty practice physicians. The award will be presented during the 132<sup>nd</sup> Annual Meeting of the American Public Health Association, November 6-10, 2004, in Washington, D.C. The Archstone Foundation and the Gerontological Health Section of the American Public Health Association established the Archstone Award in 1997 to identify best practice models in the field of health and aging. For more information about this project visit [www.n4a.org/makingthelink.cfm](http://www.n4a.org/makingthelink.cfm)

## Of Interest

### **Brigham and Women's Hospital and Harvard Medical School Unveil Online Resource to Promote Positive Aging**

The Positive Aging Resource Center is offering elderly populations a unique online resource to help promote positive aging through a grant from the Substance Abuse and Mental Health Services Administration. PARC is launching their consumer education Web site to educate older adults and their families about mental health, encourage healthy aging and decrease the stigma associated with both mental health and aging. The PARC Web site differentiates itself through unique interactive features and personal stories of older adults who have overcome the challenges of mental

illness and aging. PARC is based in Boston at Brigham and Women's Hospital's Department of Psychiatry and Harvard Medical School's Division on Aging, and collaborates with major national provider and consumer organizations serving the elderly. For more information visit: [www.positiveaging.org](http://www.positiveaging.org)

### **Eye Drops May Delay or Prevent Glaucoma in African Americans at Higher Risk**

On June 21 the National Eye Institute of the National Institutes of Health announced that eye drops that reduce elevated pressure inside the eye can delay or possibly prevent the onset of glaucoma in African Americans at higher risk for developing the disease, researchers have found. This makes it more important to identify African Americans at higher risk for developing glaucoma so they can receive prompt evaluation for possible medical treatment. These results were reported in the June issue of *Archives of Ophthalmology*. Medicare covers an annual dilated eye examination for people at higher risk for glaucoma. This important preventive benefit defines higher risk as people with diabetes; those with a family history of glaucoma; and African Americans aged 50 and older. For more information go to: (insert url here).

### **Studies Suggest People with Early Alzheimer's Disease Can Still Learn**

People who have early stage Alzheimer's disease could be more capable of learning than previously thought, according to two new studies supported by the National Institute on Aging, a part of the National Institutes of Health. The promising studies suggest that some people with early cognitive impairment can still be taught to recall important information and to better perform daily tasks. Researchers in Miami, FL, found mildly impaired AD patients who participated in 3-to-4 months of cognitive rehabilitation had a 170 percent improvement, on average, in their ability to recall faces and names and a 71 percent improvement in their ability to provide proper change for a purchase. The participants also could respond to and process information more rapidly and were better oriented to time and place compared to a similar group of AD patients who did not receive this targeted intervention. These improvements were still evident 3 months after the cognitive training ended. The findings are reported in the July-August 2004 issue of the *American Journal of Geriatric Psychiatry*. AD is an irreversible disorder of the brain, robbing those who have it of memory, and eventually, overall mental and physical function, leading to death. It is the most common cause of dementia among people over age 65, affecting an estimated 4.5 million Americans. For more information on AD research or a copy of *Caregiver Guide: Tips for Caregivers of People with Alzheimer's Disease from the National Institute on Aging* also is available. These publications may be viewed at NIA's AD-dedicated website [www.alzheimers.org](http://www.alzheimers.org), the Institute's Alzheimer's Disease Education and Referral (ADEAR) Center, or by calling ADEAR at 1-800-438-4380.

### **Under-using Medications Because of Cost May Lead to Adverse Health Outcomes**

Researchers recently reported that middle-aged and older Americans with heart disease who cut back on their prescribed medications because of cost were 50% more likely to suffer heart attacks, strokes, or angina than those who did not report

cost-related medication under-use. The study, funded in part by the National Institute on Aging, appeared in the July 2004 issue of *Medical Care*, a journal of the American Public Health Association. This is the first nationally representative longitudinal study to demonstrate that patients with serious chronic illnesses experience adverse health events when they restrict their use of prescription drugs due to cost. The downturns in patients' health were observed over a relatively brief (2-3 year) period, suggesting that cost barriers to prescription drug use may have important short-term effects on older patients' health and well-being. For more information visit: [www.nia.nih.gov](http://www.nia.nih.gov).

### **New Family Caregiver Alliance Medication Management Fact Sheet**

Monitoring medications for a chronically ill older person is one of the most critical responsibilities family caregivers face. While medicines can increase life span and improve quality of life, they can also lead to devastating consequences if improperly used or administered. "Caregiver's Guide to Medications and Aging," a new Fact Sheet from the National Center on Caregiving at Family Caregiver Alliance, offers guidelines for the safe and effective use of medications. It includes tips ranging from how best to work with your pharmacist to how to recognize adverse drug reactions. A list of questions about medications is included, along with a form for tracking medication delivery. The Fact Sheet is available free on FCA's Web site at [www.caregiver.org](http://www.caregiver.org). Printed versions of this and all other FCA Fact Sheets can be ordered by sending \$1 per title to Publication Orders, Family Caregiver Alliance, 180 Montgomery Street, Suite 1100, San Francisco, CA 94104.

### **New Report on Long-Distance Caregiving Now Available**

Find out more about family care from a distance, a fact of life that affects millions of Americans. Living at a distance from an aging parent or grandparent can make caregiving a complex and difficult challenge. *Miles Away: The MetLife Study of Long-Distance Caregiving* by the MetLife Mature Market Institute and the National Alliance for Caregiving examines the challenges long-distance caregivers face not only in their personal lives but also in their work and careers. For more information go to: <http://www.caregiving.org/milesaway.pdf>

### **Save the Date for National Adult Influenza Awareness Week**

The National Foundation for Infectious Diseases and the National Coalition for Adult Immunization have set the date for this year's National Adult Influenza Awareness Week this year's **September 26 to October 2**. This year's theme is "*Immunization: Building a Pathway to a Healthy Tomorrow*." NFID has a campaign kit available with materials to help you educate consumers and health care workers about adult immunization. For more information visit <http://www.nfid.org/publications/naiaw04/>

### **The National Fraud Information Center offers Tips for Avoiding Fraud**

Check out the National Fraud Information Center's Web site for tips on Elder Fraud, Telemarketing Fraud, Internet Fraud, Counterfeit Drugs and more. The NFIC has tips for consumers about how to stop fraud, including advice about warning signs about how to tell whether an older friend, relative or client has been targeted for telemarketing fraud, how to remove your name from marketing lists, and information



and forms for filing a complaint. For more information visit [www.fraud.org](http://www.fraud.org) or call the NFIC call information center at 1-800-876-7060, 9 am – 5 pm (Eastern), Monday – Friday.

### **NHLBI Offers Three New Heart Healthy Recipe Booklets**

The National Heart Lung Blood Institute offers three new recipe booklets, proving that summer also can be fun and healthy. *Keep the Beat: Heart Healthy Recipes* offers recipes that show, you don't have to lose flavor to gain heart health and "keep the beat". Enjoy "Crispy Oven-Fried Chicken," "Red Hot Fusilli," "Crunchy Pumpkin Pie," and "Summer Breezes Smoothie." The booklet contains more than 100 pages of tempting heart healthy, taste-tested recipes sure to please you and your family. NIH Publication No. 03-2921. 145 pages. *Heart-Healthy Home Cooking African American Style* Recipe booklet offers you ways to prepare your favorite African American dishes in ways that protect you and your family from heart disease and stroke. These 20 tested recipes will show you how to cut back on saturated fat, cholesterol, salt, and sodium and still have great-tasting food. Delicious foods from spicy southern barbecued chicken to sweet potato pie are included. NIH Publication No. 97-3792. 28 pages. Use the recipe booklet *¡Platillos Litinos! Sabrosos y Saludables!* to learn to cook some of your favorite, traditional Latino dishes in a heart-healthy way. This bilingual cookbook contains 23 tested recipes that cut down on fat, cholesterol, and sodium but not on taste. These delicious recipes are destined to become family favorites.. NIH Publication Number: 96-4049. 56 pages. Recipe booklets can be downloaded or ordered through their online catalog at [http://www.nhlbi.nih.gov/health/public/heart/other/ktb\\_recipebk/](http://www.nhlbi.nih.gov/health/public/heart/other/ktb_recipebk/) <http://www.nhlbi.nih.gov/health/public/heart/other/chdblack/cooking.htm>; [http://www.nhlbi.nih.gov/health/public/heart/other/sp\\_recip.htm](http://www.nhlbi.nih.gov/health/public/heart/other/sp_recip.htm)

### **AoA e-news information**

Archives can be accessed via the AoA web site at:

[http://www.aoa.gov/press/enewsletter/archive/enewsletter\\_archive.asp](http://www.aoa.gov/press/enewsletter/archive/enewsletter_archive.asp)

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### **About AoA**

AoA works with a nationwide network of organizations and service providers to make support services and resources available to older persons and their caregivers. For more information about AoA, please contact us by mail at U.S. Department of Health and Human Services, Administration on Aging, Washington, DC 20201; by phone at (202) 619-0724; by e-mail at [aoainfo@aoa.gov](mailto:aoainfo@aoa.gov); or visit us on the Web at [www.aoa.gov](http://www.aoa.gov).

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