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Older Americans Month 2010 Materials Now Available

The Older Americans Month 2010 theme is "Age Strong! Live Long!" The theme recognizes and celebrates the diversity and vitality of today's older Americans. The Administration on Aging is pleased to provide materials to assist our partners at the national, state, and local levels plan for activities in commemoration of Older Americans Month.

To view and download the Older Americans Month 2010 logo, poster and other materials, please visit:

http://www.aoa.gov/AoAroot/Press_Room/Observances/oam/oam.aspx.

January 10-16 Designated As National Influenza Vaccination Week

Secretary Sebelius has designated January 10-16 as National Influenza Vaccination Week (NIVW). In doing so, the Secretary has noted that while the number of hospitalizations and deaths caused by the H1N1 virus or regular seasonal flu viruses has dropped significantly in recent weeks, the need to fight against the viruses remains critical. Pointing out that flu experts warn that we should prepare for a possible third wave of H1N1 flu, Sebelius encouraged persons who have not yet been vaccinated to take advantage of the more than 118 million doses of the H1N1 flu vaccination available and get vaccinated during NIVW.

NIVW is a national observance that was established to highlight the importance of continuing influenza vaccination, as well as foster greater use of flu vaccine after the holiday season into January and beyond. One of the many goals for NIVW is to engage at-risk audiences who are not yet vaccinated, hesitant about vaccination, or unsure about where to get vaccinated. This year, Friday, January 15 has been designated as Seniors Day during NIVW. The Administration on Aging (AoA) is getting the word out to all partners about this important effort.

To learn more about National Influenza Vaccination Week or to get information on how to promote National Influenza Vaccination Week, please go to <http://www.flu.gov/news/nivw.html>

AoA News

NLRC Webinar on Helping Difficult Clients

On January 20 the National Legal Resource Center (NLRC) will sponsor a training Webinar for persons who provide legal assistance to consumers,

particularly older adults. This 90-minute workshop will offer tips for identifying common traits among difficult clients and proven strategies for helping even the most challenging of clients while maintaining your health and sanity.

To register for the January 20 Webinar, please go to <https://www1.gotomeeting.com/register/799833945>

To learn more about the National Legal Resource Center, please go to http://www.aoa.gov/AoAroot/AoA_Programs/Elder_Rights/Legal/national_legal.aspx

Older Americans Act Reauthorization Forums

In advance of the 2011 reauthorization of the Older Americans Act, the Administration on Aging (AoA) plans to convene a series of Reauthorization Listening Forums early in 2010 to get input from the aging network, stakeholders, policymakers and the public (in particular older Americans) on key issues that will impact our growing aging population and their families.

The dates and locations are: Dallas on February 18th; Washington, DC Metro Area on February 25th; and San Francisco on March 3rd. In addition, a separate listening forum will be held at the NCOA/ASA Annual Conference in Chicago on March 16th.

As more information on these forums becomes available, we will immediately share it with you. In the meantime, please save the dates noted above.

Other HHS News

CDC Launches New Heart Disease Web Site

Centers for Disease Control and Prevention's Division for Heart Disease and Stroke Prevention recently launched its new Heart Disease Web Site. The new site contains updated information and resources, as well as a new look and feel and organization. To access the site, please go to <http://www.cdc.gov/HeartDisease/index.htm>

Medicare Now Covers HIV Screening Tests

The Centers for Medicare & Medicaid Services (CMS) recently announced its final decision to cover Human Immunodeficiency Virus (HIV) infection screening for Medicare beneficiaries who are at increased risk for the infection, including women who are pregnant and Medicare beneficiaries of any age who voluntarily request the service. The decision is effective immediately.

"Medicare's coverage of HIV screening tests is an important step forward in protecting beneficiaries from the potentially devastating and life-threatening complications of HIV and Acquired immunodeficiency Syndrome (AIDS)," said CMS Acting Administrator Charlene Frizzera.

To read the entire Decision Memo for Screening for the Human Immunodeficiency Virus, please go to <http://www.cms.hhs.gov/mcd/viewdecisionmemo.asp?from2=viewdecisionmemo.asp&id=229&>

CMS' Ask Medicare Video and Resource Guide Highlight Services for Caregivers

Services available to enhance the well-being of caregivers were recently highlighted in a new CMS' *Ask Medicare* video and resource guide. The video tells one family's story, and highlights programs and resources that benefit and enhance a caregiver's well-being. In addition, the video and resource guide provide links to services available for caregivers and care recipients through the HHS Administration on Aging, HHS Centers for Medicare & Medicaid Services and other state and local programs.

To view the video, please go to http://www.youtube.com/watch?v=IZa5m9kd_z4

To access the Resource Guide, please go to http://www.medicare.gov/caregivers/pdfs/Resource_and_Benefits_for_Caregivers.pdf

Ask Medicare is CMS' website for caregivers. To learn more about *Ask Medicare*, please go to <http://www.medicare.gov/caregivers/>

New HHS Report Highlights How Health Insurance Reform Will Benefit Families

HHS Secretary Kathleen Sebelius recently released a new report, *Protecting Families and Putting More Money in Your Pocket: How Health Insurance Reform Will Lower Costs and Increase Choices*. The report highlights how health insurance reform will benefit families across the country.

To access the report, please go to <http://www.healthreform.gov/reports/families/index.html>

Federal Funding Opportunities

National Service Agency Solicits Public Feedback on Social Innovation Fund

The Corporation for National and Community Service has released a draft Notice of Funding Availability (NOFA) for its 2010 Social Innovation Fund (SIF) grant competition. The Corporation is soliciting public feedback on the funding notification through January 15, 2010.

The SIF, a new public-private partnership authorized by the 2009 Edward M. Kennedy Serve America Act, is designed to create new knowledge about how to solve social challenges in the areas of economic opportunity, youth development and school support, and healthy futures, and, improve our nation's challenge-solving infrastructure in low-income communities.

In Fiscal Year (FY) 2010, the Corporation expects to award an estimated \$50 million in Federal funding to five to seven intermediary organizations. Annual awards, which will run for five years, are expected to be in the range of \$5 million to \$10 million. Intermediary organizations—grantmaking institutions—will apply for SIF funding and then make sub-grants to a portfolio of promising nonprofit organizations.

To learn more about the Social Innovation Fund, please go to http://www.nationalservice.gov/about/newsroom/releases_detail.asp?tbl_pr_id=1596

SAMHSA to Award Grants to Promote Consumer Involvement in Restructuring Mental Health Systems

The Department of Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA) is accepting applications for fiscal year 2010 for up to \$8.9 million, over 5 years, to fund five consumer and consumer-supporter technical assistance centers that will strengthen and enhance consumer and directed approaches for adults with serious mental illness.

The goals of this grant program include strengthening consumer organizations and leadership in States where such organizations do not exist or are underdeveloped, restructuring of the mental health system by promoting consumer directed approaches and promoting skill development for consumers and activities that expand peer run alternatives.

The application deadline is February 19, 2010.

To learn more about the program or to download an application, please go to <http://www.samhsa.gov/Grants/2010/SM-10-008.aspx> or <http://www.grants.gov/>

More Aging News

Winter Months Come with Higher Risk of Fire and Carbon Monoxide Poisoning

Winter months in particular are the peak time for house fires and carbon monoxide poisonings. Most incidents are due to improper ventilation or malfunctioning heating sources. Even traditional alternative heat sources, such as a fireplace or space heater can be dangerous if not used properly. Fire and rescue experts suggest a number of simple steps families can take to better protect themselves during cold temperature, including having working smoke alarms and carbon monoxide alarms on every level of the home and in sleeping areas. To learn about other protective measures, please go to the U.S. Consumer Product Safety Commission website at <http://www.cpsc.gov/cpscpub/prerel/prhtml10/10090.html>

Help Stop Medical Discount Card Fraud

The U.S. Federal Trade Commission (FTC) needs your help in halting a surge in the fraudulent marketing of medical discount cards. In these schemes, marketers typically represent that consumers will receive low-cost health insurance or medical benefits. In reality, consumers do not receive health insurance or any meaningful medical benefits. Instead, they receive a card that purports to provide discounted rates with medical providers. Consumers find that the promised discounted rates are illusory. If you have information about a medical discount card scheme, or learn of a victim of such a scheme, please contact the FTC by calling Artie DeCastro at 202-326-2747.

The FTC is the federal government's consumer protection agency, which brings federal court law enforcement actions to stop fraud and obtain refunds for consumers. It works for consumers to prevent fraudulent, deceptive, and unfair business practices and to provide information to help spot, stop, and avoid them. To file a complaint in English or Spanish, visit the FTC's online Complaint Assistant at <https://www.ftccomplaintassistant.gov/> or call 1-877-FTC-HELP (1-877-382-4357).

Promoting Older Driver Safety

The National Highway Traffic Safety Administration (NHTSA) has developed new materials that provide guidelines for caregivers to use in evaluating their older loved ones' driving abilities, and tips on how to communicate their concerns.

To access these resources, including articles, tip sheets, and a video, please go to

<http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.31176b9b03647a189ca8e410dba046a0/>

REACH OUT Promotes the Health and Well-Being of Adults Caring for Persons with Dementia

Implementing a Community-Based Program for Dementia Caregivers: An Action Guide using REACH OUT, provides a step-by-step approach to using REACH OUT in communities of varying size and composition. Much of what appears in this *Action Guide* can be applied to other evidence-based programs and is intended to facilitate expansion of caregiver interventions and promote their adoption into widespread practice. The *Action Guide* was developed in collaboration with the University of Michigan's Institute of Gerontology, the Centers for Disease Control and Prevention, and the National Association of Chronic Disease Directors. To access the *Action Guide* and additional materials, please go to <http://www.iog.umich.edu/reachout/reachout/htm>

For more information, please contact Michelle Brown (mlr6@cdc.gov) or Dr. Lisa McGuire (lmcguire@cdc.gov).

Submit a Story!

Do you have a story aboutClick on the link below to share your story with us, and it may appear on our website or in this enewsletter!

http://www.aoa.gov/AoARoot/Press_Room/For_The_Press/medadv/Share_Story.aspx

Conferences

Stay up to date with the latest aging meetings and conferences by visiting the AoA events calendar at:

http://www.aoa.gov/AoARoot/Press_Room/events/events_List_Day.aspx#title

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