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**ASA Greenlee Continues a Busy Schedule in October**

For Assistant Secretary for Aging (ASA) Kathy Greenlee the month of October began at a busy pace. She continued to have direct engagement with seniors who benefit from programs sponsored by the Administration on Aging (AoA) and to speak at meetings and conferences across the country to advance the works of AoA and the Aging Network.

*Creating Aging Policies That Unite Country, Cultures and Generations to Come*

On October 5, ASA Greenlee spoke to University of Southern California (USC) students and faculty at the *Creating Aging Policies That Unite Country, Cultures and Generations to Come* policy forum. The forum was sponsored by the National Association for Hispanic Elderly, the California Council on Gerontology and Geriatrics and the USC Davis School of Gerontology.

ASA Greenlee's remarks were historical and forward-looking. Tracing the history of American aging policies from the 1965 passages of Medicare, Medicaid and the Older Americans Act through present day, Greenlee called for ingenuity firmly grounded in pragmatism.

For more on ASA Greenlee's remarks at this forum, please go to the article, "The Future of Aging Policies in America, by Jonathan Riggs in *USC News* at [http://uscnews.usc.edu/university/the\\_future\\_of\\_aging\\_policies\\_in\\_america.html](http://uscnews.usc.edu/university/the_future_of_aging_policies_in_america.html)

#### *National Hispanic Heritage Month*

While in California, ASA Greenlee participated in a number of observances in recognition of National Hispanic Heritage Month (September 15 – October 15).

Assistant Secretary for Aging Kathy Greenlee recognized National Hispanic Heritage Month with seniors in Los Angeles, including at Villa de la Esperanza, a central Los Angeles senior housing development. Many of the seniors she met there are participants in the Senior Community Service Employment Program (SCSEP) at the Asociacion Nacional Pro Personas Mayores. Also her trip included visits to La Placita, a SCSEP work site; several senior centers including Willowbrook Senior Center and Barnabas Senior Center, and a meeting with the Los Angeles County Commission for Older Adults.

#### *Keynote IAHSA Preconference Seminar*

Assistant Secretary for Aging Keynotes IAHSA preconference event on world elder abuse prevention

On October 15, ASA Greenlee keynoted a preconference seminar titled *Elder Abuse Prevention: Global Models* at the International Association of Homes and Services for the Ageing (IAHSA) Global Ageing Conference held in Washington, DC. ASA Greenlee discussed the prevalence of elder abuse, recent efforts on behalf of the Administration on Aging (AoA) and others to respond and opportunities for future collaboration on the issue. The event was moderated by Dan Reingold, President and CEO of The Hebrew Home for the Aged, an eldercare center in the Bronx, New York. Presenters from other countries included Pascal Moynihan, Office of Lead LHM in Limierick, Ireland; Sara Alon,

Association for the Planning & Development of Services for the Aged in Israel based in Jerusalem; Graham Webb, Advocacy Centre for the Elderly in Toronto, Ontario; and Georgia Anetzberger from Cleveland State University who discussed a world view of elder abuse.

For more information on the conference, please visit the website at <http://www.iahsa.net/internalpage.aspx?id=7610&linkidentifier=id&itemid=7610>

## **Funding Opportunities**

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### **Apply for the Innovation Advisors Program**

The Innovation Advisors Program is a new initiative launched by the Center for Medicare and Medicaid Services (CMS) and its Center for Medicare and Medicaid Innovation Center (CMMI). It is designed to engage individuals in the health care system to refine, apply and sustain managerial and technical skills necessary to drive delivery system reform. This program seeks to engage these individuals to test and support new models of payment and care delivery that will meet the three-part aim of better health, better care and lower costs through improvement.

The Innovation Center seeks to introduce transformative models of care delivery across the nation. Crucial to the efforts of transforming the healthcare system is creating and supporting a network of experts who will establish and carryout strategies of better health, better care and reduced costs for Medicare, Medicaid and CHIP beneficiaries. The Innovation Advisors Program aims to help professionals deepen skills that will drive improvements to patient care and reduce costs.

The application deadline is **November 15, 2011**. Successful applicants will receive a \$20,000 stipend. To download an application for the Innovation Advisors Program, please go to <http://orise.orau.gov/IAP>

To learn more about the Innovation Advisors Program, please go to its website at <http://innovations.cms.gov/innovation-advisors-program/>

Questions regarding the program and application process can be submitted by email to [IAP@orau.org](mailto:IAP@orau.org)

The John A. Hartford Foundation, CMS and the Practice Change Fellows Program will conduct three informational webinars to assist applicants through

the application process. **More information on the webinars is noted below in the Stay Informed section.**

## **Stay Informed**

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### **ACA Webinar on *Medication Management Tools and Resources***

On Tuesday, October 25, the Administration on Aging (AoA) will continue its series of webinars focused on the Patient Protection and Affordable Care Act of 2010 (also known as the Affordable Care Act, or ACA) and its impact on the aging network.

**Title:** Medication Management Tools and Resources

**Date:** Tuesday, October 25, 1:00-2:30 pm Eastern

**Description:**

Medication reconciliation and management are core components of effective care transitions. In our October webinar, we will explore this critical topic, including tools, technology and partnerships that can help avoid medication errors and improve client/patient safety.

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To register for the online event  
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1. Go to <https://aoa-events.webex.com/aoa-events/onstage/g.php?d=664641344&t=a>
2. Click "Register".
3. On the registration form, enter your information and then click "Submit".

Once your registration is approved, you will receive a confirmation email message with instructions on how to join the event.

**Please note:** Space is limited, so please register as early as possible. This webinar will also be recorded and posted on the AoA web site ([http://www.aoa.gov/Aging\\_Statistics/Health\\_care\\_reform.aspx](http://www.aoa.gov/Aging_Statistics/Health_care_reform.aspx)) soon after the webinar concludes.

### **Informational Webinars on the Innovation Advisor Fellowship Program**

The recently announced Centers for Medicare and Medicaid Services (CMS) and Center for Medicare and Medicaid Innovation (CMMI) Innovation Advisors Fellowship Program will select its first 50 this December. As noted above, the application deadline is November 15.

To assist interested individuals, the John A. Hartford Foundation, CMS and the Practice Change Fellows program will sponsor three informational webinars on the program. The dates, times, and dial up information for the three informational webinars are provided below.

Wednesday October 26, 2011, 3:00 p.m. – 4:00 p.m. ET

<https://ucdenverevents.webex.com/ucdenverevents/onstage/g.php?d=666689975&t=a>

Call-in toll number (US/Canada): +1-408-600-3600

Access code: 666 689 975

Integrated VoIP is available for this webinar

Thursday October 27, 2011, 11:00 a.m. – 12:00 p.m. ET

<https://ucdenverevents.webex.com/ucdenverevents/onstage/g.php?d=662182262&t=a>

Call-in toll number (US/Canada): +1-408-600-3600

Access code: 662 182 262

Integrated VoIP is available for this webinar

Monday, October 31, 2011, 3:00 p.m. – 4:00 p.m. ET

<https://ucdenverevents.webex.com/ucdenverevents/onstage/g.php?d=662942369&t=a>

Call-in toll number (US/Canada): +1-408-600-3600

Access code: 662 942 369

Integrated VoIP is available for this webinar

### **Webinar to Promote Flu Vaccination among Diverse Populations**

The America's Health Insurance Plans (AHIP) is committed to increasing the seasonal influenza vaccination rates among culturally diverse populations. AHIP and its member companies have partnered with the Department of Health and Human Services (HHS), the HHS Office of Minority Health (OMH) and the Centers for Disease Control and Prevention's (CDC) to increase and promote the 2011-2012 minority flu outreach campaign.

The webinar on *Effective Strategies to Promote Influenza Vaccine Uptake among Culturally Diverse Populations* will bring together leading experts in vaccine safety and health care disparities at federal agencies and health plans to discuss the best practices at the local, regional and national levels necessary to improve immunization rates among diverse groups especially among Hispanic/Latinos and African Americans, and within the communities that they live, work and play.

Date: Thursday, November 10, 2011

Time: 1:00 p.m. – 2:30 p.m. ET

For more information on the webinar and to register, please go to <http://www.ahip.org/webinar/influenza/>

## **Tools & Information**

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### **New *Go4Life* Campaign Focuses on Fitness for Older Adults**

Being physically active is vital to maintaining health and independence as we age, and a new federal campaign for people 50 and older will help them to get active and keep going. Introduced today by the National Institutes of Health (NIH), the *Go4Life* campaign encourages sedentary older adults to reap health benefits by making physical activity part of their daily lives. Only 25 percent of people aged 65-74 say they engage in regular physical activity.

The *Go4Life* Campaign was introduced on October 19, at a briefing on exercise and aging on Capitol Hill, hosted by Senator Herb Kohl, Chair of the Senate Special Committee on Aging and by Senator Mark Udall, a member of the Committee. The briefing highlighted the public-private partnership central to the campaign—a *Go4Life* team that will work to bring the campaign into communities across the United States. The team includes the National Institutes of Health National Institute on Aging (NIA), the Administration on Aging (AoA), other agencies in the Department of Health and Human Services, and national organizations, corporations, insurers, health care providers, and nonprofit organizations.

“An important part of active aging is being healthy and staying fit,” said Assistant Secretary for Aging Kathy Greenlee. “I look forward to working with NIH and the growing number of campaign partners in the aging network to distribute to seniors around the country these tips on how to get active and stay active.”

The campaign developed from concerns that, despite proven health benefits, exercise and physical activity rates among older people are low. About 30 percent of people aged 45–64 say they engage in regular leisure-time physical activity. Only a quarter of those ages 65–74 say they do. And while experts say people age 85 and older, can benefit from exercise, only 11 percent of that age group report being active. At the same time, NIA noted, some older adults were contacting the Institute for guidance on kinds of exercises to do, indicating interest in becoming more active.

To learn more about the *Go4Life* Campaign and to download available tools, please go to the website at <http://go4life.niapublications.org/>

Many *Go4Life* materials are available in Spanish at <http://go4life.niapublications.org/resources/spanish#espanol>

### **Beneficiaries Satisfied with Medicare Part D**

*Seniors still need more information about Open Enrollment Period, changes to coverage gap*

The Medicare Part D Prescription Drug Coverage Program is maintaining its exceptionally high popularity among the nation's older Americans. A new survey shows that 88 percent of beneficiaries are satisfied with the program and 95 percent say they have greater peace of mind as a result of Part D coverage.

The same survey shows, however, that many Medicare beneficiaries were not hearing about the Part D open enrollment period that just opened on October 15 or of changes to the program, such as the reduced out-of-pocket amount beneficiaries will spend if their medication purchases place them in the Part D coverage gap, or so-called 'donut hole.'

The survey was conducted by KRC Research. It was commissioned by the Medicare Today Coalition, an alliance of more than 400 national and local organizations committed to providing seniors and near-retirees with reliable information on Medicare benefits and program changes.

To read the entire survey report, *Seniors' Opinions About Medicare Rx: Sixth Year Update*, please go to <http://www.medicaretoday.org/Oct%202011%20KRC%20Medicare%20Today%20Survey%20of%20Seniors%20with%20Medicare%20Rx%2010-14-11%20FINAL.pdf>

To learn more about the Medicare Today Coalition, please visit its website at <http://www.medicaretoday.org/>

### **New Incentives for Providers to Work with ACOs**

*New tools help doctors and other health care providers improve quality of care*

People with Medicare will be able to benefit from a new program designed to encourage primary care doctors, specialists, hospitals, and other health care providers to coordinate their care under a final regulation issued last week by the Department of Health and Human Services (HHS). Created by the Affordable Care Act (ACA), these final rules on Accountable Care Organizations (ACOs) add to the menu of options for providers looking to better coordinate care for patients and will make it easier for providers to deliver high quality care and use health care dollars more wisely.

The two initiatives – the Medicare Shared Savings Program and the Advance Payment model – will help providers form ACOs and reflect the significant input provided by stakeholders as well as lessons learned by innovators in care coordination in the private sector.

To aid organizations interested in becoming Accountable Care Organizations, the Centers for Medicare & Medicaid Services will offer its third and final Accelerated Development Learning Session on November 17-18 in Baltimore. This free session will offer providers the opportunity to learn more about this option for providing care. For more information and to register, please go to <https://acoregister.rti.org/>

To learn more about these programs, please go to <http://www.hhs.gov/news/press/2011pres/10/20111020a.html>

### **CDC Health Literacy Website Provides Resources for Communicating with Older Adults and Their Caregivers**

*CDC Releases Practical Advice on Developing Materials to Match the Health Literacy Skills of Older Adults*

The Centers for Disease Control and Prevention (CDC) Health Literacy website has a new section to help health and other professionals develop materials to communicate more effectively with older adults and their caregivers. The website includes self-assessments, background information on health literacy, steps to improve materials, and links to resources about older adults and caregivers. The new content builds on CDC's expert panel report on older adults and health literacy issues, entitled *Improving Health Literacy for Older Adults*.

To learn more about this new resource, please visit the website at <http://www.cdc.gov/healthliteracy/DevelopMaterials/Audiences/index.html>

To learn more about the CDC Health Literacy Program, please go to <http://www.cdc.gov/healthliteracy/>

To download a copy of *Improving Health Literacy for Older Adults*, please go to <http://www.cdc.gov/healthliteracy/pdf/olderadults.pdf>

Last week the Department of Health and Human Services (HHS) offices of CLASS (Community Living Assistance Services and Supports Program), ASPE (Assistant Secretary for Planning and Evaluation) and the General Counsel issued a report on the actuarial, marketing and legal analyses of the CLASS program. HHS Secretary Kathleen Sebelius detailed the report's findings in a recent blog post, which is accessible along with the report and other supporting documents, at <http://www.healthcare.gov/blog/2011/10/class10142011.html>

## Observances

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### October Observances

#### ***Domestic Violence Awareness Month***

In October 1987, the first Domestic Violence Awareness Month was observed. That same year marks the initiation of the first national domestic violence toll-free hotline. In 1989 Congress passed Public Law 101-112 designating October of that year as National Domestic Violence Awareness Month, and such legislation has passed every year since.

To learn more about Domestic Violence Awareness Month and to download resource materials to promote the observance, please go to

<http://dvam.vawnet.org/>

#### ***National Breast Cancer Awareness Month***

For more information, including helpful resources, please visit the National Breast Cancer Awareness Month website at

[http://www.nbcam.org/about\\_nbcam.cfm](http://www.nbcam.org/about_nbcam.cfm)

#### ***National Disability Employment Awareness Month***

To learn about actions you can take to promote this observance in your community, please visit the Department of Labor Office of Disability

Employment Policy website at <http://www.dol.gov/odep/topics/NDEAM.htm>

#### ***National Substance Abuse Prevention Month***

To learn about actions you can take to promote this observance in your community, please visit the SAMHSA (Substance Abuse & Mental Health Services Administration) website at <http://www.samhsa.gov/>

## Conferences

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### October Conferences

The listing below reflects submissions for posting to the AoA Calendar of Events.

#### **26<sup>th</sup>-28<sup>th</sup>: 31<sup>st</sup> Annual Arkansas Aging Conference**

Sponsor: Arkansas DHS Division of Aging and Adult Services

Website:

<http://www.daas.ar.gov/agingconf.html?ID=2&Source=https%3A/ardhs.sharepoint.net/HCBS/default.aspx>

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)

Please direct submissions to the AoA Calendar of Events to Paulette Nowden at [Paulette.Nowden@aoa.hhs.gov](mailto:Paulette.Nowden@aoa.hhs.gov)

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