

# Long -Term Care Awareness Campaign

## *Own Your Future*

### *Supported by the National Clearinghouse for Long-Term Care Information*

#### **Campaign Overview**

The Long Term Care Awareness Campaign, “Own Your Future,” is a joint federal-state initiative to increase consumer awareness among the American public about the importance of planning for future long-term care needs. Many people today do not think about their future long-term care needs, or incorrectly think Medicare will cover most of the costs, and therefore fail to plan appropriately. If individuals and families are more aware of their potential need for long-term care, they are more likely to take steps to prepare for the future and to determine how they would like their needs to be met. From a public policy perspective, increased planning for long-term care is likely to increase private financing and may reduce the burden on public financing sources.

#### **Campaign Materials**

The Campaign uses long-term care awareness materials that were designed, tested and approved by HHS as part of an earlier awareness effort. The materials consist of the following pieces:

- \* Brochure (with return postcard) offering the Long-Term Care Planning Kit.
- \* Long-Term Care Planning Kit describing what is, and what is not, covered by public programs related to long-term care. The Planning Kit also describes several ways to plan ahead, addressing legal issues, assessing services, and assessing private financing options.
- \* An audio CD that presents stories of people with LTC planning experiences.
- \* State-specific planning information.

Consumers may order the Long-Term Care Planning Kit by telephone (1-866-PLAN-LTC) or business reply card. They can also order or download the Planning Kit at the Administration on Aging’s consumer website: [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign).

#### **Campaign Activities**

Phase I began January 2005 in 5 states: Arkansas, Idaho, Nevada, New Jersey and Virginia. Each Governor sent letters to about 2.1 million households with consumers ages 50 to 70 encouraging them to plan for their aging needs. A Long-Term Care Planning Kit was offered which featured information about ways to plan ahead, legal issues to consider, and how to assess private financing options. The response rate to the campaigns was about 8% across these states. Individuals from all demographic segments within the target market responded to the campaign. As a result, four additional states – Kansas, Maryland, Rhode Island and Washington – were launched in January, 2006.

The response by consumers to Phases I and II of the “Own Your Future” campaign exceeded expectations, both in terms of consumer interest and initiating long-term care planning actions. Based on this success, Congress provided additional support for long-term care education initiatives by establishing the National Clearinghouse for Long-Term Care Information under the Deficit Reduction Act of 2005.

#### **Sponsors**

Centers for Medicare & Medicaid Services

Office of the Assistant Secretary  
for Planning & Evaluation

Administration on Aging

National Governors Association

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## Phase III

The Deficit Reduction Act of 2005 funded Campaigns in seven new states: Georgia, Michigan, Missouri, Nebraska, South Dakota, Tennessee and Texas for the fall of 2006 and 2007. Governors of these participating states sent letters to all households with residents between the ages of 45-65 encouraging them to order the Long-Term Care Planning Kit. These governors' solicitations reached approximately 7.5 million households.

## The National Clearinghouse for Long-term Care Information

The National Clearinghouse, located at [www.longtermcare.gov](http://www.longtermcare.gov), is the first government site devoted to long-term care planning. Launched in 2006, it provides web-based education to consumers on long-term care basics and public and private financing including information on long-term care insurance, reverse mortgages, Medicaid and Medicaid Partnership programs. The website helps people to understand what the Government does *and does not* pay for. In addition, the website provides interactive tools for consumers to use to see how prepared they are for their future, stories of people who have planned ahead, and links to resources for additional information.

## Phase IV

In March 2008 two additional states will launch Campaigns: Ohio and Pennsylvania. Governors Ted Strickland (OH) and Ed Rendell (PA) will send letters to roughly 3.3 million households with residents between the ages of 45-65. The core campaign activities and follow-up postcards in the states will be paid for by HHS. Both states are providing complementary activities and resources to support the core campaign such as paid media advertising and state-supported outreach. Additional information can be found at [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign). This next phase will once again be supported by the Deficit Reduction Act of 2005.

## Campaign Sponsors

The “Own Your Future” Long-Term Care Awareness Campaign has been sponsored by the Department of Health and Human Services (HHS) in collaboration with the National Governors Association (NGA) and individual state Governors. Sponsoring agencies within HHS include the Administration on Aging (AoA), the Centers for Medicare & Medicaid Services (CMS) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE).

## For more information:

Please visit [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign) or contact Samuel Shipley of the United States Department of Health and Human Services, office of the Assistant Secretary for Planning and Evaluation, at [samuel.shipley@hhs.gov](mailto:samuel.shipley@hhs.gov) or 202 690 5949.

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