



News from AoA March 2011

Table of Contents

AoA News

[Older Americans Month 2011 Materials Now Available](#)

[Profile of Older Americans: 2010 Now Available](#)

[AoA's March Widget Highlights AoA's Nutrition Program](#)

[SMP Recent Events and Upcoming Activities](#)

Other HHS News

[Webinar on Healthy Eating Advice: The New Dietary Guidelines for Americans, 2010](#)

[HHS and DOJ to Convene Fraud Prevention Summit in Detroit](#)

[New Report Details Affordable Care Act Resources and Flexibility for States](#)

[New NIH Cookbook Encourages Families to Eat Healthfully](#)

[Medicare Part D Benefit Update](#)

Funding Opportunity

[AoA and NIA Joint Initiative to Improve the Health and Well-Being of Older Americans by Translating Research into Practice](#)

More News

[FinCEN Advisory Warns of Elder Financial Exploitation](#)

[USCIS Expands Outreach to the Aging Network for Help in Dissemination of Information](#)

[KCMU Release New Resources on Medicaid Long-Term Services and Supports](#)

[Free Webinar to Help Nursing Homes Prepare to be Clinical Placement Sites for Nursing Students](#)

[National Observances](#)

Submit a Story!

Conferences

Older Americans Month 2011 Materials Now Available

The Older Americans Month 2011 theme is "**Older Americans: Connecting the Community**". The theme pays homage to the many ways in which older adults bring inspiration and continuity to the fabric of our communities. The Administration on Aging is pleased to provide materials to assist our partners at the national, state, and local levels plan for activities in commemoration of Older Americans Month. Information on upcoming Administration on Aging activities to celebrate Older Americans Month coming soon!

To view and download the Older Americans Month 2010 logo and poster in both English and Spanish as well as other materials, please visit:
http://www.aoa.gov/AoARoot/Press_Room/Observances/2011/Older_Americans.aspx

Profile of Older Americans: 2010 Now Available

The web based publication *Profile of Older Americans: 2010* is now available online. This annual summary of the latest statistics on the older population covers 15 topical areas including population, income and poverty, living arrangements, education, and health.

The Profile has proven to be a very useful statistical summary in a user friendly format.

To access this publication, please go to
http://www.aoa.gov/AoARoot/Aging_Statistics/Profile/index.aspx

AoA's March Widget Highlights AoA's Nutrition Program

March is National Nutrition Month®

Research shows that millions of seniors have faced the threat of hunger. AoA's March widget features data on the number of meals that older adults received through AoA's Nutrition Program. To learn more, view AoA's aging statistics widget at http://www.aoa.gov/AoARoot/Site_Uilities/Widget/index.aspx. You can share this data with visitors to your website or blog by clicking the "Share" button on the widget to access the code of the widget.

In addition to widgets, AoA's social media page at http://www.aoa.gov/AoARoot/Press_Room/Social_Media/index.aspx features

engaging e-cards with different health messages. You'll find e-greetings with information on the healthiest foods to eat.

For e-cards with nutrition tips for older adults, please go to http://www.aoa.gov/AoARoot/Press_Room/Social_Media/eCards/nutrition.aspx

E-cards with tips on exercise are available at http://www.aoa.gov/AoARoot/Press_Room/Social_Media/eCards/active.aspx

Did you know that AoA is on Facebook now? If not, visit AoA's Facebook page at <http://www.facebook.com/aoa.gov> and feel free to write on our wall about our content or share new resources. And please "like" us and encourage your friends to "like" us, too.

If you have any questions or comments on our social media content, feel free to contact Augustina.Howe@aoa.hhs.gov.

SMP Recent Events and Upcoming Activities

The winter months have been a busy time for the Senior Medicare Patrol Program. Much was accomplished, plans for new initiatives were finalized and decisions were made for upcoming events.

Summits on fighting fraud were held; testimony on fighting fraud and waste in Medicare and Medicaid was given at a Senate hearing; and the Volunteer Risk and Program Management Steering Committee launched its Webinar Series.

With materials for the SMP media campaign close to being finalized and the campaign's webpage near completion, the SMP media campaign will begin soon. Also, plans for the 2011 National SMP Conference are underway. This year's conference is scheduled for August 9-11 in Washington, D.C. at the Omni Shoreham Hotel.

To learn more about current SMP activities and events, please go to the SMP website at <http://www.smpresource.org//AM/Template.cfm?Section=Home> and click on "Latest Newsletter" (in the far right column).

Other HHS News

Webinar on Healthy Eating Advice: The New Dietary Guidelines for Americans, 2010

On Tuesday, March 8, from 2:00 p.m. to 3:00 p.m. Eastern Time, the U.S. Department of Health and Human Services, Office of Disease Prevention and

Health Promotion will sponsor a webinar entitled “Healthy Eating Advice: The New Dietary Guidelines for Americans, 2010.” Scheduled speakers will review the significance and the key recommendations of the new guidelines and address how to incorporate the new guidelines into the lives of Americans.

To register for this webinar, please go to
<https://www2.gotomeeting.com/register/302804139>

To download a copy of the *2010 Dietary Guidelines for Americans*, please go to
<http://www.health.gov/dietaryguidelines/dga2010/DietaryGuidelines2010.pdf>

HHS and DOJ to Convene Fraud Prevention Summit in Detroit

The Department of Health and Human Services (HHS) and the Department of Justice (DOJ) will convene a regional fraud prevention summit on Tuesday, March 15 in Detroit, Michigan. This event is part of a series of regional fraud summits being held across the country to focus attention on the efforts being made to fight health care fraud and abuse in the United States. The Administration on Aging (AoA), the Senior Medicare Patrol Program (SMP) and the aging network have participated in each summit. For more information about the previous summits that have taken place in Miami, Los Angeles, Brooklyn and Boston, please visit <http://www.stopmedicarefraud.gov/>

New Report Details Affordable Care Act Resources and Flexibility for States

The U.S. Department of Health and Human Services (HHS) recently released a new report showing that the Affordable Care Act provides states with significant flexibility and resources to improve health care benefits and protect consumers. According to the report findings, already the law has provided or offered \$2.8 billion in funding to states. This is a fraction of the total funding available under the law to help states implement new consumer protections, expand health coverage, and improve health care quality.

In discussing the report, HHS Secretary Kathleen Sebelius stated “The Affordable Care Act is built on the foundation of providing states with the resources and flexibility they need to build a better, more affordable health care system. This report shows that states have what they need to continue putting comprehensive health insurance reforms in place.”

To read the complete report, please go to
<http://www.healthcare.gov/center/reports/states02252011a.pdf>

New NIH Cookbook Encourages Families to Eat Healthfully

Nutritious meals can be tasty and easy to prepare, according to *Keep the Beat Recipes: Deliciously Healthy Family Meals*, a new family cookbook from the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health.

The book has more than 40 kid-tested recipes featuring a variety of healthy entrees, side dishes, and snacks that parents and children can enjoy together. The free cookbook also offers time-saving tips and helpful resources for busy families.

The cookbook as well as individual recipes are available for free on the Keep the Beat: Deliciously Healthy Eating website, <http://hin.nhlbi.nih.gov/healthyeating>.

The site also features a searchable database, family resources, healthy shopping and cooking tips, videos, and information for the media. Visitors are also invited to engage in an online community through the Keep the Beat Facebook page, which contains information about upcoming events and cookbook highlights.

Medicare Part D Benefit Update

On February 18, CMS issued the annual update to the Medicare Part D benefit parameters for 2012. Among other changes, the annual Part D deductible will rise from \$310 to \$320 in 2012, the Out-of-Pocket Threshold is \$4,700 and the minimum cost-sharing covered drugs for people who hit the catastrophic limit is \$2.60 for generic drugs and \$6.30 for brand name drugs covered by their plan.

For more information, please visit <http://www.cms.gov/MedicareAdvtgSpecRateStats/Downloads/Advance2012.pdf>

Funding Opportunity

AoA and NIA Joint Initiative to Improve the Health and Well-Being of Older Americans by Translating Research into Practice

The Administration on Aging (AoA) and the National Institute on Aging (NIA) recently announced a joint initiative to support moving evidence-based research findings towards the development of new interventions, programs, policies, practices, and tools that can be used by community-based organizations to help elderly individuals remain healthy and independent, and living in their own homes and communities. Translating research knowledge

into practical advances to benefit the health and well being of older Americans has increasingly become a priority for both agencies.

Resulting from this initiative are two program announcements. Both announcements focus on the translation of behavioral and social research in aging into the development of new interventions that can be used by community-based organizations that assist elderly individuals.

To access the Program Announcement for *Translational Research to Help Older Adults Maintain their Health and Independence in the Community (R01)*, please go to <http://grants.nih.gov/grants/guide/pa-files/PA-11-123.html>

To access the Program Announcement for *Translational Research to Help Older Adults Maintain their Health and Independence in the Community (R21)*, please go to <http://grants.nih.gov/grants/guide/pa-files/PA-11-124.html>

More News

FinCEN Advisory Warns of Elder Financial Exploitation

The Financial Crimes Enforcement Network recently released a new advisory to help financial institutions spot and report on activities involving elder financial exploitation. The advisory, *Advisory to Financial Institutions on Filing Suspicious Activity Reports Regarding Elder Financial Exploitation*, contains red flags, or indicators that abuse may be occurring and specifically asks financial institutions to include the term "Elder Financial Exploitation" on filings of suspicious activity reports (SARs).

In discussing the Advisory, FinCEN Director James H. Freis, Jr, noted that "Financial institutions care about their customers and in some cases may be uniquely placed to identify when customers are possible victims of elder financial exploitation." He added that "This new tool is the result of FinCen working with feedback from financial institutions and it is a way for depository institutions in particular to combat elder financial exploitation."

To read the Advisory in its entirety, please go to http://www.fincen.gov/statutes_regs/guidance/html/fin-2011-a003.html

To learn more about FinCen, please go to <http://www.fincen.gov/>

USCIS Expands Outreach to the Aging Network for Help in Dissemination of Information

U.S. Citizenship and Immigration Services (USCIS) provides resource tools to lawful immigrants to help prepare them for citizenship. It is expanding its

outreach to elderly immigrants who are required to become citizens in order to continue receiving benefits, including Supplemental Security Income (SSI). It is calling on the Aging Network's service providers to disseminate information to the elderly non-citizens with whom they have contact.

Immigrants and service providers can learn about the citizenship process and find English as a Second Language (ESL) and civics classes and other citizenship preparation resources on the USCIS Citizenship Resource Center at <http://www.uscis.gov/portal/site/uscis/citizenship>

Immigrant-serving organizations and state and local governments may order a free hard copy of the materials as part of the *Civics and Citizenship Toolkit* at <http://www.citizenshiptoolkit.gov>. USCIS also offers free naturalization information sessions, which include a presentation and handouts about how to apply for naturalization.

USCIS provides training and development to service providers and communities to assist them in expanding ESL, civics, and citizenship education in their communities. Training opportunities are available at <http://www.uscis.gov/teachertraining>

Free web-based electronic training module for volunteers and adult educators is available at <http://www.elcivicsonline.org>

If you have any questions or need more information, please contact the USCIS Office of Public Engagement at USCIS-IGAOutreach@dhs.gov

KCMU Release New Resources on Medicaid Long-Term Services and Supports

The Kaiser Family Foundation's Commission on Medicaid and the Uninsured (KCMU) recently released a series of reports that examine the latest data findings regarding Medicaid's long-term services and supports for seniors and people with disabilities. The materials were released at a public briefing in the Foundation's Washington, D.C. offices that featured an expert panel and remarks on long-term services and supports by U.S. Secretary of Health and Human Services Kathleen Sebelius.

To access the reports and materials from the briefing, please go to <http://www.kff.org/medicaid/medicaid-long-term-services-briefing-resources.cfm>

Free Webinar to Help Nursing Homes Prepare to be Clinical Placement Sites for Nursing Students

A Free one-hour Webinar will be offered March 3, 2011 to foster discussion on how nursing homes can gauge their readiness and prepare to be clinical placements. The focus of this discussion will be *Nursing Home Preparation/Readiness as a Clinical Site*, included among six modules developed by the Hartford Institute for Geriatric Nursing and the American Association of Colleges of Nursing (AACN) with funding from the Commonwealth Fund and the Picker Institute.

To learn more about this webinar and to register your participation, please go to <http://www.aacn.nche.edu/Faculty/FacultyLink/2011/nursing.html>

To access the list of archived webinars, please go to <http://www.aacn.nche.edu/Faculty/FacultyLink/webinararchive.htm>

National Observances

March is National Women's History Month

National Women's History Month is observed annually in March. The 2011 Theme is "Our History is Our Strength."

To learn more, please visit the National Women's History Project website at <http://www.nwhp.org/whm/index.php>

To read the presidential proclamation, please go to <http://www.whitehouse.gov/the-press-office/2011/02/28/presidential-proclamation-womens-history-month-2011>

March is National Nutrition Month®

The theme for National Nutrition Month® (NNM) 2011 is "Eat Right with Color". National Nutrition Month® is a nutrition education and information campaign sponsored annually by the American Dietetic Association (AA). The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits.

To learn more about NNM and to access promotional materials and event ideas, please go to its website, <http://www.eatright.org/nnm/>

National Colorectal Cancer Awareness Month

This year, over 142,500 people will be diagnosed with colorectal cancer and nearly 51,400 will die of the disease. With certain types of screening, this cancer can be prevented.

To learn more, please visit the Colorectal Cancer page of the American Cancer Society at <http://www.cancer.org/>

March 10 is National Women and Girls HIV/AIDS Awareness Day

National Women and Girls HIV/AIDS Awareness Day is observed on March 10 every year. It is a nationwide observance that encourages people to take action in the fight against HIV/AIDS and raise awareness of its impact on women and girls. It is coordinated by the U.S. Department of Health and Human Services' Office on Women's Health (OWH). It helps organizations across the country come together to offer support, encourage discussion, and teach women and girls about prevention of HIV, the importance of getting tested for HIV, and how to live with and manage HIV/AIDS.

To learn more, please visit its website at <http://www.womenshealth.gov/nwghaad/>

March 20 is National Native HIV/AIDS Awareness Day

March 20, 2011 marks the fifth annual National Native HIV/AIDS Awareness Day (NNHAAD). HIV continues to increase among Native people as it has over the past decade. This day is set aside to challenge communities to work together, in harmony, to create a greater awareness of the risk of HIV/AIDS to our Native communities, to call for resources for testing and early detection and for increased treatment options, and to eventually decrease the occurrence of HIV/AIDS among Native people.

To learn more, please visit the National Native American AIDS Prevention Center website at <http://www.nnaapc.org/news/awareness-day.htm>

Submit a Story!

Do you have a story aboutClick on the link below to share your story with us, and it may appear on our website or in this enewsletter!

http://www.aoa.gov/AoARoot/Press_Room/For_The_Press/medadv/Share_Story.aspx

Conferences

Stay up to date with the latest aging meetings and conferences by visiting the AoA events calendar at:

http://www.aoa.gov/AoARoot/Press_Room/events/events_List_Day.aspx#title

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