

# AARP CA Outreach and Education

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# *COMMUNITY OUTREACH & EDUCATION*

- *Public Health Promotion*
- *ACA; CalMediConnect*
- *Communication Pathways*
- *Culture; Languages*
- *Networks; Stakeholders*
- *AARP-CA Examples & Outcomes*
- *Survey Results; Data Sources*
- *“STORY TELLING”*



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# AARP's COVID-19 Outreach

- **Outreach using multiple communications platforms**
  - **Mail (postcard mailer with CDA)**
  - **AARP Channels including The AARP Bulletin, AARP Magazine, Social Media, Email**
  - **Earned media**
  - **Telephone town halls**
  - **Languages**
- **Community Vaccine Advisory Council**



# Helping the Helper (Ayundando Quien Ayudar or AQA)

- **A no-cost community program connecting Latino family caregivers in Los Angeles County with information, navigation support, training and other resources.**
- **Partners include 2-1-1 Los Angeles and the University of Southern California, Family Caregiver Support Center**
- **Assistance and support provided in both English and Spanish**
- **Helps Latino family caregivers self-identify with caregiving and seek resources to support them in this role**



# Tools Deployed for AQA Outreach

- **Fliers and door hangers delivered in community, door to door**
- **Community events, presentations**
- **Partnership with Vision y Compromiso**
- **Radio PSAs in English and Spanish**
- **Bilingual AARP Volunteer Care Coordinators**
- **Work with trusted community partners including:**
  - Health facilities,**
  - City and county officials in the Latino community**



**What is long-term care?**

Long-term care is day-to-day help needed by older adults and those with disabilities. Including:



Bathing



Dressing



Toileting



Medications



Wound Care



Housekeeping



Transportation



Paying Bills



Preparing Meals



Shopping

Long-term care is provided at home, in assisted living, in nursing homes, and more.



Most older Californians, 83%, prefer to receive care at home with family caregiver assistance.



California's 4.7 million family caregivers are the backbone of the state's long-term care system. They provide:



**4 Billion**  
Hours of unpaid care



**\$63 Billion**  
Economic value of unpaid care

Family caregivers nationwide spend nearly 20% of their income, on average, providing care for a loved one—that's nearly \$7,000 out-of-pocket.

**How much does care cost?**

The annual cost of care in California varies greatly, depending on where and how it is provided.



Adult Day Care  
\$20,020  
3 days/week



Home Care  
\$43,680  
30 hours/week



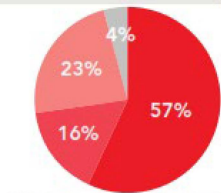
Assisted Living  
\$54,000



Nursing Home  
\$127,750  
private room

**Who pays for this care?**

In the U.S., the majority of long-term care not provided by an unpaid family caregiver is paid for by Medicaid or individuals paying out of pocket.



■ Medicaid ■ Private Long-Term Care Insurance  
■ Out-of-pocket ■ Other

Medicare ONLY pays for short-term, rehabilitation in nursing homes and limited home health care services.

Other includes private health insurance, health programs for veterans and more.

For more information, contact: Nina Weiler, AARP California, NWeiler@aarp.org

Source: Hado, Edem, and Harriet Komisar. Long-Term Services and Supports. Washington, DC: AARP Public Policy Institute, August 2019. | Genworth 2019 Cost of Care Survey www.genworth.com/costofcare | Susan C. Reinhard, Lynn Friss Feinberg, Ari Houser, Rita Choula, and Molly Evans, Valuing the Invaluable: 2019 Update Charting a Path Forward, aarp.org/valuing | September 2018 Survey of 1,152 California Registered Voters Aged 40-plus. Margin of sampling error ± 2.9 | Family Caregiving and Out-of-Pocket Costs: 2016 Report aarp.org/caregivercosts

# Lessons learned

- **Outreach must be culturally competent**
- **Reach people where they are: in-person, online, TV, radio**
- **Communication should be peer to peer, grassroots to grassroots**
- **Work with trusted community partners with experience and connection to the community**
- **Voices, imagery and materials that resonate with the community**
- **Expert advisors *from* the community should inform outreach program**