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Older Americans Month (OAM) 2010 Theme: *Age Strong! Live Long!*

To view and download the OAM 2010 logo, poster and other materials, please visit: http://www.aoa.gov/AoAroot/Press_Room/Observances/oam/oam.aspx

Top Story

White House Launches New Urban Affairs Website

On March 1st, the White House launched the White House Urban Affairs website. This effort is an additional tool in the Obama Administration's ongoing conversation on the Future of America's Cities and Metropolitan Areas. The website enables the White House to establish a more direct relationship with the American people. At the website, city and community leaders are encouraged to submit their ideas and help inform the administration's policy development process to make the nation's urban areas more economically competitive, environmentally sustainable, and expand opportunity. The website can be used by the public to share with the White House information about the innovative ways it is responding to government bureaucracy, the public-private partnerships created within communities to overcome a slow economy and what residents are doing to turn distressed neighborhoods around with determination, hope and hard work.

To access the website and to learn how you can contribute to dialogue on the Future of America's Cities and Metropolitan Areas, please go to <http://www.whitehouse.gov/urbanaffairs>

HHS Secretary Sebelius to Address NCOA-ASA Conference

Health and Human Services Secretary Kathleen Sebelius will address the joint National Council on Aging and American Society on Aging (NCOA-ASA) Aging in America Conference in Chicago, Illinois on Tuesday, March 16 at 3:30 p.m. During the *Health Care Today: An Insider's Perspective* General Session, the Secretary will provide an overview of the policy and practice issues currently on the federal health care agenda.

March Is National Nutrition Month®

The theme for the 2010 National Nutrition Month® is "Nutrition from the Ground Up."

National Nutrition Month® is a nutrition education and information campaign created annually in March by the American Dietetic Association. The campaign focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits.

Eating right and being fit are keys to staying healthy throughout life. As nutrient needs change with aging, it is important for consumers to know which foods offer the vitamins and minerals that will promote healthy aging.

Help feel your best by learning how to make healthy food choices – especially those that are lower in calories and packed with vitamins, minerals, fiber and other nutrients – and by being physically active every day.

To learn more about National Nutrition Month® and to obtain permission for materials usage, please go to <http://www.eatright.org/NNM/>

To learn more about nutrition for older adults, please go to <http://www.eatright.org/Public/content.aspx?id=6837>

To learn more about two key organizations who address nutrition issues for older Americans, please visit the National Association of Nutrition and Aging Services Programs at <http://www.nanasp.org/> and the Meals on Wheels Association of America at <http://www.mowaa.org/Page.aspx?pid=480>

AoA News

AoA and AARP Leaders Participate in UNTV Interview on Global Aging

In a recent airing of United Nations Television (UNTV) *Global Connections*, host Bill Miller interviewed Assistant Secretary for Aging Kathy Greenlee and AARP President Jennie Chin Hansen on global aging. During the interview Assistant Secretary Greenlee and Ms. Hansen discussed the implications on health given the aging population worldwide and the need for better integration of people as they age in societies. The broadcast was held in conjunction with this year's Annual AARP-UN Briefing Series on Global Aging held at United Nations Headquarters.

To view the show in its entirety, please visit http://www.aarpinternational.org/conference_sub/conference_sub_show.htm?doc_id=1168279

Survey on AoA.gov

We are interested in getting your feedback on the AoA Web site to make improvements to the site. Please fill out our survey at http://www.aoa.gov/AoARoot/Site_Uilities/Survey/AoA_Survey_Confirm.aspx

We appreciate and value your comments and suggestions!

AoA Announces "Guided Tour" Webinar for National Legal Resource Center Website

In today's difficult economic climate, aging and legal service networks are confronted by an alarming increase of older adults facing difficult legal

challenges related to income security, health and LTC financing, housing and home foreclosures, consumer fraud, and elder abuse. It is therefore important that legal and aging service professionals and advocates across the country have easy and streamlined access to a wide range of legal support resources. The National Legal Resource Center (NLRC) and the new NLRC website, <http://.www.nlrc.aoa.gov> serve as a “one stop shop” through which aging and legal services networks can gain access to critical resource support on a broad range of legal issues impacting older adults.

A “Guided Tour” webinar featuring the five (5) NLRC partner organizations will demonstrate how to use the site as a portal to:

- Learn about the services provided by the partners in the NLRC
- Request case consultation and training on complex legal issues
- Request technical assistance on building effective legal service delivery systems
- Find in-depth information on legal issues impacting seniors
- Find events in law and aging and learn how to submit your events for the calendar
- Find consumer information and publications on legal issues
- Find information on legal and aging service provider networks
- Read headline news stories in law and aging
- Learn about upcoming state, regional and national events
- Learn about Best Practices in aging and legal service delivery

The “Guided Tour” webinar is scheduled for Thursday, March 11, from 10:00 a.m. to 11:15 a.m. EST. Please register and reserve your seat at: <https://www1.gotomeeting.com/register/181581505>

New Website for Community Innovations for Aging in Place Initiative

AoA is pleased to announce a new website sponsored by the Technical Assistance Resource Center for the Community Innovations for Aging in Place Initiative (CIAIP). The CIAIP initiative was authorized by Congress to assist communities in their efforts to enable older adults to sustain their independence and age in place in their homes and communities. Grantees under the CIAIP initiative, initially funded in October 2009, are striving to assess their communities to identify any barriers to aging in place and collaborate with other community organizations to identify innovative strategies for providing and linking older individuals to programs that provide comprehensive and coordinated health and social services for older individuals. The Visiting Nurse Service of New York was funded by AoA to provide technical assistance to CIAIP grantees as well as to other organizations striving to promote aging in place in their communities. They have created the website as one tool to assist organizations in their efforts.

To learn more about the CIAIP initiative and the activities of the grantees go to the new CIAIP technical assistance website at <http://www.ciaip.org>

AoA to Sponsor to Walk on the National Mall in Celebration of Older Americans Month

In celebration of Older Americans Month (OAM), the Administration on Aging (AoA) will sponsor a one-mile *Age Strong! Live Long!* Walk on the National Mall in Washington, DC. The Walk will be held in the fourth week of May (specific date is coming) and will kick-off at 10:00 a.m. It will be the highlight among a number of physical fitness activities AoA will sponsor that morning to promote increased physical activity among older Americans and to heighten the awareness it plays in healthy lifestyles.

We are making plans for hundreds of area seniors and our local partners who service them to participate in the Walk. All participants will receive a certificate of completion and many other give-aways.

More information on the *Age Strong! Live Long!* Walk will be included in the April eNews.

AoA Listening Forums Garner Input from the Public on OAA Reauthorization

In recent weeks, the Administration on Aging (AoA) convened listening forums to solicit input from the public on the Older Americans Act (OAA) Reauthorization. Congress will consider reauthorization and amendments to the Act in 2011 that will take effective in FY2012.

Forums were held in Dallas, Texas, Washington, DC and a final Forum will be held on March 3rd in San Francisco, California. The Forum discussion topics include a number of national issue areas in three broad categories: Elder Rights and Elder Justice, Prevention & Wellness – Healthy Aging, and Aging Network Infrastructure for Serving Diverse Needs. The format allowed for one to three minute presentations by panelists followed by a general session for open discussion.

The input will be compiled and summarized into a report that will be available in the coming weeks on the AoA website, <http://www.aoa.gov>

In addition, AoA is continuing to post to its website OAA Reauthorization Input Events held by any national, state, tribal, regional or local organization. These can range from workshops, board meetings, public forums, or conferences designed to solicit public input regarding issues to be considered during the next OAA reauthorization. So that we may more easily track this important

input, please pre-register your event at

http://www.aoa.gov/AoAroot/AoA_Programs/OAA/Reauthorization/Docs/Registrar_OAA_ra_Event.pdf

Following the events, summary reports developed by the sponsoring organization(s) may be submitted to AoA at

<http://survey.muohio.edu/snaponline/siam/surveylanding/interviewer.asp?sid=513ECB642A9B1380AB8CA139C2E1481D55514B8E53A7>

Any individual or entity wishing to provide input related to OAA reauthorization separate from an organized event or listening forum may submit input via the AoA website at

<http://survey.muohio.edu/snaponline/siam/surveylanding/interviewer.asp?sid=513ECB202DC307C3AF8CA139C2E1481D56514D8E52A6>

Other HHS News

Celebrate National Women's Health Week

The 11th annual celebration of National Women's Health Week will be May 9 - 15, 2010. The signature event of the week, the 6th Annual National Women's Check-up Day, will be held May 10th. The 2010 theme is "*It's Your Time.*" The goal of this nationwide initiative, coordinated by the Department of Health and Human Services' Office of Women's Health, is to empower women to make their health a top priority. Women are encouraged to take simple steps for a longer, healthier and happier life.

These important events coincide with the Administration on Aging's (AoA) celebration of Older Americans Month (OAM), a tradition dating back to 1963. This year's OAM theme, "*Age Strong! Live Long!*" recognizes the diversity and vitality of today's older Americans just as National Women's Health Week recognizes the importance of women and the contributions they make to their families, communities and country.

We are encouraging you to reach out to your partners in communities across the nation to celebrate National Women's Health Week with ceremonies, fairs and other events. You can sponsor a display table, health fair, educational workshop or partner with a local health care provider to offer health screenings for blood pressure or diabetes, mammograms and other tests.

To learn more about the week, or to register your National Women's Health Week event and receive free educational and promotional materials, please visit the website at <http://www.womenshealth.gov/whw/>

HHS Announces 2010 Tribal Consultation Blueprint

Health and Human Services (HHS) Secretary Kathleen Sebelius recently detailed the department's tribal consultation plan to improve services, outreach, and consultation efforts to Indian Country. Included in the plan is the establishment of a Tribal-Federal Work Group whose task will be to review tribal comments, regional consultation reports and develop recommendations to improving the HHS Tribal consultation policy. Secretary Sebelius will also create a Secretary's Tribal Advisory Committee, the first of its kind and the first to be established by any Cabinet official in the Administration.

To read the HHS 2010 Tribal Consultation Blueprint in its entirety, please go to <http://www.hhs.gov/intergovernmental/tribal/index.html>

Surgeon General and Microsoft HealthVault Collaborate to Expand Consumer Benefits for *My Family Health Portrait*

The U.S. Surgeon General Regina M. Benjamin recently announced a collaboration with Microsoft HealthVault that will provide new features and expand access to *My Family Health Portrait*, a free Internet-based resource. This resource enables consumers to easily record their family health history and integrate the information stored in their *My Family Health Portrait* profile into a personal HealthVault account. In addition, these users will also be able to share that information with a variety of health care providers and services that connect to HealthVault, enabling them to make more informed decisions around their current and future healthcare needs.

To learn more about this new initiative, please go to <http://www.hhs.gov/news/press/2010pres/02/20100224a.html>

States Receive Relief on Payments to Medicare for Part D Costs

Health and Human Services (HHS) Secretary Kathleen Sebelius recently announced \$4.3 billion in financial relief to states by reducing the amount they will have to pay the federal government to offset the cost of Medicare coverage for prescription drugs for state residents eligible for both Medicare and Medicaid. Making the announcement, Sebelius noted "We believe today's action will help states as they struggle to maintain Medicaid and other budget priorities in these difficult economic times. This relief will help states continue to provide critical health care services to the nearly 60 million beneficiaries who depend upon it."

This temporary financial boost to states is made possible by the American Recovery and Reinvestment Act of 2009 (ARRA). That law granted a significant, yet temporary, increase in the amount states receive from the federal government to help pay for their Medicaid programs.

To learn more and to view the list of estimated savings by state, please go to <http://www.hhs.gov/news/press/2010pres/02/20100218c.html>

NIHSeniorHealth Provides Information on Life after Cancer to Consumers

Older adults who have survived cancer can find out what to expect once treatment ends in Life after Cancer, the newest topic on NIHSeniorHealth. Visitors to the site will learn about managing follow-up care, physical and emotional changes, and relationships with family and friends. The topic also addresses how a person's age and health status can affect recovery and survival. This is important information for older adults who make up about 60 percent of cancer survivors and whose cancer treatments may have been complicated by other aging-related health conditions.

To learn more, please go to <http://www.nihseniorhealth.gov/lifeaftercancer/toc.html>

NIHSeniorHealth is a health and wellness Web site geared to the needs of older adults. It was developed by the National Institute on Aging (NIA) and the National Library of Medicine (NLM), both parts of the National Institutes of Health. To learn more about NIHSeniorHealth, please go to <http://nihseniorhealth.gov/>

NIH and FDA Announce Collaborative Initiative to Fast-Track Innovations to the Public

The U.S. Food and Drug Administration (FDA) and the National Institutes of Health (NIH) recently unveiled an initiative designed to accelerate the process from scientific breakthrough to the availability of new, innovative medical therapies for patients. The initiative involves two interrelated scientific disciplines: translational science, the shaping of basic scientific discoveries into treatments; and regulatory science, the development and use of new tools, standards and approaches to more efficiently develop products and to more effectively evaluate product safety, efficacy and quality. Both disciplines are needed to turn biomedical discoveries into products that benefit people.

As part of the effort, the agencies will establish a Joint NIH-FDA Leadership Council to spearhead collaborative work on important public health issues. The Joint Leadership Council will work together to help ensure that regulatory considerations form an integral component of biomedical research planning, and that the latest science is integrated into the regulatory review process.

To learn more about the initiative, please go to <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm201706.htm>

NIH Panel Assesses the Relationship Between Lactose Intolerance and Health

Recognizing lactose intolerance as a real and important clinical syndrome that is difficult to quantify as a public health burden, NIH recently convened a Consensus Development Panel to assess the available evidence on lactose intolerance and health across the age spectrum and across racial and ethnic groups.

To read the panel report, please go to
<http://consensus.nih.gov/2010/lactosestatement.htm>

More Aging News

National Consumer Protection Week March 7-13

National Consumer Protection Week (NCPW) is a coordinated consumer education campaign that encourages individuals across the country to take full advantage of their consumer rights. NCPW 2010 is March 7-13. This year's theme — *Dollars & Sense: Rated "A" for All Ages* — highlights the importance of using good consumer sense at every stage of life – from grade school to retirement.

To learn about NCPW events taking place in your community and to access information about how you can promote NCPW activities, please go to
<http://consumer.gov/ncpw/>

AARP Foundation Women's Scholarship

The AARP Women's Leadership Circle will again award in 2010 scholarships to women age 40 and over with income within 150% of poverty. The program seeks primarily to assist women who are in the final stages of their college or trade program.

The application may only be submitted online and the deadline is March 31, 2010.

To learn more about the eligibility requirements and to access an application, please go to
http://www.aarp.org/makeadifference/gettinghelp/wlc/scholarship_info/

Health and Aging Policy Fellows Program

The Health and Aging Policy Fellows Program is a unique opportunity for professionals in health and aging to receive the experience and skills necessary

to make a positive contribution to the development and implementation of health policies that affect older Americans. The nine-to-12-month Program offers fellows the opportunity to participate in a residential track or a non-residential track. The residential track allows fellows to participate in the policymaking process on either the Federal or state level as legislative assistants in Congress, professional staff members in executive agencies or policy organizations. The non-residential track allows fellows to work on a policy project and brief placement(s) throughout the year at relevant sites. Fellows also have the opportunity to apply for second-year funding to continue components of their fellowship experience/project either at their placement sites, at the state/local levels, or with non-governmental organizations.

The application deadline is April 15, 2010.

To learn more about this opportunity, please go to <http://www.healthandagingpolicy.org/>

2010 Census Underway

The counting of all US residents, both citizens and non-citizens, has begun. A short ten-question form, asking for an account for everyone living at that address as of April 1, 2010, will be delivered to every household in the United States and Puerto Rico during the month of March. A prepaid envelope is included so that the completed survey can be mailed back as soon as possible. Households that do not return the form back may receive a visit from a census taker who will personally ask the questions from the form.

The U.S. Census is required by the Constitution to take place every ten years. The 2010 Census will help communities receive more than \$400 billion in federal funds each year for an array of services, such as, hospitals, job training centers, schools, senior centers, emergency services, and public works projects. The data collected by the census also help determine the number of seats each state has in the U.S. House of Representatives.

The majority of the country will receive English-only materials. Households in areas with high concentrations of Spanish-speaking residents may receive a bilingual (English/Spanish) form.

All personal data provided is protected under federal law.

April 1st, which is National Census Day, is a reminder for completing and mailing back the census survey.

To learn more about the 2010 Census, please visit <http://2010.census.gov/2010census/>

NCOA Releases Survey on Medical Imaging Safety

The recently released results of the Survey on Medical Imaging Safety conducted by the National Council on Aging (NCOA) revealed that communication about the safety of medical imaging for patients with these devices is often inadequate. The national survey focused largely on electronic implantable device patients and their caregivers. The questions posed were directed to older adults, caregivers, and health care providers and evaluated their knowledge and awareness of medical imaging safety.

To learn more about the survey findings, please go to <http://www.ncoa.org/press-room/press-release/ncoa-releases-survey-on.html>

DoD National Resource Directory Receives Upgrade

The Department of Defense (DoD) has announced that its National Resource Directory (NRD) website recently received a comprehensive system upgrade to provide users with easier access. This website compiles federal, state, local and non-profit resources for Wounded Warriors, Veterans, family members and caregivers in a single, searchable site. The site's new "bookmark and share" feature allows visitors to alert others to the resources they find most helpful through social bookmarking, Facebook, Twitter, and other social networking tools. Visitors can also subscribe to Really Simple Syndication (RSS) or e-mail updates about new information that has been added to the site.

The NRD is a collaborative effort among the Departments of Defense, Veterans Affairs (VA) and Labor (DOL).

The site can be accessed at http://www.disability.gov/benefits/other_benefits_programs/veterans_&_military

Government Executive Offers Live Web Channel for SSA

The recently launched Live Web Channel for the Social Security Administration (SSA) by *Government Executive Magazine* provides a Live view into all the breaking news and analysis about SSA happening across the Web. The site streams news feeds about SSA from hundreds of sources, including *Government Executive*, *The New York Times*, CNN, *The Washington Post*, *Federal Times*, and more.

To access this information, please go to <http://topics.govexec.com/social+security+administration>

To learn more about *Government Executive Magazine*, please go to <http://www.govexec.com/>

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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