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FROM THE ADMINISTRATION

Department of Health and Human Services

Conce las Preguntas (Know the Questions) Campaign

May 25, 2011

The U.S. Department of Health and Human Services' (HHS) Agency for Healthcare Research and Quality (AHRQ) announced on Wednesday the launch of *Conce las Preguntas (Know the Questions)*, a Spanish-language campaign which aims to encourage Hispanic people to be more involved in their own health care and to talk openly with their doctors. This campaign, a partnership between AHRQ and the Ad Council, will include national television, radio, print, and Web ads with tips for how Hispanics can be more involved in their healthcare.

The campaign was inspired by research done by AHRQ which shows that Hispanics are more likely to get medical advice from friends, family, or colleagues than go to a doctor or other healthcare professional, unless they are very sick. They also are less likely than other groups to get screened for diseases such as diabetes or cancer. The campaign supports the HHS Action Plan to Reduce Racial and Ethnic Health Disparities. The public service announcements will be distributed to approximately 2,500 Spanish-language media stations, and will air on time donated by the media.

As part of the campaign, AHRQ and the Ad Council are implementing a mobile marketing program, which will send biweekly text messages with suggestions on communicating with healthcare workers and benefits of getting involved. Anyone can text 80676/Preguntas to receive these alerts.

[The AHRQ press release can be found here.](#)

FROM THE ADMINISTRATION

Centers for Medicare and Medicaid Services

Spring Choosers Reminder Notice Mailed

Today, the Centers for Medicare & Medicaid Services (CMS) began mailing the *Spring Choosers Reminder Notice*. The Notice reminds approximately 944,000 Extra Help/Low-Income Subsidy (LIS) beneficiaries around the country that: (1) they are currently enrolled in a drug plan with a premium not fully covered by the Extra Help; and (2) they can switch to a plan with a \$0 premium at any time.

The Notice is printed on both sides of tan paper. The front page is the notice. On the back of the notice is a list of Medicare Prescription Drug Plans for each region that have premiums at or below the low-income premium subsidy amount.

CMS has indicated that the mailing will be complete by May 31, 2011.

Housing and Urban Development

HUD Releases Report to Guide Energy Efficient Design and Operations in Section 202 and 811 Housing

The U.S. Department of Housing and Urban Development (HUD) released *Enhancing Energy Efficiency and Green Building Design in Section 202 and Section 811 Programs*, a report prepared by ICF International to provide guidance to Section 202 and 811 sponsors in designing and operating energy efficient housing. The report was developed as the result of an Interagency Agreement between HUD and the U.S. Environmental Protection Agency (EPA), with the help of stakeholders who participated in roundtable discussions with HUD and EPA. The 2010 Notice of Funding Availability (NOFA) for both Section 202 and Section 811 require energy efficiency and water conservation measures and encourage the use of green building design and features in new Section 202 and Section 811 projects. Additional points will be allocated for applications which include such green and energy efficient and sustainable design features.

HUD Adds FY11 Section 202 Funding to FY10 NOFA

The U.S. Department of Housing and Urban Development (HUD) announced that it will combine Fiscal Year (FY) 2011 Section 202 funding with the current notice of funding availability for fiscal 2010. Click [here](#) for the amended NOFA. The FY2011 funding of \$400

million for Section 202, a \$425 cut from the FY2010 amount, was the result of an April 2011 agreement on a continuing resolution for the unfinished fiscal year 2011 appropriations bills. Although the funding did provide limited new construction, that amount was just \$78 million. The \$78 million, which will be used to build an additional 594 units, will be added to the FY10 funds, and used to build 2,731 new units. The total new units for the 2 fiscal years is 3,325. The deadline for funding applications has been extended to June 21.

Census Bureau

Portrait of America: 2010 Census Brief Detailing Hispanic Population

The U.S. Census Bureau will hold a streaming event on Tuesday, May 31 at 2:00 PM, EST to discuss new details on the Hispanic population found in the 2010 census. Statisticians and demographers will discuss the growth and geographic distribution of different Hispanic groups and will take questions from the public via Facebook, Twitter, and email at BOC.newmedia@census.gov.

The event can be found at www.facebook.com/uscensusbureau or www.ustream.tv/channel/us-census-bureau.

FROM CONGRESS

U.S. Senate Special Committee on Aging Hearing – “Meals, Rides, and Caregivers”

On May 26, 2011, NASUAD staff attended the United States Senate Special Committee on Aging hearing on "*Meals, Rides, and Caregivers: What Makes the Older Americans Act so Vital to America's Seniors.*" The hearing was designed to gather input on ways the reauthorization of the Older Americans Act can strengthen and build upon the Act's success. The hearing featured two panels of witnesses; the testimonies for each witness, including a recording of the hearing, can be accessed online by clicking [here](#). The first panel consisted of Rosalynn Carter, President, Rosalynn Carter Institute for Caregiving; and Kathy Greenlee, Assistant Secretary for Aging, Administration on Aging (AoA). The second panel included: Elizabeth Marshall, OAA service recipient, York, PA; Max Richtman, Chairman, Leadership Council of Aging Organizations (LCAO); Heather Bruemmer, State of Wisconsin Long-Term Care Ombudsman; and Timothy Howell, CEO, Senior Citizen Home Assistance Services. Max Richtman presented [LCAO's Consensus Recommendation for the OAA Reauthorization](#); NASUAD was an active member of this process, and was pleased that many of the Association's

reauthorization policies and principles were included in the consensus document. Click [here](#) for NASUAD's Policy Principles for the 2011 Reauthorization of the Older Americans Act.

FROM OTHER ORGANIZATIONS

National Association of State Alcohol and Drug Abuse Directors

Understanding the Baseline: Publicly Funded Substance Abuse Providers and Medicaid

May 24, 2011

The National Association of State Alcohol and Drug Abuse Directors (NASADAD) released an analytic brief: *[Understanding the Baseline: Publicly Funded Substance Abuse Providers and Medicaid](#)*. In this brief, NASADAD analyses the concern expressed by several organizations that few substance abuse clinics accept Medicaid as a payment option. The NASADAD analysis of data from the Substance Abuse and Mental Health Services Administration (SAMHSA) National Survey of Substance Abuse Treatment Services illustrates that 64 percent of publicly funded facilities accept Medicaid as a payment option. Data show that in 28 states, over 70 percent of providers accept Medicaid, and in seven states, over 90 percent do.

[Click here](#) to review the brief.

Cooperative Development Foundation

CDF Establishes Fund for Victims of the Spring Storms of 2011

May 24, 2011

The Cooperative Development Foundation (CDF) announced on Tuesday the establishment of its Spring Storms of 2011 Cooperative Recovery Fund. This fund focuses on the affected area's needs once immediate needs are met. It will allow co-ops to help other co-ops in affected areas. CDF is partnering with colleagues around the country to raise funds for storm-affected areas, and promises that 100 percent of donated funds will reach the areas and people in need.

Donations may be given on [the CDF site here](#), or by check made out to "CDF- Spring Storms of 2011 Fund" mailed to the Cooperative Development Foundation at 2011 Crystal Drive, Suite 800, Arlington, VA 22202.

National Council on Aging

National Center for Benefits Outreach Produce a New Issue Brief on Benefits Access among Isolated Seniors

This week, NCOA's [National Center for Benefits Outreach and Enrollment](#) released a new issue brief titled [Crossing New Frontiers: Benefits Access among Isolated Seniors](#). The issue brief describes the ways in which social and geographical isolation pose barriers to benefits access among older adults. By examining the main characteristics of the isolated population, this brief identifies new opportunities to improve and expand the outreach and enrollment efforts that target this population. Previous issue briefs may be accessed by clicking [here](#).

Pioneer Network

Pioneer Network Names Dr. Peter Reed as Next Executive Director

May 20, 2011

Pioneer Network announced last week that Dr. Peter Reed will take over as Executive Director. Reed brings a background in association leadership, person-directed care, and aging research to Pioneer Network. He served as the President and CEO of the Center for Health Improvement since 2009, and has been active in national and local service in the aging field. He sits on the Board of Directors of the American Society of Aging and was elected to the Executive Committee of the Sacramento County Adult and Aging Commission in January, 2011.

Reed previously worked in the Alzheimer's Association National Office, where he served as the Senior Director of Programs, and developed and launched the "Quality Care Campaign". He holds Doctoral and Master's degrees from the University of North Carolina School of Public Health and is a Fellow at the UNC Institute on Aging.

American Psychological Association and the National Gay and Lesbian Task Force

Addressing Health Disparities among Diverse Older Americans

On May 24, the American Psychological Association (APA) and the National Gay and Lesbian Task Force sponsored a briefing to address health disparities among diverse older Americans. Speakers discussed health disparities resulting from many factors including age, race, ethnicity, mental health, gender and sexual orientation. Presenters highlighted integrated

health care as a method for reducing health disparities for older adults with mental illness. Integrated, or interdisciplinary health care is an approach that utilizes a high degree of collaboration and communication among health professionals and the establishment of a comprehensive treatment plan that addresses the biological, psychological and social needs of the patient. Presenters reviewed the [Positive Aging Act \(S. 525\)](#) a bill introduced in March, 2011, which aims to make mental health services for older adults an integral part of primary care services.

Another bill discussed at the briefing was the [Ending LGBT Disparities Act of 2009 \(H.R. 3001\)](#) which aims to identify and eliminate barriers to health care for the LGBT population and increase research and data collection based on sexual orientation and gender identity.

Presenters noted that the federal government has never funded a survey on the LGBT population, though advocacy groups have partnered to conduct LGBT population scans, including a recent survey on transgender discrimination. Click [here](#) to view the executive summary. Another study was released by the National Senior Citizens Law Center (NSCLC) and partners entitled, [LGBT Older Adults in Long-Term Care Facilities: Stories from the Field](#). The survey results show that a majority of lesbian, gay, bisexual and transgender (LGBT) older adult respondents believe that staff of long term care (LTC) facilities would discriminate against an LGBT elder who was open about his or her sexual orientation. Presenters noted that more extensive federal data collection is needed on diverse older Americans and mental health, specifically within the LGBT population.



UPCOMING EVENTS FROM OUR PARTNERS

National Association of State Directors of Developmental Disabilities Services 2011 Mid-Year Conference, May 26-27, Philadelphia, PA

National Association of State Alcohol/Drug Abuse Directors Annual Meeting, June 7-10, 2011, Indianapolis, Indiana

The NASMHPD Annual 2011 Commissioners Meeting is being held Sunday, July 17 – Tuesday, July 19, 2011, at the Westin Alexandria, 400 Courthouse Square, Alexandria, Virginia 22314.

National Association of State Head Injury Administrators State of the States in Head Injury Meeting, October 3-6, 2011, Kansas City, MO.

National Association of Medicaid Directors Fall Conference, November 7-9, 2011, Washington, DC

Archived Friday Updates are available on NASUAD's website here.