

Design & Test of Evidence-Based Communications Strategies to Increase Consumer Understanding & Awareness of Long-Term Care Options

ENVIRONMENTAL SCAN: MEDIA MONITORING REPORT

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS III

ABSTRACT..... IV

OVERVIEW 1

 PURPOSE 1

 METHODOLOGY 2

STORY TOPICS, PLACEMENT, AND SOURCES 4

 STORY TOPICS..... 4

 STORY PLACEMENT..... 6

 SOURCES 6

THEMES IN COVERAGE..... 8

 FINANCIAL AND LEGAL PLANNING 9

 HOUSING AND SERVICE OPTIONS 10

SPECIFIC TARGET AUDIENCES 13

 POTENTIAL CAREGIVERS..... 13

 WOMEN..... 14

 EMPLOYERS 14

 FAMILIES WITH LOW INCOMES..... 15

 MINORITIES 15

 YOUNGER PEOPLE WITH DISABILITIES 16

WHY TO PLAN AND WHERE TO TURN FOR HELP 18


 WHY TO PLAN 18

 WHERE TO GO FOR HELP 18

STUMBLING BLOCKS AND STEPPING STONES 20

NEXT STEPS 22

NOTES AND REFERENCES 25

ENVIRONMENTAL SCAN: MEDIA MONITORING REPORT		
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This document is one of four reports that collectively make up the Environmental Scan for the project to “Design and Test of Evidence-Based Communications Strategies to Increase Consumer Understanding and Awareness of Long-Term Care Options.” These reports include the *Legislative and Regulatory Brief*, *Media Monitoring Report*, *Best Practices Report Part I – Literature Review and Synthesis of Research*, and *Best Practices Report Part II – Best Practices and Lessons Learned in Long-Term Care Communications*.

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ABSTRACT

Purpose

This analysis describes the environment of long-term care as described by the media from August 1, 2000 to February 1, 2001.

Methodology

Searching occurred via Lexis-Nexis, a comprehensive research service that is fully keyword searchable to identify long-term care issues in the popular press, including national and regional newspapers and magazines, and television transcripts. The search also included select Internet websites that post health and disability news articles on at least a monthly basis.

Results

Indeed, long-term care issues are visible in print and many have a future orientation along the lines of the “graying of America.” In general, the media defines “long-term care” very loosely. There is a disconnect between financial planning of long-term care and an adequate representation of what long-term care entails. Planning messages are not being leveraged in conjunction with stories on long-term care services, beyond immediate need.

Implications

In order for America to start planning for long-term care, there needs to be a coherent definition of long-term care put forth with a variety of options to plan.

OVERVIEW

Purpose

Understanding press coverage of long-term care issues is vital to a consumer awareness campaign like the one being undertaken by the Health Care Financing Administration (HCFA). The popular press helps shape long-term care in the public eye, giving audiences a sense of what long-term care is, how it may or may not be relevant to their daily lives, and what actions they should be taking related to it. This connection with a broad audience is important to consider both in planning and executing HCFA's long-term care awareness campaign. In execution, HCFA will almost certainly want to attract press coverage around its campaign message, because "earned media" can have significant reach with relatively little investment.

With the consequence of press coverage in mind, the purpose of this report is to assess how the major broadcast and print media present long-term care issues and to discuss the potential implications of that presentation on HCFA's long-term care consumer awareness campaign. This report discusses the location, content, and tone of long-term care coverage in major newspapers, magazines, and television programs within the past six months (August 2000 – February 2001). By understanding these factors, it is possible to pinpoint opportunities for leveraging existing coverage, where information gaps occur, and what misinformation may be reaching the public. To a more limited extent, this media scan may also help the MEDSTAT team draw inferences about the target audience and how to best convey messages to them. In these ways, a careful scan of the popular press can assist the MEDSTAT team in developing effective campaign concepts and strategies and implementing those strategies with maximum impact.

This report corroborates many of the findings in a recent study describing media coverage on long-term care in 1998.¹ Both evidence that long-term care is mainly associated with nursing homes and that the public is generally not being made aware of the spectrum of services that comprise long-term care. Furthermore, long-term care is generally made newsworthy by events such as elder abuse and staffing shortages. Most notably, the works by Felicia Mebane (2001) and by Barents Group both find that newspapers far outpace television and radio outlets in volume of coverage about long-term care. In building upon Mebane's findings, Barents scanned the press two years later and was able to assess coverage during a presidential election year when discussions surrounding public policy were given more attention than usual. Mebane's research is methodologically similar to Barents' work, but focuses more on how coverage shapes the public policy agenda and less on the consumer communications elements of long-term care.

Media coverage on long-term care planning is essentially an unfinished equation with positive potential for the HCFA campaign. Currently, there are two disparate, one-dimensional elements of coverage that somehow must be linked in the minds of journalists and the public. On one hand, a strain of coverage discusses new alternatives that maintain one's dignity and sense of "home" but offers no ideas how to plan for these. On the other hand, stories talk about financial planning but do not give audiences an idea of what long-term care really is. The marriage of these two ideas would shift coverage so as to be much more supportive of HCFA's aims. Ideally, information in the popular press would demonstrate the spectrum of long-term care, why it is

critical for the public to take personal responsibility for their needs, and offer self-assessment tools and resources for further information.

Barents' report begins by summarizing the subject matter of long-term care coverage, the extent of its coverage within the popular press, and its location within news programs and periodicals. The report then captures the themes of coverage that have relevance to long-term care planning. Special attention is given to stories about and targeted to women, low-income populations, minorities, and persons with disabilities. After presenting these findings, the report discusses factors that could both help and hinder campaign goals. Finally, the report makes recommendations for HCFA and the MEDSTAT team as they proceed with the design and execution of the long-term care communications campaign.

Methodology

Barents Group of KPMG Consulting, Inc. conducted an analysis of long-term care issues in the popular press, including national and regional newspapers and magazines, and television transcripts. The search also included select Internet websites that post health and disability news articles on at least a monthly basis.² Beyond these websites, searching occurred via Lexis-Nexis, a comprehensive research service that is fully keyword searchable.

Within Lexis-Nexis, the research team examined 1) television and radio transcripts, 2) the major newspapers listed as having the 100 highest circulations in the United States according to *Editor & Publisher Year Book*, 3) consumer-oriented magazines, and 4) ethnic publications including *Black Enterprise*, *Jet*, *Ebony*, *Essence*, and *The Ethnic NewsWatch*, which is an indexed database of 200 newspapers and other publications from the ethnic and minority press in America.³ These sources were searched for the six-month period of August 1, 2000 to February 1, 2001 using the following broad search terms and their variants: "long-term care," "caregiver," "elderly," "assisted living," "disability," "support services," "nursing home," "home health," "aging parents," and "independent living." Of the thousands of articles that matched these terms, a total of 445 articles were closely reviewed for content directly pertaining to this project. Articles that were not closely reviewed and discarded from the original search included most business/investment stories about the long-term industry (e.g., the fiscal health of a particular provider) and state or local stories that did not seem to reflect a national pattern or were not picked up by national media. (State and local press in the campaign's pilot sites will be scanned when those sites are selected.) Beyond these types of articles, the array of stories reviewed was intentionally broad to provide an overview of long-term care coverage in the popular press.

As stories were reviewed, the following questions guided their analysis:

- ◆ In what sources and where within those sources are the stories appearing?
- ◆ What reporters are responsible for the stories?
- ◆ What type of information is communicated to the public?
- ◆ What is the focus and tone of the stories?
- ◆ Who is the target audience?

- ◆ What organizations or individuals are portrayed as helpful sources of information?
- ◆ What other educational or planning resources are being referenced?
- ◆ Where might HCFA's efforts to educate the public about planning for long-term care be hindered by media coverage of the long-term care issue?
- ◆ What are HCFA's opportunities for leveraging media coverage about long-term care?

Once all articles had been reviewed, they were classified by topic. Coverage was further delineated by media type and, in the case of newspaper articles, by type of article (e.g., news, feature, editorial).

STORY TOPICS, PLACEMENT, AND SOURCES

In general, the media defines “long-term care” very loosely. Although research has found that most people do not understand what constitutes long-term care,^{4,5,6} the press does little to clarify its meaning. Many times, the word will be defined through an example of someone who is accessing one type of care -- often nursing home care. Although stories begin to overcome this by highlighting assisted living facilities and home- and community-based services, mixed messages reach consumers, particularly when “nursing home” is used interchangeably with the phrase “long-term care facility” in many newspapers. When referring to services other than those in a nursing home, the media may use phrases such as “aging in place” or “elder care.” Without a clear and common lexicon (reinforced by the media), messages aimed at encouraging long-term care planning may leave people uncertain about what they are actually planning for.

A lack of consistency or clarity about what “long-term care” is does not keep the popular press from covering long-term care issues. In fact, articles about both services and financing abound in many areas of the popular press. Story topics and sources are examined in greater detail below.

Story Topics

Reporters, columnists, and others address long-term care and long-term care planning in a variety of ways. This array is evident in the table below (see Table 1), which classifies the stories reviewed for this scan according to their main subject.

Of the scanned articles, most are about service options, including both positive and negative images, the environment surrounding these options, and related public policy debates (often about funding). A roughly equal number of stories cover quality of life issues and financial planning. Within the quality of life category, about one-fourth of the coverage is negative, pertaining to elder abuse and abuse in nursing homes, but there are a significant number of positive stories about special care settings (the “Eden Alternative”) and some empowering stories about lifestyle planning, legal planning, and family communication. With respect to financial planning for long-term care, the media tends to report mainly on long-term care insurance. (As discussed later, most of the planning messages are linked to financing, rather than services or lifestyle.) The table below, while useful for understanding the type of stories where long-term care planning messages are appearing, does not reflect the full range of articles aimed at some target audiences – notably caregivers and people with disabilities.⁷

**Table 1: Stories By Subject and Media Type
August 1, 2000 – February 1, 2001**

Subject	Count	TV/Radio	Internet	Newspapers	Magazines
Service Options	213	31	21	152	9
Staffing Shortages	56	17	5	33	1
Home- and Community Based Services (Including Services for Younger People with Disabilities)	34		9	25	
Assisted Living Facilities	33	8	2	19	4
State/Federal Funding for Long-Term Care Services	33	6	1	25	1
Resources to Help Navigate Service Options	20			20	
Lack of Transportation/Facilities	17		4	13	
Alternative Housing Arrangements (Home Modifications, Senior Fostering, Living With Friends/Children)	8			8	
Employers and Elder Care Assistance	7			4	3
Positive Images of Nursing Homes	5			5	
Financial Planning for Long-Term Care	117	10	12	80	15
Long-Term Care Insurance	65	9	6	39	11
Advocates Planning (Without Offering Options)	11	1		9	1
Medicaid as a Financing Vehicle	10		1	9	
Women and Financial Planning	10		2	7	1
Reverse Mortgage	9		2	7	
Retirement Planning	3			1	2
Estate Planning	3			3	
Life Insurance with Long-Term Care Rider	2			2	
Living Trust	2			2	
Family Burden for Financing	2		1	1	
Quality of Life Issues	115	1	10	90	14
Nursing Home Abuse	26			26	
General Elder Abuse	6			6	
Eden Alternative	16		1	13	2
Minority Concerns	14			10	4
Communication Within Families	12			10	2
Legal Planning and Care Directives	11		2	8	1
Employment and People with Disabilities	11		2	6	3
Exercise	7		3	3	1
Mental Health/Depression	4			3	1
Geographic Planning	2			2	
Denial of Age/Need for Long-Term Care	6	1	2	3	
TOTAL STORIES	445	42	43	322	38

Story Placement

Coverage varies by where it appears, particularly its location within the major newspapers. News sections and television/radio sources run stories that are considered newsworthy; these tend to portray the long-term care industry in a negative light, due to policy debates over funding, widespread staffing shortages, and the incidence of elder abuse.⁸ However, since the issue of caring for aging America is an experience that is affecting millions of Americans, stories emphasizing caregiver frustrations and referring readers to home- and community-based services can also be found in the news sections. These articles shape a more positive image of services, portraying them as a relief for caregivers or as an approach to maintain a healthy, social lifestyle.

Most long-term care coverage falls outside the realm of “headline news” and appears in specialty areas or features sections. Business-oriented magazines, newspaper sections, and television programming tend to present stories of financial planning, and more specifically long-term care insurance. These articles tend to offer contact information for agencies or organizations where people can get further information. Real estate sections highlight assisted living facilities, but may also run a story on reverse mortgages that can be used to pay for long-term care. Finance and personal columnists answer questions on long-term care insurance, but also give advice on reverse mortgages. Lifestyle sections discuss a variety of long-term care topics, and generally take a positive approach. For example, stories inform readers of the Eden Alternative (the technique of cultivating an environment that focuses on plants, pets, aesthetics, and emotional well-being), home- and community-based services that support caregivers, and positive images of nursing homes.

Sources

The scan shows that several reporters consistently cover long-term care issues. Notably, Nancy Boland Johnson writes “Senior Set” for the *Boston Globe*, a feature that identifies helpful resources for seniors, including those that relate to long-term care planning. Liz Taylor, President of Aging Deliberately, a geriatric care management business, writes regular press releases for *The Seattle Times*. Carol Abaya, an expert on the Sandwich Generation, writes a nationally syndicated column. Liz Pulliam Weston, a financial columnist for *Los Angeles Times*, has answered several questions pertaining to the financing of long-term care for her readers. Ann Landers has also answered several questions on long-term care insurance and coping strategies for caregivers.

In general, major newspapers lead over broadcast media in terms of story volume (see Table 2). The *Chicago Tribune* tops the list of newspaper stories that were reviewed; geographically, papers from Florida and New York had the highest number of stories that met the review criteria. For whatever reason, only one member of the traditional broadcast media (CNN) was among the top 20 sources of long-term care stories reviewed. This could be because only certain types of long-term care stories lend themselves to coverage by electronic media, these types of stories are not shaped into an on-going theme, or messages are not being crafted within the broader picture of long-term care and implications for an aging society.

The following table (see Table 2) represents the sources that were found to most frequently run articles addressing long-term care. These are the top 20 sources, by story count, out of the more than 125 sources reviewed for this media scan:

Table 2: Top 20 Sources of Long-Term Care Stories Reviewed

Top 20 Sources	Circulation	Count
www.elderweb.com	Not Available	75
Chicago Tribune	657,690	17
CNN (Includes Before Hours, Morning News, Early Edition, the Market Call, Worldview, Your Money, News Day, Today, the N.E.W. Show)	Not Available	16
The New York Times	1,086,293	15
The Boston Globe	462,850	15
Pittsburgh Post-Gazette	239,894	13
Sun-Sentinel (Fort Lauderdale)	258,118	13
The Washington Post	763,305	12
Orlando Sentinel Tribune	259,967	11
The Arizona Republic	433,296	11
Sacramento Bee	291,007	10
The Dallas Morning News	490,249	10
St. Louis Post-Dispatch	303,314	9
Los Angeles Times	1,078,186	9
Daily News (New York)	701,831	9
The Seattle Times	219,698	9
USA Today	1,671,539	9
St. Petersburg Times	336,821	8
Minneapolis Sun Tribune	336,510	8
Baltimore Sun	314,819	8

THEMES IN COVERAGE

In general, the media emphasizes long-term care as an emerging issue and one of increasing social and personal significance. The media focuses on demographic trends and the “graying of America,” with the boomer generation retiring and an increase in longevity. This future orientation lends itself to some “planning” stories. Readers are told that:

- ◆ They should start thinking about long-term care in their fifties and to start a plan of action in their late fifties to early sixties;
- ◆ Financial planning for long-term care is an opportunity to have the lifestyle they prefer, although planning is not inexpensive, quick, or easy;
- ◆ All, regardless of income, should consider financial planning but only those with substantial assets should take a proactive approach;
- ◆ Paying either for long-term care insurance or out-of-pocket for home- and community-based services will still be more affordable than paying for a nursing home;
- ◆ Spending down to Medicaid is an option, and people that may quickly qualify for Medicaid need not plan, since waiver programs in some states allow the choice to stay in the community, instead of entering a nursing home; and
- ◆ Advance planning minimizes the need for hasty decisions in times of crises and is likely to result in better choices -- choosing higher quality care in a living situation where the consumer will be most comfortable.

Since Mebane’s survey of media in 1998, financial planning has gained significant media attention. However, it appears that long-term care planning is primarily being equated with long-term care insurance. Of the reviewed articles pertaining to the financial planning for long-term care, 42% of those discuss long-term care insurance. Although it is probably helpful to suggest how a reader or viewer can finance long-term care, the predominant position of long-term care insurance in these articles may overshadow alternatives that would be more appropriate in some cases.

Another shortcoming in financial planning articles is that very few do a good job of defining the range of services that constitute long-term care. Some stories do refer readers to agencies and advocacy organizations for further information, but very few explicitly state that financial planning can facilitate a range of options. Thus, the audience may assume that long-term care planning (which, as previously stated, is usually presented as insurance) will only pay for a luxury nursing home or assisted-living facility. This perception can be detrimental to those people who would prefer other types of services such as home health aides, had they known about them.

The “services” aspect of planning is one that is seemingly more difficult than the “financial” aspect to raise in the popular press. Stories about care options illustrate the services a person may utilize if they someday need long-term care. However, with numerous other long-term care

stories about limited facility space and caregiver shortages, readers may get the impression that their care choices could be limited when they need them. This could be discouraging to people who are being told to plan so they can maintain control over their lives, although planning messages are noticeably absent from most stories about care options. The target audience is generally someone in immediate need of services. These articles seem to promote the idea of “aging better” (e.g., more independence, pleasant surroundings) but often do not allude to the necessity of financial planning (or the approaches for doing so) in order to obtain needed services.

In the end, readers may not understand what they are planning for, or if they do understand what long-term care entails, they may not relate it to their own lives and how they can plan for it. To help illustrate how these potential barriers to understanding and action may arise, the following sections explain coverage themes around long-term care in greater detail. Themes are grouped under two categories: 1) financial and legal planning and 2) housing and service options.

Financial and Legal Planning

There are several options for financing long-term care. Some segments in business magazines, business sections of newspapers, and business television programming (CNBC, CNNfn) target upper-end audiences that may be more planning-prone than others. These segments usually take an unemotional, pragmatic approach to the topic with suggestions for action, and an explanation of Medicare coverage. Not only is long-term care insurance discussed, but other financing options such as a life insurance policy with an accelerated death benefit and reverse mortgages are given just as much weight within this type of story. Even for those who are overwhelmed by the complexities of some options, saving can be a very real way of starting to plan.⁹

Long-term care insurance is the primary option for financing long-term care. Other articles focus on one particular option; for example, an entire article will either discuss the advantages and disadvantages of a reverse mortgage, offer a checklist of what to consider when choosing a living trust, or provide a personal account of lessons learned from not purchasing long-term care insurance. Overall, however, most of the articles talk about long-term care insurance as a way to finance long-term care. Purchasing long-term care insurance is generally encouraged as an investment decision to make based on a rational strategy of wealth accumulation.¹⁰ By association, readers may see this as the only way to financially plan for long-term care.

Long-term care insurance is not for everyone. At the same time, another recurring theme warns readers that long-term care insurance is not for everyone. Stories explain that long-term care insurance is only marketable to a small percentage of the population.^{11,12,13,14,15,16,17} Buying at a young age creates the risk of wasting money on a policy that may lapse before it is used. Considering it at an older age, the policy is probably too expensive to be affordable. Some, but not all, stories follow with warnings that an inflation protection alternative offered by many companies can help maintain affordability.

Stories generally do not attempt to dispel the myth that Medicare will cover most long-term care. Some mention Medicare coverage very vaguely, not giving the reader a good sense of its limitations.

Medicaid planning is a viable option. Some articles promote the idea of transferring assets to qualify for Medicaid. The planning message is that you can maintain your family's assets *and* rely on Medicaid. Articles about Medicaid planning, which generally appear in the business or editorial section of the newspaper, go as far as providing strategies for how to legally transfer assets, calling it "Medicaid planning."^{18,19,20,21} On NBC's Today Show, their series titled "Forever Young: A Guide to Life After 50," featured elder law attorney Vincent Russo discussing long-term care financial planning, who advocated Medicaid planning for the middle class. "Seniors of modest means are in crisis.... [I]n order to protect yourself, you need to implement Medicaid planning so that your assets can be protected while you access Medicaid to pay for long-term care." Aside from the issue of whether Medicaid planning is socially responsible, these types of stories are problematic because they imply that some people may be satisfied with the level of care attainable with Medicaid and may see no incentive to plan otherwise.

Long-term care insurance is a good investment for the middle class. Articles paint the profile of the ideal candidate for a long-term care policy as someone in their fifties who has at least \$100,000 in assets and who wants a range of choices in care; usually, they have already had firsthand experience with a loved one who needed long-term care.^{22,23,24,25,26} In promoting long-term care insurance, articles may educate consumers about the fact that Medicare will not cover most long-term care costs. Medicaid is then discounted as less desirable because it limits choices.^{27,28,29} Reliable, nonbiased sources such as the Department of Health and Human Services have noted that "more than 70% of policyholders now receiving benefits find that their long-term care insurance policy pays all of the costs of services they need," making the coverage appear very attractive.³⁰ A resounding message is that while a policy may cost \$5,000 annually, long-term care will cost that much in one month alone.^{31,32}

Planning requires financial tradeoffs. Reverse mortgages are portrayed as new, innovative ways for seniors to get cash or credit that can help pay for long-term care, but articles offer several warnings for readers to consider the decision carefully. Cash comes at a price, and often this will be at the expense of leaving an inheritance. These warnings are often supported by quotes from industry groups such as the National Center for Home Equity Conversion.³³ Of course, there are also articles that promote these financial products by focusing on the positive – saying it has "turned her life around" or "I have a place to live for the rest of my life."³⁴

Regardless of income, plan for the legal issues. In following this theme, a features section article may explore steps beyond the realm of finance that should be taken in planning for the end-of-life or long-term care.³⁵ Several articles remind the reader to explore legal issues, such as establishing a power-of-attorney, a care directive, and a living will.^{36,37} These planning steps can be taken by anyone, regardless of income. Often, articles may direct people to the experts, encouraging them to see their financial planners and lawyers.

Housing and Service Options

"Aging in place" is possible, but you need to research your options for receiving care. When discussing service options, articles usually start out with a personal story, then use a statistic or observation from a professional organization (such as the National Institute on Aging or the

National Council on the Aging) before describing the option(s) in detail. Some articles offer a checklist of practical suggestions to allow the reader to investigate his or her options wisely. Usually, these articles are targeted toward the caregivers who are making the choices for their loved ones in need of care. As with financing, making care choices is portrayed as a laborious process that requires research through phone calls, the Internet, and most importantly, visits.³⁸ With or without a checklist, the resounding message is “Visit, visit, visit.”³⁹ In the end, the most appropriate option comes as one that best suits the need of their parent as a human with unique interests, social needs, and medical supports.^{40,41,42,43,44}

Assisted living facilities are alternatives to nursing homes. Other articles offer one choice, and explain why that is the “best;” usually, this choice is portrayed as an alternative to the nursing home. These articles may start with a personal and emotional story, such as adult children agonizing over the appropriate care option for their aging and frail parent. Often, assisted living facilities receive more coverage than home- and community-based services. There are a number of different facilities, with different amenities, aesthetic features, care packages, and payment plans. The choice factor is the attraction.

Home- and community-based services allow independence while offering relief for caregiver stress. Articles about home- and community-based services may begin with a success story, demonstrating that a certain choice of services, such as adult day care, has rejuvenated both the patient and the caregiver. Usually without mentioning the cost of alternatives, articles will declare that the alternative services are much cheaper than nursing homes.^{45,46,47} Stories about home- and community-based services tend to be very local, promoting a specific direct services resource center, or noting statewide programs (particularly the Area Agencies on Aging or Medicaid waiver programs that provide or allow for these services).

You do not want to be dumped into a nursing home. “No one relishes the thought of living in a nursing home,” begins one article.⁴⁸ Graphic scenes are painted so that the reader can almost picture emaciated bodies riddled with bedsores and smell the unpleasant stench. One word repeatedly appears: “dumped”.^{49,50,51,52,53,54,55,56} Stories perpetuate the idea that even after family members are in homes, their care and safety are not guaranteed. For example, a staff member at one nursing home is quoted as saying, “Unless relatives visit often and complain, we don’t pay too much attention to the patients.”⁵⁷ For this reason, it is very important that even children who do not live close to their parents maintain an honest dialogue not only with their parents, but also with paid caregivers.⁵⁸ Despite the fact that many homes provide adequate care, the overwhelming message is that no one wants to end up in a nursing home.

The availability of alternative therapies highlights the human aspect of care in facilities. Amidst the negative press around nursing homes, a handful of articles present a softer, more appealing image of institutions. This “Eden Alternative” brings a more human side to institutions, emphasizing the human need for relationships, plants, and animals.^{59,60,61,62,63,64,65} Aromatherapy and music therapy are also highly recommended as having direct positive affects on the brain. While peripheral, these are still issues to consider when choosing care, and entire stories have been devoted to them.

There is a staffing crisis and other barriers to access in some areas. A national nurse aide crisis has received a great deal of attention in the press. Articles make clear that this shortage affects assisted living facilities, nursing homes, and home-based services alike. The seriousness of the crisis and its relationship to inadequate care and cases of abuse are often reported using very graphic language.^{66,67,68,69,70,71,72,73,74,75} These articles may cause readers to question what their options truly are if they want quality care and cannot hire private aides.^{76,77} Likewise, while nursing homes may not be the consumer's first choice, waiting lists for community-based services may prevent individuals from receiving the care that prefer.⁷⁸

There is a high demand and limited supply of senior housing. In presenting a realistic story, the message in some urban areas is that senior housing may be very difficult to find. Prices are competitive and very expensive in major cities, where middle-income seniors may not qualify for government-subsidized housing but cannot afford the upfront fee of continuing care retirement communities (CCRCs).^{79,80}

There may be no one to care for you at home. Several articles feature seniors who are "lucky" for being able to afford their long-term care or for receiving care from their families.⁸¹ Many baby boomers do not have spouses or children living in close proximity that would be able to care for them. For them, the idea of planning is critical, because appropriate care may rely more heavily on paid services and may involve greater steps to ensure a community of support.^{82,83,84,85}

In summary, the media maintains the perception of long-term care as a poor-quality nursing home. While some stories may suggest other options such as assisted-living facilities, these stories are targeted toward the upper middle class. Home- and community-based services are available, but stories generally target an audience in immediate need of these services. There is a disconnect between these services and any planning for them.

In general, planning for long-term care is portrayed as largely financial. The means to finance long-term care depend heavily on one's ability to pay for long-term care insurance, a product geared toward an older, middle class audience. Therefore, these messages may not resonate with diverse populations who either cannot afford to pay for long-term care insurance, do not have the money to consult a planning professional, or do not perceive themselves as "older, middle class." Messages may also require a different framework to reflect cultural differences, such as aversion to the idea of professional assistance in providing long-term care.

SPECIFIC TARGET AUDIENCES

Most coverage in the popular press targets a homogenous middle class population. For example, some stories in the popular press clearly target specific audiences like family caregivers, women, and employers; stories less frequently target minorities, individuals with low incomes, and persons with disabilities. To compensate for this lack of coverage in the popular press, the Barents research team searched selected special interest publications for minorities and persons with disabilities. These searches, while useful, in no way account for the whole realm of information that address the unique situations of particular groups. (For example, a significant body of special interest literature exists for caregivers and people with disabilities.)

An examination of stories by target audience supports the idea that a single message about long-term care planning probably will not resonate with all segments of the population. People with disabilities, for example, may prefer to focus upon their strengths rather than their care needs. Minorities may only be beginning to accept the idea of care outside of the family unit, as economic situations dictate otherwise. Potential caregivers may be in denial about their own needs, but willing to help their parents plan.

The following sections discuss the messages (predominantly in the popular press) that potential caregivers, women, employers, low-income individuals, minorities, and persons with disabilities are being sent about long-term care.

Potential Caregivers

Messages to potential caregivers, especially women, are mostly packaged within personal stories. The stories, often highly emotional accounts, tend to fall along one of three themes: 1) you are not alone, 2) asking for help is not a sign of weakness and help is available, and 3) open communication between parent and adult child is vital.

The first of these types of stories lets informal caregivers know that they are not alone and millions of other people are experiencing similar emotions, struggles, and frustrations. One of the dominant messages to this population is that in order to be good caregivers, spouses and daughters need to take care of themselves. They need to make their own health and well-being a priority.^{86,87}

“As the population gets older, burdens don’t have to fall on family shoulders alone.”
Mellen, K; Coen, J. *Chicago Tribune*. Sep 11, 2000;1.

Secondly, stories emphasize that seeking help is not a sign of weakness, but is a mechanism for survival. Advocates, including AARP, claim that there is a gap between the services available and consumers’ awareness of them.⁸⁸ In the midst of caregiving, caregivers have very little time or energy to seek out this information. With this in mind, many articles try to let people know that help is available, and often include resource information directing readers to senior centers, direct service organizations, or Area Agencies on Aging. For caregivers that live far away,

stories suggest that properly caring for an aging parent sometimes requires professional assistance from geriatric care managers as well.^{89,90,91}

Stories like those that recently appeared in *Family Circle* and *Prevention* are typical. These stories were sympathetic to the stress and guilt experienced by caregivers while at the same time providing factual information and advice on being better equipped as a caregiver. In one article, a geriatrician addresses a caregiver's question on what to do with an unhappy uncle in a nursing home by dividing comments into two sections, one directed at the caregiver's feelings and the other about how to improve the uncle's situation.⁹² The message is that caregivers need positive reinforcement for their efforts, as well as advice on how to comfort loved ones in need of long-term care.

“Discuss needs of your parents, yourself to avoid later strife.”

McCombs, B. *The Denver Post*. Jan 8, 2001;B06.

Articles make clear that planning for long-term care requires open communication between aging parents and adult children. Communication is vital in planning, because often it is the adult children who make the final choices for their parents' care. In fact, stories imply that it is the responsibility of the adult children to initiate these conversations. As potential caregivers, they are being told to discuss their parents' needs, not necessarily their own future needs. Stories acknowledge that end-of-life discussions may be uncomfortable for everyone, but emphasize that they can help both parents and adult children be more prepared and under less stress to face the many different aspects of care when the time comes.^{93,94} Many reporters recommend frankness in discussing issues of health care, financing, and housing, but do not generally go beyond that in suggesting how to approach these sensitive subjects.^{95,96,97,98} Only three articles give concrete examples of what to discuss.^{99,100,101} Most articles are very one-dimensional and do not address the broad spectrum of issues that need to be communicated about long-term care. While an article may mention the need to discuss long-term care insurance, for example, it does not provide guidance about the intricacies of long-term care policies. The burden then comes on the children to do the research into long-term care. Furthermore, these articles do not generally refer them to a resource for further assistance.

Women

Not only are women targeted as caregivers within the media, but they are also being reminded to empower themselves to be financially literate. Media messages may be direct, with messages advising women to understand their finances and plan for their future, or they may be subtle -- for example, hypothetical scenarios may use the nonspecific pronoun “she.” With the understanding that some women may not have a substantial foundation of disposable income, these articles do not usually mention long-term care insurance, but do suggest saving and investment.^{102,103} Education, notes one article, is the key to financial freedom.¹⁰⁴

Employers

Stories talk about the Sandwich Generation (women juggling full-time jobs, families of their own, and their aging parents) not only at an emotional level but also as a situation with economic

repercussions. A handful of stories articulate that the demands faced by the Sandwich Generation affect employers, and nearly half of all employers are reportedly responsive.^{105,106} Articles also promote the idea that a competitive employer in today's tight labor market should offer long-term care insurance as part of the benefits package.^{107,108,109} The message is that they need to adapt or lose valuable employees.

“Flexitime, Long-Term Care Among Benefits of Future.”
Theisen, T. *Orlando Sentinel Tribune*. Dec 6; E4.

As opposed to print media, television and radio transcripts from the past six months do not show much coverage of employee group long-term care insurance option. When President Clinton signed a bill that will offer long-term care insurance to federal employers and retirees, CNN covered it several times on that day, but none of the major network evening news shows included the story in their headlines.^{110,111} Furthermore, television sources do not portray the same enthusiasm for employer-offered elder assistance programs as print media does.

Families with Low Incomes

For low-income families, the media informs them that financial planning may be a matter of saving, but most likely they will be taken care of by Medicaid. In terms of planning, however, they do have choices about the lifestyle they would like to lead. Options exist such as senior fostering,^{112,113} “Golden Girls”¹¹⁴ approaches to housing, or adapting one's own home relatively inexpensively.^{115,116}

The media covers some aspects of planning that anyone can accomplish, regardless of income level. For instance, people with low-incomes still need to communicate their needs to family members and should still consider planning care directives, power of attorney, and living wills.^{117,118,119} The nature of the housing options, which may include moving in with one's children, merits open conversation with family so that expectations from both sides are met, and adult children can prepare for the situation as well.

Minorities

In a search of over 200 minority publications, very little coverage mentioned long-term care planning.¹²⁰ The few relevant articles suggested that long-term care is a matter of cultural obligation and an integral part of life. One story in *The New York Beacon* points out that in African society, an offspring would never even consider *dumping* one's parent into a nursing home, as is perceived to be happening in America.¹²¹ Stories that portray Hispanic caregivers use very heartfelt sentiment, favoring informal caregiving to institutions because, “the people just sit with no one to talk to, no entertainment.” The stories continue with: “I couldn't put her in a rest home. I love her too much,” and, “They wanted to put her in a nursing home, but she said that she would rather be dead.”¹²² Even in cases where the patient's condition is so deteriorated that professional assistance is critical, articles express sentiments like: “It was the most agonizing and difficult decision in our whole life.”¹²³

Articles suggest that the emotional toll on women who balance caregiving and a career is even more pronounced for minority caregivers; demands are higher since it is difficult to maintain the traditional role of full-time caregiver to which the elderly in some cultures are accustomed. An article described one woman who worked full-time and spent hours crying at her desk, wracked with guilt. According to the story, “Hispanic people don’t put their parents in nursing homes.... But the anger and sleeplessness were killing her, she believes.”¹²⁴

“Alone in a crowd. Meeting the needs of the nation’s increasingly diverse population poses a challenge for families.” Martinez, *S. Sacramento Bee*. Oct 1, 2000;E1.

Jane Glen Haas of the *Orange County Register* told Barents¹²⁵ that although the Hispanic population expects to age at home, she sees this idea changing in 10-20 years because Hispanic women are more educated and have jobs outside of the home. In response to this changing society, a compromise is available, although the idea is not very publicized to this population. For example, one woman refused to put her mother in a home, but was able to pay for community-based services through her long-term care policy. The message is that with a little planning and investment into your future, you can have the lifestyle that you would prefer when you need care.

“As hard to grow old as it was to be young.”
Clendinen, D. *The New York Times*. Jan 6, 2001;A12.

In thinking about planning, both ethnic minorities and same-sex partners should seriously consider their options and where they would like to live. The resounding message, however, is that these populations are isolated both within mainstream homes and community-based services that have been designed with the middle-class, heterosexual Caucasian in mind.^{126,127,128,129,130} Stories about homes that serve special needs and interests, although rare, usually appear in the real estate section of newspapers.

Younger People with Disabilities

The Ticket to Work and Work Incentive Improvement Act (TTWWIA) has not gained much attention in terms of general press over the past six months. Published articles present the Act in a very positive light, but are sensitive to the fact that many people with disabilities are skeptical that its intended impact will come to fruition. In reporting, journalists tend to use positive language, noting it as a “significant opportunity” for people with disabilities, who will be able to receive job training, placement assistance, and employment while maintaining their benefits.^{131,132,133}

“Hiring disabled makes good ‘cents’.”
Vechten, V. *Michigan Chronicle. The Ethnic NewsWatch*. Aug 29, 2000;63(48)A7.

Articles may have the effect of chipping away at social barriers to employment. In addition to informing the general public that employment is an excellent opportunity for many persons with disabilities, articles also indicate that it is frustrating for persons with disabilities to have others focus on their disability rather than their strengths.^{134,135,136} These articles also inform employers

about TTWWIA and encourage employers to consider hiring persons with disabilities. These articles list statistics that point out that billions of dollars are lost in unrealized productivity, although 78% of persons with disabilities say that they would like to work.¹³⁷

“10 years after landmark law, gains are made, barriers remain.”
Lafleur, J; Kee, L. *St. Louis Post-Dispatch*. Sep 3, 2000;A1.

The popular press also presents the challenge of implementation. It urges city planners to consider the implications of such policies as the Olmstead decision, Americans with Disabilities Act, and TTWWIA. Although these are making inroads for allowing people with disabilities to become more independent, articles point out a serious lack of infrastructure (such as housing options, community-based services, and transportation to/from work) to accommodate the needs of persons with disabilities.^{138,139,140,141,142,143} In terms of planning, readers could interpret this situation in a way that encourages them to plan early. On the other hand, they may see it as futile to plan for something that seems unattainable.

In conclusion, most of the media coverage on long-term care focuses on a homogenous middle class population and leaves major gaps in reaching minority communities. As depicted in the media, it appears that women have not traditionally been responsible for household financial decisions, low income populations have been assigned their forms of care, and people with disabilities have been considered dependent. Consequently, these populations may identify with messages that focus on strengths, offer different options, and empower them to make choices in long-term care. For ethnic minorities, family members have traditionally provided care of the elderly. With changing education levels and economic demands, long-term care needs may require outside assistance. While the media handles this situation with highly emotional language, it may be helpful for stories to be crafted in a supportive manner that emphasizes the healthy benefits for both the individual in need of care and their families.

WHY TO PLAN AND WHERE TO TURN FOR HELP

Consumer motivation is an important consideration in planning a communications campaign. Therefore, it is instructive to understand the kinds of motivating factors that underlie planning messages in the media. The following sections address both incentives for planning and resources for doing so that are set forth in the media.

Why To Plan

In articles that encourage planning, the “reward” to the planner is often associated with control: having better and more numerous care options, being able to alleviate some of the stress around a long-term care event, or insulating the family from financial risk. These “rewards” are described more fully in Table 3, below.

Table 3: Rewards for Long-Term Care Planning^{144,145,146,147,148,149,150,151,152,153,154,155}

“The best way to get the care you want late in life ... is to prepare yourself now.”
Washington, L. *Money*. Oct 2000; Features 131.

Control Over Care - Articles imply that for planners the reward is “receiving the care you want.” This control translates into flexibility in options and a choice in the quality of care that is received.

“Plan now and avoid ...dealing with critical issues when you are least up to it.”
Barovick, H. *Time*. Sep 18, 2000;Society 65.

Alleviating Stress in Crises - Other articles present the issue as one that helps alleviate some of the stresses that arise in a crisis or the mistakes that can follow from a hasty decision. With advance planning, choices can be made calmly, facilitating the transition for both patient and family.

“Estate planning: securing a bright future for you and your family.”
Spewak, S. www.assistguide.com.

Insulating Families from Financial Risk– Articles frequently point out that, with some planning, readers can maintain financial independence and not have to rely entirely on their families for financial support. Those who have not planned are stuck with the frightening prospect of dealing with the overwhelming costs of long-term care that can quickly impoverish a family.

Where To Go For Help

Articles provide resources or “supports” for their audience in a variety of ways. Some may use quotes from respected expert organizations or companies, they may list resources for further information at the end of the article, or the entire piece may feature a certain resource. Some

resources are listed as a sidebar, a one-paragraph news brief, or Q&A. Often in the health, metro, or community news section of the newspaper, articles list a sampling of resources and contact information. These are meant to grab the readers' attention, and give them something on which to act.

The following are resources that have been referenced most often in the popular press in the past six months:

Expert Organizations – New York Public/Private Partnership, AARP, the Health Insurance Association of America, Assisted Living Facility Association, Area Agencies on Aging, United Seniors Health Council, the National Association of Insurance Commissioners, Alzheimer's Association, National Family Caregivers Association, National Association of Professional Geriatric Care Managers, Long-Term Care Insurance National Advisory Council, Citizens for Long-Term Care, state long-term care ombudsmen, and state Medicaid programs.

Internet sites – The most commonly cited are www.elderweb.com, www.women.com, www.aarp.org, www.totallivingchoices.com, www.careguide.com, and www.livon.com. Good Morning America has referred audiences to its own website for more information on Alzheimer's and CNBC encouraged viewers with questions to write in emails for answers. In addition to specific sites, readers are informed that directories posted on the web list countless care options and facilities. Readers are cautioned, however, to evaluate the sites carefully, to discern if they are non-biased. (Similar warnings are also given about referral services that are reached by telephone).

Professional assistance – Readers are told about the services of elder care consultants, geriatric care managers, financial planners, and lawyers. References are usually general and do not mention specific companies or organizations.

Publications – *Shopper's Guide to Long-Term Care Insurance* by the National Association of Insurance Commissioners; *Long-Term Planning: A Dollar and Sense Guide* by United Seniors Health Council; *Elder Rage: How to Survive Caring for Aging Parents* by Jacqueline Marcell; *The 14 Friends' Guide to Eldercaring* Joan Hunter Cooper, et al.

Direct services – Readers are often directed to Area Agencies on Aging.

STUMBLING BLOCKS AND STEPPING STONES

Research suggests that there are great voids in awareness and understanding of long-term care, not to mention how to plan for future care needs.¹⁵⁶ Given this deficit, the popular press could play an important role in educating the public about long-term care and long-term care planning. Indeed, long-term care issues are visible in print (and based on the increase in coverage since the Mebane findings, a longitudinal study would no doubt find this visibility increasing) and many have a future orientation, along the lines of the “graying of America.” However, there are some aspects of existing coverage that may actually inhibit increased knowledge and awareness among consumers.

- ◆ When long-term care makes the “news” (as opposed to being covered in the features sections of a paper), public policy prevails over individual relevance. Many articles effectively depict the planning for long-term care as a problem that concerns the government. Articles point to the lack of infrastructure to accommodate the aging boomers, the severe caregiver shortage, or to the challenge of providing state and federal funding for care services. As in the case of Minnesota and Florida, the work of long-term care task forces may make headlines. (The heated debates over nursing home tort reform in Florida were covered on a national level; stories could be found in the *Chicago Tribune*, for example.) Stakeholders in these articles propose to lobby the government for more liberal policies, to increase Medicaid, to increase Medicare, or to channel more federal funding into state and local programs and nursing homes.^{157,158,159} These articles portray the solution to providing adequate long-term care as lying in the hands of the government. While this may be crucial, it may overshadow the need for personal planning and taking personal responsibility for one’s own future.
- ◆ No one is providing guidance on how to talk about long-term care. Stories acknowledge the difficulty and importance of talking about long-term care. Often adult children are encouraged to initiate this frank communication with their aging parents. However, the popular press contains few concrete suggestions for how to broach the subject and have a productive discussion about long-term care. (AARP is one exception.)
- ◆ Coverage of nursing home abuse can make a hard-to-talk about issue more difficult. Although media coverage of nursing home life is not all negative and alternatives are presented, negative stories still have significant presence. Perhaps more importantly, stories about care alternatives do not generally tell the reader how this “better tomorrow” can be theirs through careful planning. Existing coverage of long-term care may compound denial and negative emotions around the issue.
- ◆ Some stories present Medicaid estate planning as an acceptable strategy for long-term care financing. Some reporters encourage readers to transfer assets in order to qualify for Medicaid. While they acknowledge that Medicare will not pay for long-term care, some portray Medicaid as the default for anyone whose assets are less than \$100,000.
- ◆ Overwhelmingly, articles equate long-term care planning with long-term care insurance and seldom talk about other financing options or other ways of planning. Long-term planning is

also being equated to long-term care insurance,¹⁶⁰ meaning that those that are not in the long-term care insurance market may not understand that there are other factors involved in planning. They need to be more aware that insurance is only one option for financing long-term care, and that financial planning is only one aspect of planning for long-term care overall. There are very few overt messages about lifestyle planning – thinking ahead about geographic location, home modifications, etc.

- ◆ Articles rarely address common misperceptions about long-term care financing in a straightforward way. The popular press seems to do little to make the public aware of limitations in Medicare coverage, and has not addressed the fact that significant numbers of people mistakenly believe they have private coverage. Of all the articles found about long-term care planning, about one-tenth of them discussed the fact that Medicare does not cover long-term care as the impetus for personal planning. However, this message is usually incidental to the main topic of the article. Some articles infer that Medicare will pay for nursing homes, but they will not specify how long. Others may present Medicare as an option for elder care, being vague about the conditions or time frame of its coverage.^{161,162,163}

While these barriers may be compounded or ameliorated by any number of psychographic factors, one statistic stands out as having a widespread potentially negative effect. According to Generational Targeted Marketing, “boomers tend to view themselves as about 15 years younger than they actually are.”^{164,165} This image may make it difficult for them to think about retirement, much less long-term care needs.

NEXT STEPS

Build on current coverage sources. Stories that have already been covered have leveraging points upon which a campaign can build. For example, financial stories can contain clearer definitions of long-term care, or services articles can further discuss financing options. Additionally, messages that have reached potential caregivers can be couched with messages for one's own planning needs, or include more references for further information. Columnists that have already written about long-term care can be provided with further information and reporters in general can be educated with a long-term care press coverage guide. As the majority of caregivers and recipients of long-term care, special attention should be given to empowering women to financially plan for long-term care.

Use personal stories and calls to action to link service options with planning. One way to present information about planning is to include personal stories of success, to emphasize the point that positive outcomes could not have happened without planning, and to highlight how much better off people are by having planned and by utilizing certain services. One leveraging point for HCFA can be to emphasize *planning* within articles about service options and choice. A significant number of media stories take the consumer advocate angle, and emphasize "it could happen to you."^{166,167,168,169,170,171,172,173,174,175,176,177} Most articles are very emotional and anecdotal, but after relaying their story, the message ends. HCFA may consider using these anecdotal stories, but loading them with a message about planning. Consumers may tune in to emotional stories, but unless they are prodded with some kind of action to take, they may not necessarily relate it to their own lives.

One way for HCFA to disseminate its message would be to approach those who write senior sections or retirement sections of newspaper or magazines. When writing articles about coping, choice, or aging in general, they may be encouraged to incorporate a message about planning, as well. In working with the media, messages may be crafted into newsworthy pieces that not only draw upon people's compassion, but offer them plans of action for their own or their parents' planning as well.

Consider long-term care as a part of retirement planning. Although a connection seems logical, few news articles currently incorporate long-term planning into general retirement planning.¹⁷⁸ The rare articles that do talk about long-term care in the context of retirement planning note that it is necessary to figure out if investments and saving will be sufficient to allow the reader to fully enjoy retirement. By being able to control one's finances, the range of options opens, thereby decreasing the need for institutionalization.^{179,180} These articles may also discuss the purchase of long-term care insurance. Very few articles, however, actually relate long-term care to retirement planning. In general, as observed in *U.S. News Retirement Calculator*, long-term care is nowhere to be found in the formula for estimating a retirement budget.¹⁸¹ HCFA may find success in raising long-term care as a consideration in retirement planning -- a "new angle" on a subject that is likely to be of interest to broad news audience.

Relate planning to family consequences. It is well-established in the press that long-term care affects the family unit, not just the individual needing care. Consequently, stories should address

how planning for future long-term care needs can increase control and financial security within the family. Some stories address control within the family, but fewer talk about residual effects of long-term care costs on the savings of adult children or the value of a formal agreement allocating financial compensation to family caregivers.^{182,183,184,185,186} While neither of these points was given a significant amount of attention in popular press, they may capture some attention in families.

Use high-profile cases. On Ronald Reagan's birthday, ABC Nightly News gave Alzheimer's disease special coverage, including its effect on caregivers. The story followed a granddaughter's difficulties and the resources, such as adult day care, that were available to her and other caregivers. When former President Reagan had fallen and broken his hip, many newspapers reported the story, but in neither incidence was there an adjoining planning message.

Make information digestible. According to Gary Barg of *Today's Caregiver*, success lies in being able to translate information into something hands-on and useful. Stories should provide anecdotes to which people can quickly relate and three points on which they can act.¹⁸⁷

Finding ways to incorporate a financial question into an advice column, an editorial, a quick blurb, a sidebar, or a Q&A are creative methods to attract and maintain a reader's attention. One way to evoke a response from the audience about long-term care planning, for example, is to make it very personal. "Do you know where the money would come from if you needed care?" asks Asa Aarons, advice columnist for the *Daily News*. Some business section articles may be quick, one paragraph blurbs that give direct answers to questions like, "When is the best time to consider purchasing long-term care insurance?"^{188,189} Using sidebars can also be a way to deliver specific information and guidelines for what to consider in choosing an appropriate policy.¹⁹⁰ Editorials written by such persons as Alan Rosenbloom, interim president of American Association of Homes and Services for the Aging, are also ways to quickly convey a message utilizing a person's credibility for weight.¹⁹¹ These articles can be short but direct in order to give readers something to think about that would elicit a future response.

Pitch stories that can appear in various sections of the newspaper or segments of broadcast news programs. Varied types of coverage may draw in audiences that normally would not be searching the obvious locations. For instance, business sections may not captivate all women, so it may be advisable to package a message about planning into an article that can be run in the health section. Liz Taylor, for example, told Barents that her column appears in the "Scene" section of the Seattle Times because more women read it.¹⁹²

Target the holidays. During the holidays, families are more likely to visit relatives and spend more time around loved ones. At this time, stories may have more of an impact as people see their relatives age and consider the need for planning.

Target the "Roosevelt Generation." One reporter acknowledged that the population that is often ignored is part of the "Roosevelt Generation," people who were born just before the baby boomers and are approaching retirement age. Not only do they have aging parents, but they are also facing their own need to plan. Stories that highlight the successes of long-term care planning

and the various long-term care options may resonate best with this audience, who may have a firsthand experience with a family member, but may still not be aware of all of their options. They are interested in the issue because it is real to them, and they still have time to learn from others and to plan for themselves.

Develop messages that emphasize the strengths of minority populations. Special attention should be given to the packaging of messages to reach ethnic minority populations. Themes that portray home- and community-based services as a way to maintain quality relationships with family members may resonate with this population. Stories that portray planning as a way alleviate caregiving stresses and offer a certain level of comfort to *both* the person in need of care and the caregiver may be well-received by this population.

Younger people with disabilities appear to be encouraged by messages that consider their talents and capabilities as young and capable contributors to society. Stories that reflect the positive implications of TTWWIA may also try to emphasize the infrastructure (where it exists) that supports employment for this population.

In conclusion, the findings of this report imply that there is a disconnect in media coverage between financial planning and lifestyle planning. Coverage tends to report on newsworthy events and circumstances, while overlooking the planning messages within them. This study is one part of an environmental scan to identify possible campaign messages through an understanding of existing media coverage, ongoing educational campaigns, and the legislative and regulatory landscape in which the campaign will exist. The findings of this study, coupled with the literature review and best practices report, provide the foundation for a consumer research strategy aimed at developing an effective national long-term care awareness campaign.

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