Identifying and Reaching Family Caregivers: Innovative State Strategies

Thursday October 6, 2022, 1-2:15 pm

Made by possible by The John A. Hartford Foundation and the Michigan Health Endowment Fund
Agenda

• Welcome and Introductions
• Overview of State Outreach Strategies
• Identifying Family Caregivers of Individuals with Alzheimer’s, Dementia, and Other Related Diseases in Iowa
• Reaching Working Family Caregivers in New York
• Developing a Family Caregiver Awareness Campaign in Texas
• Q&A
Meet Today’s Presenters

• Facilitator:
  → Courtney Roman, Senior Program Officer, CHCS

• Foundations:
  → Rani Snyder, Vice President, Program, The John A. Hartford Foundation
  → Tim Niyonsenga, Program Officer, Michigan Health Endowment Fund

• State Team Presenters:
  → Kristie Wiltgen, Regional Director, Northeast Iowa Area Agency on Aging
  → Megan Abramski, Family Caregiver Coordinator, Iowa Department on Aging
  → Deana Prest, Aging Services Program Analyst, New York State Office for the Aging
  → Holly Riley, Aging Services Coordination Director, Texas Health and Human Services
  → Claire Irwin, Age Well Live Well Coordinator, Texas Health and Human Services
Center for Health Care Strategies

Dedicated to strengthening the U.S. health care system to ensure better, more equitable outcomes, particularly for people served by Medicaid.

Together with our partners, our work advances:

- **Effective models for prevention and care delivery** that harness the field’s best thinking and practices to meet critical needs.

- **Efficient solutions for policies and programs** that extend the finite resources available to improve the delivery of vital services and ensure that payment is tied to value.

- **Equitable outcomes for people** that improve the overall wellbeing of populations facing the greatest needs and health disparities.
Foundation Remarks

Rani Snyder, Vice President - Program, The John A. Hartford Foundation
Tim Niyonsenga, Program Officer, Healthy Aging & Caregiving, The Michigan Health Endowment Fund
Overview of State Outreach Strategies

Courtney Roman, Senior Program Officer, Center for Health Care Strategies
A Snapshot of Family Caregiving in the U.S.

• More than 1 in 5 Americans provide care for an adult or child with special needs — **53 million people**
• Majority are women; average age is around 49 years
• 61% of family caregivers are in the workforce
• On average, family caregivers of adults provide care for about 4.5 years, although an increasing proportion have been providing care for 5+ years

Sources: AARP & National Alliance for Caregiving report: Caregiving in the US 2020; American Journal of Health Promotion: How Employers and States Can Support the Essential Workforce of Family Caregivers; Family Caregiver Alliance

Infographic: [https://www.chcs.org/resource/state-opportunities-to-support-family-caregivers/](https://www.chcs.org/resource/state-opportunities-to-support-family-caregivers/)
Project Overview: Helping States Support Families Caring for an Aging America

- **Goal**: Expand state strategies that strengthen policies and programs to support family caregivers through a multi-state learning collaborative, with a focus on:
  - Strengthening family caregivers’ capacity
  - Establishing robust data collection strategies to support family caregivers
  - Building formal cross-sector partnerships to support family caregivers’ needs.

- **Funders**: The John A. Hartford Foundation and the Michigan Health Endowment Fund

- **States**: Indiana, Iowa, Michigan, Minnesota, New York, Tennessee, Texas, Washington

- **State Teams**: Multi-sector (state agencies, research/universities, AAAs, CBOs)
Strategies to Identify and Reach Family Caregivers

1. Embed processes to identify family caregivers through state agencies and public-private partnerships

2. Prioritize stakeholder education to ensure approaches for identifying family caregivers are responsive to state and community context

3. Tailor outreach strategies and build trust to reach caregivers

4. Leverage caregiver assessments, surveys, and tools to support identification, data collection, and service delivery
Enhancing Support to Iowa Caregivers

Megan Abramski, Family Caregiver Coordinator, Iowa Department on Aging

Kristie Wiltgen, LBSW, Regional Director, Northeast Iowa Area Agency on Aging
Iowa Department on Aging

Established under the Older Americans Act
• Executive Branch Agency

Vision
• Support accessible, integrated services to older adults, adults with disabilities, and caregivers to assist them in maintaining their independence, dignity, autonomy, health, safety, and economic well-being.

Mission
• Provide resources, tools, and support to enable Iowa Area Agencies on Aging (AAAs) and partners with common goals to effectively deliver core services
Iowa’s Project Development

Centers for Health Care Strategies (CHCS) Phase One
Goal - Streamline service delivery processes and collect more consistent data to report relating to the National Family Caregiver Support Program

Centers for Health Care Strategies (CHCS) Phase Two
Goal - Identify the high-risk caregivers and determine how to best support them on their caregiving journey
Findings

Iowa’s Caregivers

- 1,880 assessments completed in 2021 and 2022
- The highest % of caregivers are Daughters/Daughters-In Law
- 46.5% caring for someone with Alzheimer’s or a related dementia (SFY 2021 and 2022)
- Family Caregivers caring for someone with dementia indicating a high level of stress
  - 2021 - 79.2%
  - 2022 - 87.4%
Iowa’s State-Wide Dementia Resource Guide

Next Steps

• Distribute the guide to the AAA Family Caregiver Specialists
• Offer as a resource to health care partners
• Provide outreach to the community
• Enhance our State-wide initiative for a Dementia Friendly Iowa
Iowa’s State-Wide Dementia Resource Guide

Table of Contents

- What is Dementia
- How to get a screening/diagnosis
- Learn about the disease & what to expect
- Home safety & dementia friendly design
- Driving safety
- Legal & financial planning
- Finding local support & additional care options
- Stay healthy & active
- Communication strategies
- Abuse Awareness
- Helpful websites
- State-wide resource sheet
New York: Supports for Working Family Caregivers

Deana Prest, Aging Services Program Analyst
New York State Office for the Aging
Division of Policy, Planning, Program and Outcomes
The Employed Caregiver Survey

• What does the survey say?
• Who are employees caring for?
• Reasons for caregiving
• Time spent caregiving
• Employment impacts
• What resources would help working family caregivers?
NYS Caregiver Guide for Businesses
Dissemination Plan for NY Caregiver Guide for Businesses

The following draft dissemination plan was created for the NY family caregiving learning collaborative team. The plan offers suggestions for disseminating the Caregiver Guide for Businesses to workplaces across the state. The plan is intentionally high-level so the NY team is able to fill in dates and action items that best meet their needs and the current cadence of the work.

<table>
<thead>
<tr>
<th>ACTION ITEM</th>
<th>STAFF RESPONSIBLE</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make survey available online</td>
<td>NYSRC, NYSOFA, others</td>
<td>COMPLETE (Note: Look into adding a reference to the Caregiver Guide for Businesses in the survey)</td>
</tr>
<tr>
<td>Review Caregiver Guide for Businesses for accuracy; make any needed updates, edits, corrections, etc.</td>
<td>All members of NY family caregiving team</td>
<td>By end of June</td>
</tr>
<tr>
<td>Send Caregiver Guide for Businesses to employers noted in survey responses</td>
<td>NYSOFA</td>
<td>By end of 2022</td>
</tr>
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What's Next

1. Continue to gather data via surveys (working caregiver and caregiver intensity)
2. Multi-Agency Push to get Surveys and Business Guide Out
3. FB Live on Initial Data – Mid-November – Caregiver Month
4. Continue to speak with Workforce Development Boards and Businesses statewide to participate and understand employees' conflicts and offer supports
5. Any Care Counts Campaign – help caregivers self identify and connect to surveys and support resources
6. Develop short training video on working caregiving, self identification and resources for employers
Developing a Family Caregiver Awareness Campaign in Texas

Holly Riley, Aging Services Coordination Director, Texas Health and Human Services

Claire Irwin, Age Well Live Well Coordinator, Aging Services Coordination, Texas Health and Human Services
Older Adults in Texas

• In 2020, approximately 5.1 million Texans were age 60 and older. By 2030 this population will grow to 7.2 million.
• 1.29 million age 65 and older have disability.
• An estimated 3.4 million Texans help a loved one with their activities of daily living.
Center for Health Care Strategies
Technical Assistance. Texas

Texas Team, Lead Agencies:
• Texas Health and Human Services
• Texas Governor’s Committee on People with Disabilities
• AARP Texas
• Texas Association of Regional Councils

Goals of the Texas team:
• Create a family caregiver awareness campaign
• Develop a toolkit for state leadership with strategies for enhancing family caregiver supports
Family Caregiver Awareness Campaign Workgroup

• Gathered workgroup members
• Identified campaign goals
• Researched existing campaigns
• Created framework for campaign including:
  o Target audience
  o Main needs of caregivers
  o Campaign components with and without funding
American Rescue Plan Funding

ASC received funding from the agency’s Federal Medical Assistance Percentage increase as part of the American Rescue Plan Act funding to develop and implement an awareness campaign targeting family (unpaid/informal) caregivers.

Campaign criteria

• Evergreen timeless concept
• Editable to give local partners the ability add regional resources
• Meets the needs of many and address all types of caregivers
• Media kit for partners/stakeholders to use
Next Steps

**Campaign:**
- Continue collaboration to support family caregivers
- Launch statewide campaign in August of 2023
- Use focus that campaign brings to enhance existing caregiver supports
- Explore gaps in service and highlight underused resources

**State leadership:**
- Develop a toolkit for state leadership
Connect

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Questions?
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