



## **News from AoA June 2010**

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## Top Story

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### **Seniors Across the Country Walk to Celebrate Older Americans Month**

Throughout the month of May communities across the country celebrated Older Americans Month with *Age Strong! Live Long!* walks. Nationally, more than 1,500 seniors, their family members and friends, service providers, and volunteers participated in the walks. Following the Administration on Aging's (AoA) lead in organizing the *Age Strong! Live Long! Walk* on the National Mall in Washington, DC, organizations in communities from Waterloo, Iowa to Warrenton, North Carolina to Dunedin, Florida, to name a few, sponsored a day of fun and fitness to promote the relationship between healthy lifestyles and healthy aging.

Prior to the one-mile walk at the foot of the U.S. Capitol Building in Washington, DC, close to 300 participants took part in physical fitness demonstrations and warm-up exercises, and visited the *Age Strong! Live Long!* Exhibit Hall, where they heard from guest speakers including Deputy Secretary for the Department of Health and Human Services, Bill Corr, Principal Deputy Assistant Secretary for Aging, Cindy Padilla, and Mistress of Ceremonies and local CBS News anchor, JC Hayward. Participants who chose not to walk participated in a Tai Chi demonstration.

The format of the event in Washington, DC was duplicated in Warrenton, NC, where the *Age Strong! Live Long!* walk was covered by the local media and parts of the celebration were aired live on the radio.

The *Age Strong! Live Long!* gold star must go to the state of Iowa. Over 700 individuals in sixteen locations and ten counties across the state participated in walks. The celebration had such great success that it motivated many Iowa senior centers to change their names to *Age Strong Live Long Centers*. In an effort to capture the essence of the event year round, several of these centers will establish walking clubs to continue to promote healthy lifestyles and aging.

The committee in Dunedin, FL began plans for its *Age Strong! Live Long!* walk in January. Wristbands and pledge forms were used to promote the event and organizers advertised at a number of senior activities, including the Awareness Fair and Senior Hall of Fame.

This year's *Age Strong! Live Long!* walks made for a truly national celebration of Older Americans Month and the celebration does not stop with the month's end. Grace Lutheran Foundation, a not-for-profit health care organization in Eau Claire, Wisconsin, plans to hold its *Age Strong! Live Long!* event in September.

Each year, Older Americans Month will have a different theme, but *Age Strong! Live Long!* has taken on a life of its own that will continue to inspire Americans for years to come.

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## **AoA News**

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### **AoA Joins the International Community in Observance of World Elder Abuse Awareness Day**

June 15th is World Elder Abuse Awareness Day (WEAAD), recognized by communities throughout the world as a time to increase our efforts to raise awareness of elder abuse, neglect, and exploitation. The Administration on Aging (AoA) invites and encourages you to join the international community this year in recognizing World Elder Abuse Awareness Day.

To assist communities in planning events to observe WEAAD, AoA's National Center on Elder Abuse (NCEA) has created the *Join Us in the Fight Against Elder Abuse Campaign* as part of the first-ever nationwide effort to raise awareness of elder abuse, neglect, and exploitation. A cornerstone of the campaign is the placement of the Elder Abuse Information Piece, a 15 second public service announcement, in movie theaters in major metropolitan areas throughout the country running May 28, 2010 through June 24, 2010. This Information Piece, with actor and advocate William Mapother of the television show "Lost," is the same as the one that ran in 2009, and sustains the message that echoed simultaneously throughout the country last year asking viewers to "join us in the fight against elder abuse." For a listing of cities and movie theaters showing the information piece this year, please go to [http://www.ncea.aoa.gov/NCEARoot/Main\\_Site/About/Initiatives/doc/Movie\\_theater\\_sheet\\_for\\_web\\_and\\_dissemination.pdf](http://www.ncea.aoa.gov/NCEARoot/Main_Site/About/Initiatives/doc/Movie_theater_sheet_for_web_and_dissemination.pdf)

NCEA has also created a companion Elder Abuse Awareness Information Packet. It provides tip sheets on activities, information about abuse and other practical information and fact sheets to help organizations prepare for increased public awareness during this time. To view and download materials, please go to [http://www.ncea.aoa.gov/NCEARoot/Main\\_Site/About/Initiatives/Join\\_Us\\_Campaign.aspx](http://www.ncea.aoa.gov/NCEARoot/Main_Site/About/Initiatives/Join_Us_Campaign.aspx)

To share your thoughts on the *Join Us Campaign*, please email NCEA at [ncea-info@aoa.hhs.gov](mailto:ncea-info@aoa.hhs.gov), or telephone us at 302-831-7010.

We hope that you will join NCEA this year in observing World Elder Abuse Awareness Day! Together, we have the power to prevent elder abuse.

To learn more about NCEA, please go to  
[http://www.ncea.aoa.gov/ncearoot/Main\\_Site/index.aspx](http://www.ncea.aoa.gov/ncearoot/Main_Site/index.aspx)

### **Widgets and E-Cards are Now Available on AoA.gov**

Do you know what percent of older adults exercise regularly? You can find out by accessing AoA's widget at  
[http://www.aoa.gov/AoARoot/Press\\_Room/Social\\_Media/index.aspx](http://www.aoa.gov/AoARoot/Press_Room/Social_Media/index.aspx). The code of the widget is easily accessible so you can also post AoA's aging statistics widget to your website.

Would you like to send an e-card with nutrition tips to a friend or family member?

AoA's e-cards feature quick tips on healthy eating and are also available on AoA's social media page

[http://www.aoa.gov/AoARoot/Press\\_Room/Social\\_Media/index.aspx](http://www.aoa.gov/AoARoot/Press_Room/Social_Media/index.aspx). The e-cards also offer links to nutrition information on other websites.

Social media is a new and growing area of the AoA site. We will be updating you with alerts on new social media content in every *eNews* issue. If you have any questions or comments on our social media content, please contact Augustina Howe at [Augustina.Howe@aoa.hhs.gov](mailto:Augustina.Howe@aoa.hhs.gov).

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### **Other HHS News**

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#### **New CMS Brochure Gives Details on the \$250 Medicare Part D Rebate**

Recently posted to the What's New section of the Centers for Medicare & Medicaid Services (CMS) website is the *Closing the Prescription Drug Coverage Gap* Brochure, which describes details about the tax-free, one-time check for \$250 for people who enter the Part D donut hole and are not eligible for Medicare Extra Help. The first checks are being mailed June 10 and checks will be mailed monthly after people have entered the coverage gap.

To help fight fraud and protect beneficiaries from potential scams, Medicare is reminding seniors there are no forms to fill out to receive this benefit. Medicare will automatically send a check. The envelope will have the US Department of Health and Human Services symbol on it and will say "Medicare Part D." Beneficiaries don't need to provide any personal information. They don't need to provide any personal information like Medicare, Social Security, or bank account numbers to get the rebate check. They are reminded not to give any personal information to anyone who calls about the \$250 rebate check.

To download a copy of the brochure, please go to <http://www.medicare.gov/Publications/Search/Results.asp?PubID=11464&Type=PubID>

To learn more about CMS, please go to <http://www.medicare.gov>

### **Infusion Pump Improvement Initiative Launched by FDA**

The Food and Drug Administration (FDA) recently launched its Infusion Pump Improvement Initiative to prevent errors that can cause serious injury and possible death when using infusion pump. Infusion pumps are medical devices that deliver fluids, including nutrients and medications, into a patient's body in a controlled manner. These devices are in used worldwide in healthcare facilities, as well as in the home.

The action steps detailed in the Initiative will foster the development of safer, more effective infusion pumps, and support the safe use of these vital medical devices.

To learn more about this Initiative, please go to <http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/GeneralHospitalDevicesandSupplies/InfusionPumps/ucm205424.htm>

### **FDA Website Provides Information on Medical Devices Used in the Home**

The Food and Drug Administration (FDA) Center for Devices and Radiological Health (CDRH) web page provides safety information and resources about medical products used in the home environment geared for a variety of audiences, including consumers, patients, healthcare providers. and manufacturers.

To learn more, please go to <http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/HomeUseDevices/default.htm>

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## **Federal Funding Opportunities**

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### **HHS to Award \$60 Million in Affordable Care Act Grants**

Health and Human Services (HHS) Secretary Kathleen Sebelius recently announced the availability of \$60 million in Affordable Care Act grants to states and communities to help individuals and their caregivers better understand and navigate their health and long-term care options. Through this opportunity made possible by the Affordable Care Act HHS' Administration on Aging (AoA) and the Centers for Medicare & Medicaid Services (CMS) will work

collaboratively to award funds for an integrated approach that focuses on the unique needs of seniors, disabled Americans and their caregivers as they seek health care and long-term care.

Some specific areas of focus will include assisting individuals who are underserved and hard to reach with information about their Medicare and Medicaid benefits, helping older adults and individuals with disabilities live at home or in settings of their choosing with the right supports, assisting people transition from hospital or nursing home stays back into the community, and strengthening linkages between the medical and social service systems.

Funds will be available to states, area agencies on aging (AAA's), State Health Insurance Assistance Programs (SHIPs) and Aging and Disability Resource Centers (ADRCs). The application deadline is Friday, July 30, 2010. Grants will be awarded in September 2010. The Program Announcement can be viewed at <http://www.aoa.gov/AoARoot/Grants/Funding/index.aspx> or [www.grants.gov](http://www.grants.gov)

### **AoA Announces Availability of Approximately \$3 Million for Alzheimer's Disease Supportive Services Program Projects**

*Opportunity for States to Help Family Caregivers of Persons with Alzheimer's Disease and Related Disorders*

Assistant Secretary for Aging Kathy Greenlee is pleased to announce the availability of approximately \$3 million for Alzheimer's Disease Supportive Services Program (ADSSP) Projects. These projects will provide the opportunity for the Administration on Aging's national network of community-based organizations and its partners to strengthen their approach in providing evidence-based services and supports for individuals caring for a loved one with Alzheimer's Disease and Related Disorders (ADRD).

Funding is available through the program announcement: "*Evidence-Based Caregiver Programs to Better Serve Persons with Alzheimer's Disease and Related Disorders*". Eligible applicants are all instrumentalities of state government, which includes – but are not limited to – State Agencies on Aging.

**An informational teleconference is scheduled for Thursday, June 10, 2010 at 4:00 p.m. Eastern Time.** For call-in information, please see the Program Announcement.

The closing date for applications is Tuesday, July 6, 2010. **The deadline for submission of a letter of intent is Friday, June 11, 2010.** The Program Announcement can be viewed at <http://www.aoa.gov/AoARoot/Grants/Funding/index.aspx>

## **AoA Is Accepting Applications to Create a National Aging Civic Engagement Technical Center**

The Administration on Aging (AoA) is pleased to accept applications for a National Aging Civic Engagement Technical Center.

The National Aging Civic Engagement Technical Assistance Center will:  
(1) Conduct a systematic inquiry of existing knowledge and opinions of key stakeholders in the aging, service, and other communities as identified, at the federal, state and local levels that will result in a recommended Action Plan in civic engagement for AoA and the Aging Network and (2) Assist the Aging Network and AoA implement recommendations from this inquiry.

The Program Announcement and Grant Application Instructions are available on <http://www.grants.gov> or <http://www.aoa.gov/AoARoot/Grants/Funding/index.aspx>.

**The deadline date for submission of applications is 11:59 p.m., Eastern Time, on June 25, 2010.**

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### **More News**

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#### **Preparing for Hurricane Season**

In the United States, hurricane season begins June 1 and continues through November. Forecasters at the Climate Prediction Center of the National Ocean and Atmospheric Administration (NOAA) have called for “an active to extremely active” hurricane season in 2010. NOAA and Federal Emergency Management Administration (FEMA) officials encourage persons living in hurricane-threatened areas to make preparations in advance to protect themselves and their property from hurricanes.

For a listing of Administration on Aging and State Units on Aging Disaster Assistance Contacts, please go to [http://www.aoa.gov/AoARoot/Preparedness/Resources\\_Network/pdf/disasterofficersdirectory.pdf](http://www.aoa.gov/AoARoot/Preparedness/Resources_Network/pdf/disasterofficersdirectory.pdf)

For information on what you should do before a hurricane hits, please go to <http://www.Hurricanes.gov/Prepare>

Emergency preparation resources for hurricanes and other natural disasters are also available at the following <http://www.Ready.gov>

Additional emergency preparedness and response information is also available at the following sites:

Centers for Disease Control, <http://emergency.cdc.gov/>

Volunteer Organizations Active in Disasters (VOAD), <http://www.nvoad.org/>

American Red Cross,

<http://www.redcross.org/portal/site/en/menuitem.53fabf6cc033f17a2b1ecbf43181aa0/?vgnnextoid=dcd31f517fc12210VgnVCM10000089f0870aRCRD>

### **AARP Report Finds Prices for Brand-Name Drugs Most Used by Medicare Patients Jump Almost 10 Percent**

According to a recent released *AARP Rx Watchdog Report*, brand-name prescriptions drug prices have jumped nearly 10 percent in the past 12 months—the biggest spike in eight years.

The Report found that the cost of prescription drugs most commonly used by those in Medicare rose 9.7 percent over the 12-month period ending in March. It also concluded that despite the price increase for brand names, the cost of generic drugs declined by an average of 9.7 percent. The study found that the average yearly costs for a person taking three generic medications dropped by \$51, compared with a \$706 increase for people taking three comparable brand-name prescriptions.

To learn more about the study, please go to

[http://www.aarp.org/health/drugs-supplements/info-05-2010/brand\\_name\\_drug\\_prices\\_jump.html](http://www.aarp.org/health/drugs-supplements/info-05-2010/brand_name_drug_prices_jump.html)

### ***Compendium of Community Aging Initiatives***

The recently released *Compendium of Community Aging Initiatives* for the first time documents in a single place the various efforts across the country to help communities become more aging friendly. Included in the *Compendium* are brief summaries of 121 community aging initiatives, representing respondents to surveys sent to nearly 300 organizations identified through online searches.

To access the Compendium, please go to

[http://www.uiowa.edu/~centrage/WhatWeDo/Compendium\\_of\\_Community\\_Aging\\_Services2010.pdf](http://www.uiowa.edu/~centrage/WhatWeDo/Compendium_of_Community_Aging_Services2010.pdf)

### **Healthy Aging Toolkit for Aging Boomers**

The Center for Civic Partnerships recently produced a toolkit outlining a community-based planning process to promote healthy aging. *Aging Well in Communities: A Toolkit for Planning, Engagement & Action* is a user-friendly

guide to help local governments, human service providers, community groups and other partners plan now to address both the challenges and opportunities that are coming. The toolkit is based on the Center's research and experience over the past several years assisting communities in planning for healthy aging.

To access the Toolkit, please go to

<http://www.civicpartnerships.org/docs/services/CHCC/aging-well.htm>

### **Information on Gum Disease Now Available on NIHSeniorHealth.gov**

Good oral health is key to quality of life. When your mouth is healthy, you can eat the foods you need for good nutrition and can feel better about smiling, talking, and laughing. However, periodontal (gum) disease — an infection of the gums and tissues that hold teeth in place — can harm oral health and is a leading cause of tooth loss among older adults. Because the prevention of gum disease is an important topic for seniors, a section on gum disease has just been added to NIHSeniorHealth.gov.

To learn more, including information on proper brushing and flossing techniques for people with less dexterity due to arthritis or other conditions, please go to <http://nihseniorhealth.gov/periodontaldisease/toc.html>

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### **Submit a Story!**

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Do you have a story about ....Click 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](http://www.aoa.gov/AoARoot/Press_Room/For_The_Press/medadv/Share_Story.aspx)

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### **Conferences**

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

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