

# Creating a Collective Approach to Address an Aging NH

NH Alliance for Healthy Aging  
Quarterly Meeting  
June 8, 2023



# Agenda

- Welcome and Housekeeping
- NHAHA Updates
- NH State Plan on Aging
- Small Group Discussion and Break
- AT in NH
- Care Paradox
- NHAHA Advocacy Update
- Wrap Up and Adjourn



# Lessons Learned



# 2022 NHAHA Annual Participant Survey Results

Alison Rataj



# NHAHA Participant Experience (2022)

Over the past year which of the following statements best reflects your overall NHAHA experience? (*n* = 63)



87% (55) Understand the goals and vision



52% (33) Feel that I can contribute to vision of NHAHA

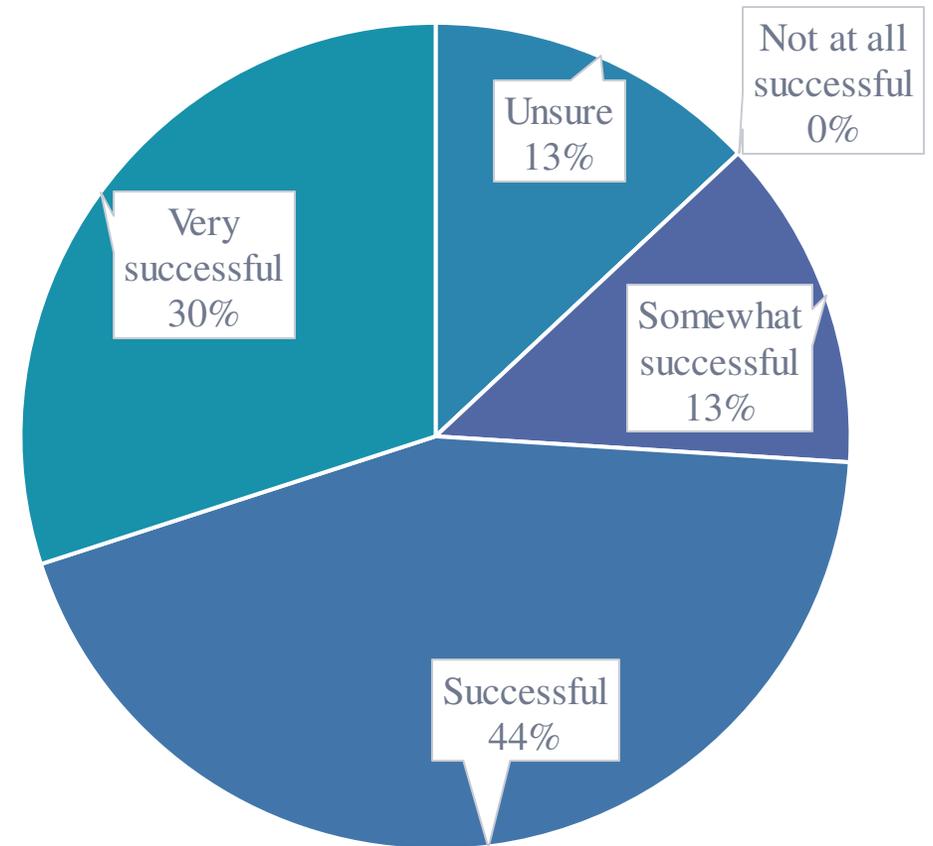


52% (33) Vision aligns with the vision of my organization



35% (22) Time does not allow me to participate as much as I would like

# Thinking only of the past year, how successful overall would you say NHAHA has been in making progress towards achieving our vision statement? (n = 54)



# How have you and/or your organization benefited from NHAHA? (N = 54)



**57% (31)**

Expanded  
my/our network



**46% (25)**

Advanced  
my/our  
advocacy  
capacity

**70% (38)**

Provided  
education and  
awareness on  
aging issues



**56% (30)**

Provided  
leadership for  
aging issues



# NHAHA's Greatest Accomplishments Over Past Year (n = 54)



Advocacy



Bringing relevancy to aging issues in NH



Collective effort towards a common goal



Education



Convening and engaging in action



Diversity, Equity, and Inclusion



Strategic Priority Area Work



Unsure



NEW HAMPSHIRE  
**DHHS**  
DEPARTMENT OF  
**HEALTH & HUMAN SERVICES**

*New Hampshire State Plan on Aging*

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*2024-2027 -Overview*

# State Plan on Aging 2024-2027

***The vision of the New Hampshire State Plan on Aging is to Advance the state's efforts in understanding, serving, supporting and celebrating older adults across our State.***

# State Plan on Aging Overview and Highlights

- New Hampshire's State Plan on Aging is guided, in part, by information gathered through the statewide survey and listening sessions.
- This plan is influenced by 5 federal priorities established by the Administration on Community Living (ACL)
  - Advancing Equity
  - Building a Caregiver Infrastructure
  - Expanding Access to Home and Community Based Services
  - Recovering from the COVID 19 Pandemic
  - Supporting Older Americans Act Core Programs
- Draft of State Plan on Aging is due to the Administration for Community Living on 7\1\2023. Finalized by 10\1\2023.



# NH STATE PLAN ON AGING

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Listening Session and Survey Data  
Presentation

# OVERVIEW OF PROCESS

## DATA COLLECTION

- **Survey.** Available online or paper.
- **Public listening sessions.** 5 sessions hosted across the state and 5 sessions hosted virtually.

## SURVEY

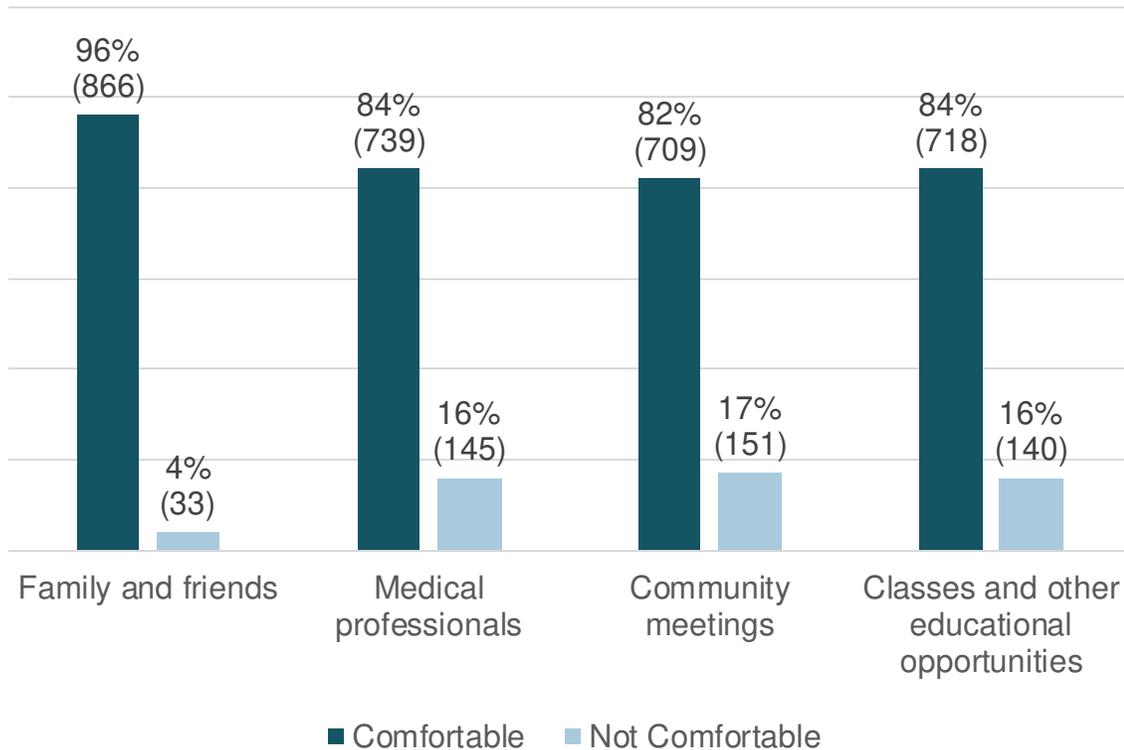
- Open from December 8, 2022 through February 24, 2023
- Total of 34 questions
- Survey included questions about demographic information, participation in activities, food and nutrition, transportation, accessing information and resources, living in community, and meeting future needs.
- 955 individuals answered at least one question
- 755 respondents completed survey

## LISTENING SESSIONS

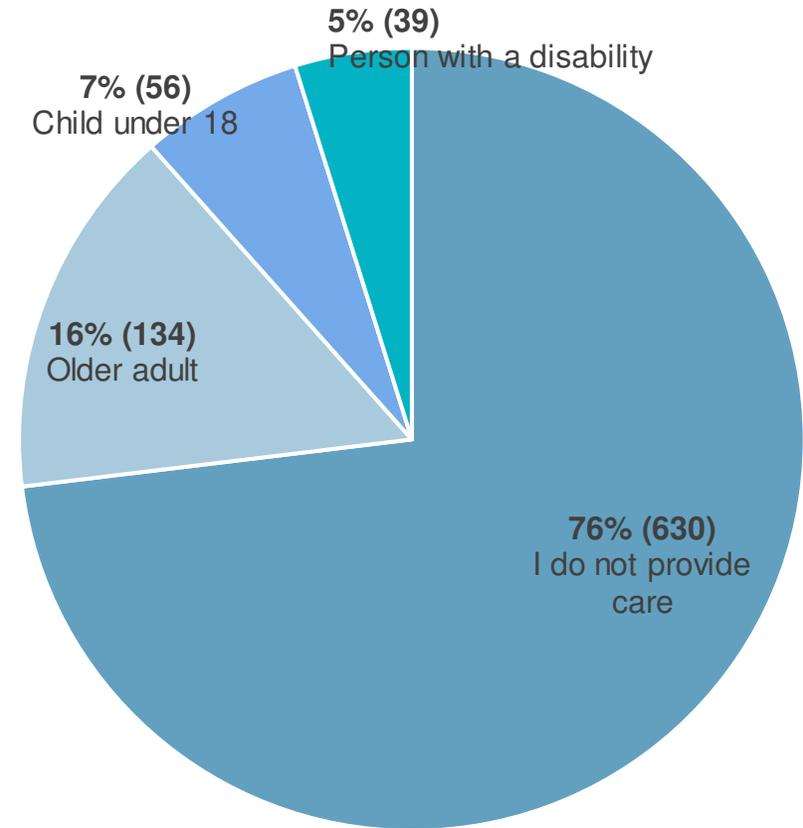
- 5 statewide sessions held in North Conway, Berlin, Keene, Concord and Manchester
- 5 Virtual sessions held via Zoom
- Sessions were held in morning, afternoon, and evening hours
- 180 individuals participated in the listening sessions

# ACTIVITIES

ARE YOU COMFORTABLE USING TECHNOLOGY/INTERNET TO CONNECT WITH (N = 904)

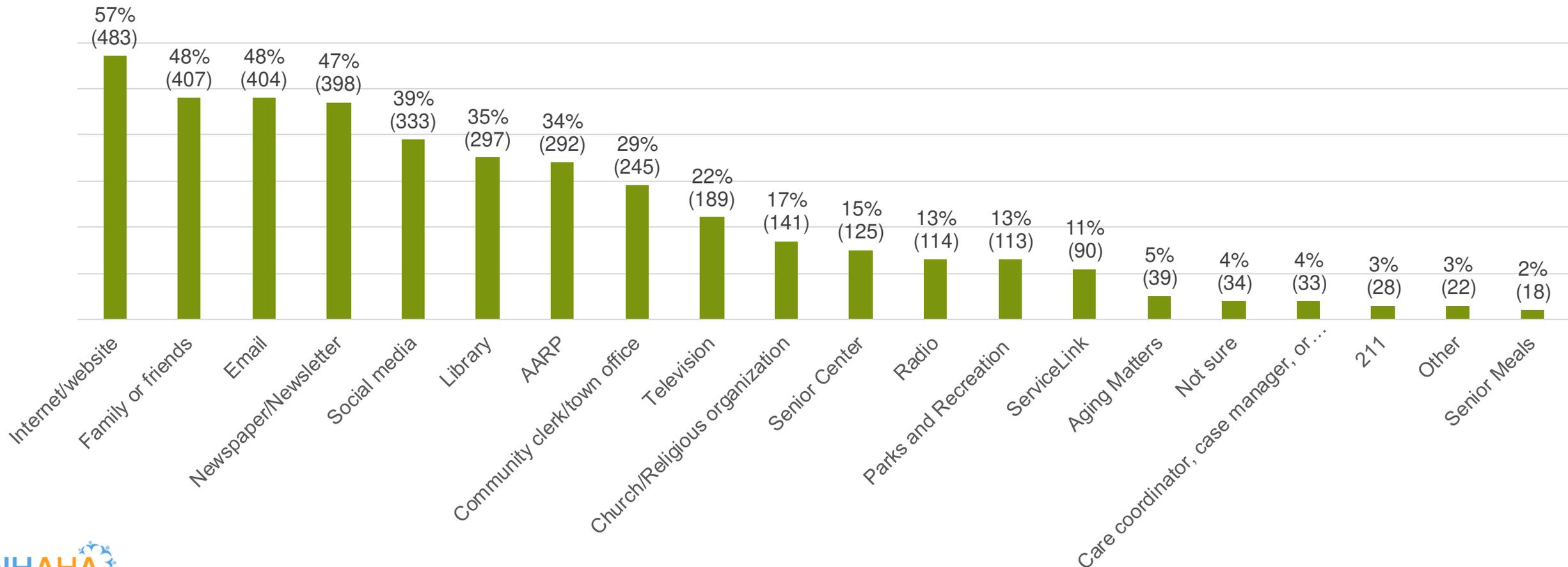


DO YOU PROVIDE UNPAID CAREGIVING SUPPORT WEEKLY FOR ANY OF THE BELOW INDIVIDUALS? (N = 832)



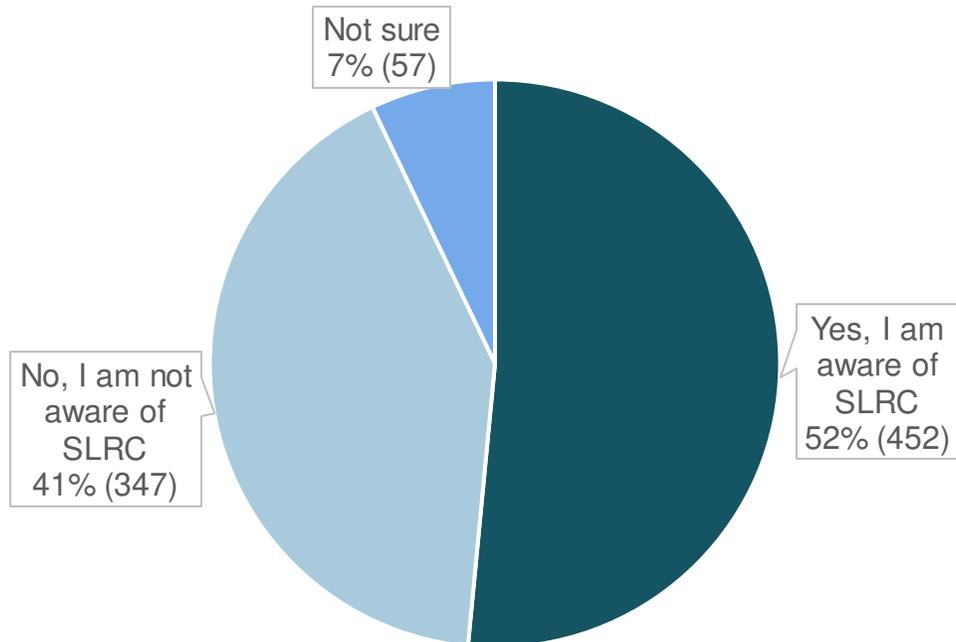
# ACCESSING INFORMATION AND REFERRAL

How do you get information about community services? (N = 848)

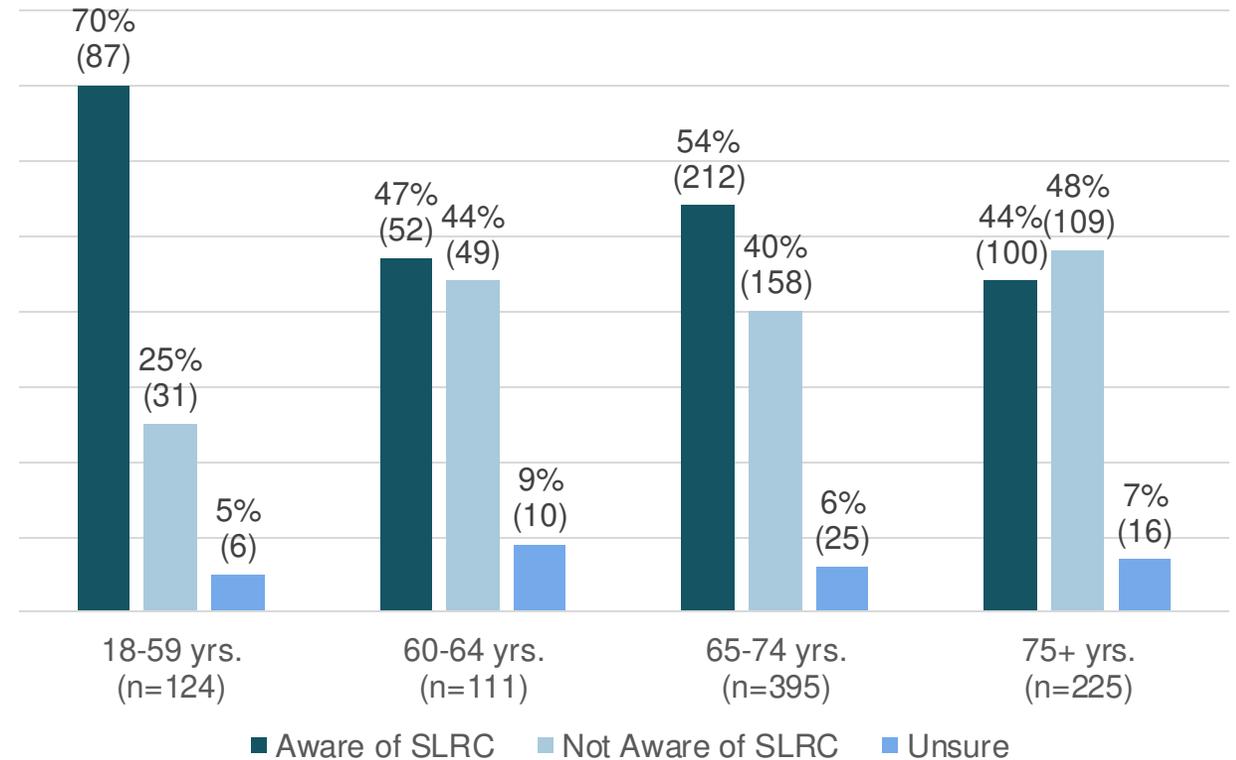


# ACCESSING INFORMATION AND REFERRAL

Awareness of ServiceLink Resource Centers (N = 856)

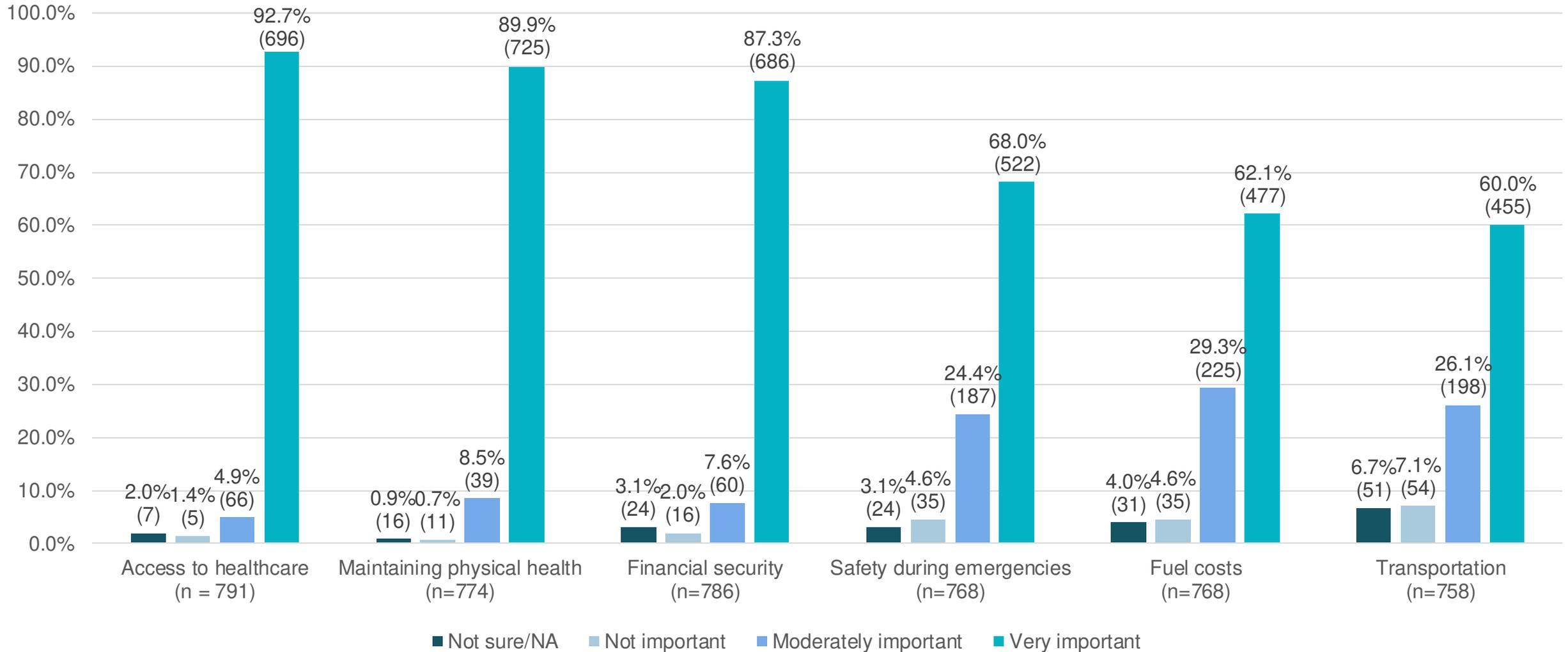


Awareness of ServiceLink Resource Centers by Age (N = 855)



# LIVING IN YOUR COMMUNITY

Please rate the importance of the following based on how much they impact your ability to age in your community (N = 802).



# NEED FOR SERVICES

PLEASE RATE YOUR NEED FOR THE FOLLOWING SERVICES (N = 801).

1. Stable Internet (broadband/high-speed)

2. Social Activities

3. Information and Referral

4. Affordable Housing

5. Oral Health Services

6. Help dealing with vision or hearing loss

7. Breast/cervical cancer screening

8. Yard work, trash removal, snow removal

9. Transportation

10. Legal assistance

11. Financial assistance

12. Senior Center

13. Veteran's benefits

14. Home modification

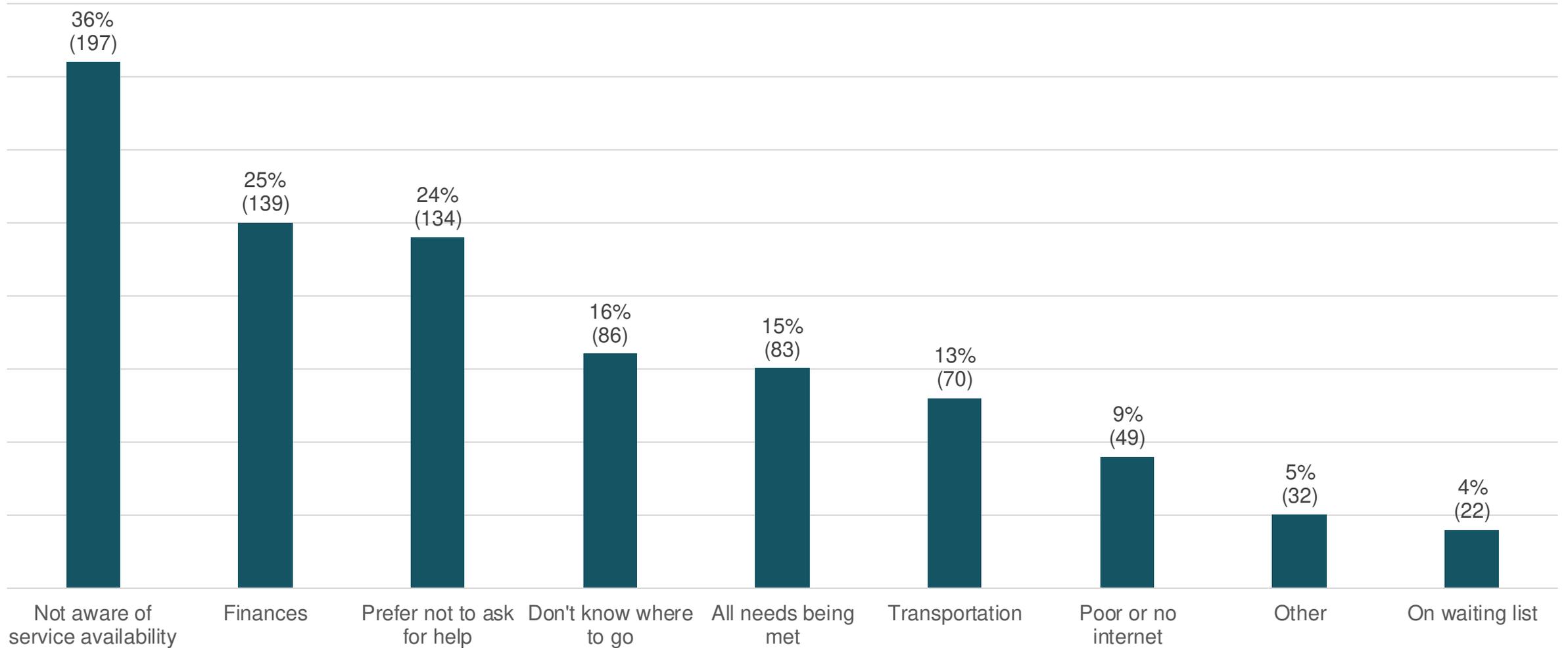
15. Food assistance

16. In-home care

17. Adult Day programs

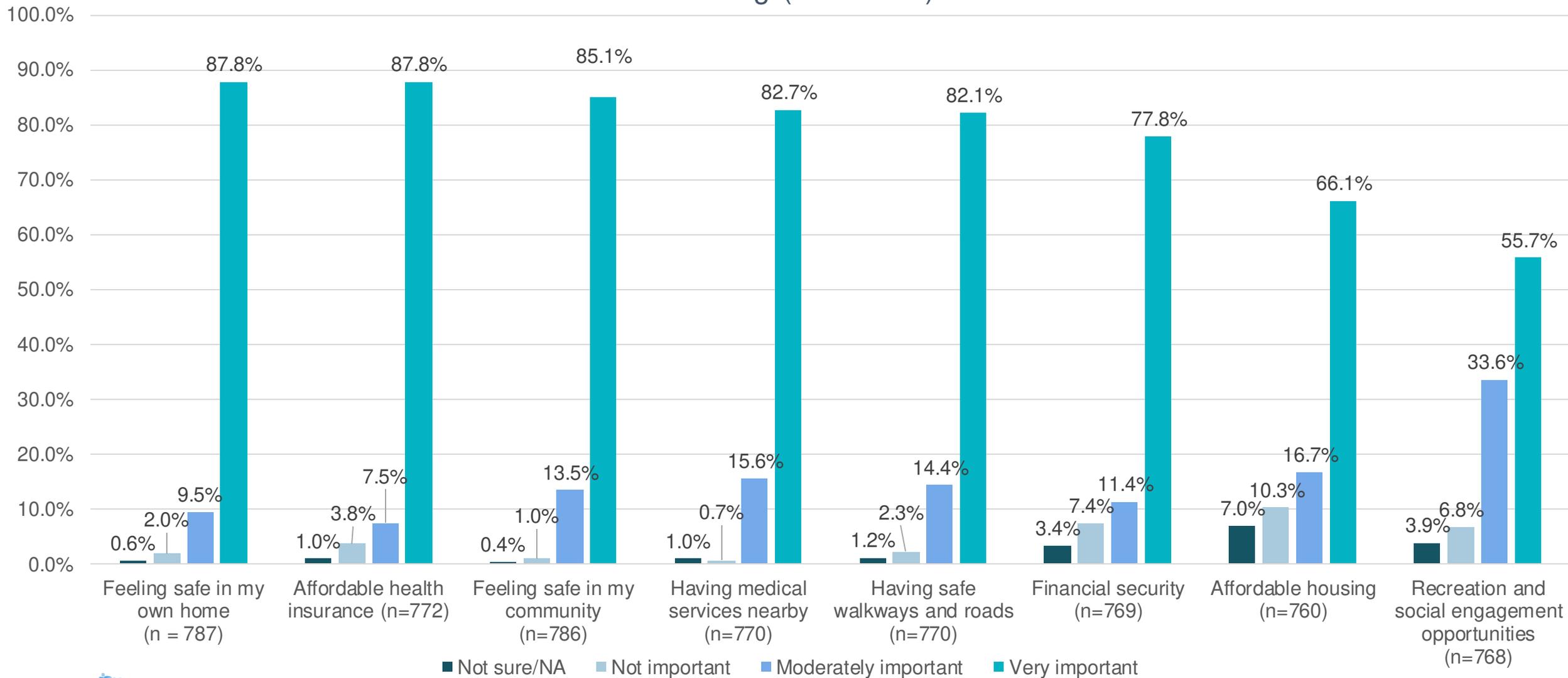
# BARRIERS TO ADDRESSING NEEDS

What keeps you from being able to access what you need? (N = 548)



# FUTURE CONCERNS

Looking to the future, please rate the importance of the following (N = 795).





# **LISTENING SESSION RESULTS OVERVIEW**



# What is working well in your community as it relates to aging?

- Senior centers
- ServiceLink
- Community organizations and local initiatives
- Transportation
- Feel engaged in community
- State and local government programs



# What is not working well in your community as it relates to aging?

- Transportation
- Healthcare workforce
- Increased funding for services
- Lack of awareness and communication about accessing information and resources
- Available, accessible and affordable housing
- Healthcare system
- Broadband access
- Economic security and costs of living
- Coordination across continuum of care



# HOW CAN NH BETTER SERVE AND SUPPORT ITS AGING POPULATION TODAY AND IN THE FUTURE?



**Services and Supports**



**Improvement of  
distribution and  
coordination of services**



**Accessibility and  
Universal Design**



**Looking towards the  
future**

## WHAT DO YOU NEED TO CONTINUE TO LIVE IN YOUR HOME AS YOU GET OLDER?

- Health and social services
- Chore management
- Housing and community support
- Application and eligibility process
- Broadband, internet, and equipment access
- Education on a wide array of topics
- Transportation
- Accessing information to resources

## WHAT CAN WE DO TO REDUCE ISOLATION FOR OLDER ADULTS IN NH?

- Promote livable communities
- Engaging and expanding current programs and activities
- Reduce barriers to participation
- Enhance internet access and technology
- Promote and distribute information



# OVERARCHING GOALS

1. Advance age-friendly communities.
2. Ensure the rights, safety, independence and dignity of older people and prevent their abuse, neglect and exploitation;
3. Support older people to stay active and healthy; and
4. Advance equity and person centered thinking and practices;

# GOALS OBJECTIVES AND STRATEGIES

Goal 1: Advance age-friendly communities.

## DRAFT Objectives:

- Support transportation options that connect older adults to healthcare, daily activities and community involvement.
- Encourage the promotion and development of different affordable housing options for older adults and those who care for them.
- Reduce loneliness and isolation by improving opportunities for social connectedness for people who are aging.
- Encourage and support progress towards improving community conditions for older granite stators.
- Prioritizing investments and opportunities that will advance age friendly communities

# GOALS AND OBJECTIVES

Goal 2: Ensure the rights, safety, independence and dignity of older people and prevent their abuse, neglect and exploitation;

## DRAFT Objectives:

- Change the Name of the Bureau of Elderly and Adult Services to the Bureau of Adult and Aging Services if efforts to counter ageism and elevate awareness of ageism.
- Strengthen Adult protection through greater awareness, collaboration, and response.
- Serve as an effective advocate for nursing home, assisted living and residential hospice care residents.
- Promote prevention efforts to protect vulnerable older adults against financial exploitation.
- Partner with the NH DHHS Emergency Services Unit, ServiceLink Network, Regional Public Health Network and other community organizations in strengthening emergency services and preparedness.
- Promote Advance Directives and End of Life Care planning.
- Elevate awareness of ageism, while promoting the reframing of aging.

# GOALS OBJECTIVES AND STRATEGIES

## Goal 3: Support older people to stay active and healthy;

### DRAFT Objectives:

- Promote greater awareness and understanding of services and programs across the state.
- Reduce hunger, malnutrition risk and social isolation by strengthening food and nutrition security and social supports for older adults through home-delivered meals, congregate meals and supplemental foods.
- Support the work of the No Wong Door (NWD) System to strengthen integration and outcomes in providing guidance and support to older adults in NH.
- Promote greater awareness and education of Alzheimer's disease, including the promotion of the Alzheimer's disease and Related Dementia (ADRD) Respite Grant.
- Promote greater understanding of Medicare and its programs.
- Increase the percent of Medicaid spending on LTSS that is for Home and community-based waiver services.
- Increase awareness of and outreach to family caregivers
- Strengthen services and supports for family caregivers

# GOALS OBJECTIVES AND STRATEGIES

Goal 4: Advance equity and person centered thinking and practices;

DRAFT Objectives:

- Partner with contractors, service providers and community organizations in support of equitable PCC.
- Promote the importance of equitable PCC among older people and their families.
- Promote awareness and increase support to family caregivers, including the promotion of Person-Centered Care
- Enhance training and certification of Person-Centered Options Counselors (PCOC).

# Table Discussion Questions

1. Are there other ways (objectives) that BEAS could include to support the 4 goals outlined in the State Plan on Aging?
2. How do these goals and objectives align with work across the aging network of NH?
3. What role can you or your organization play in supporting the goals and/or objectives of the State Plan on Aging?

the  
Coffee  
Break

TIME



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# Assistive Technology in NH (ATinNH)

Linda Beliveau  
Assistive Technology Specialist  
ATinNH



<https://iod.unh.edu/ATinNH>



Ascentria  
CARE ALLIANCE

Empowering People.  
Strengthening Communities.

## The Care Paradox

# A Movement to Save New Hampshire In Home Care Services for Our Most Vulnerable

Christine Tappan, MSW, CAGS  
Chief, Strategy & External Affairs



# At the Heart of the Care Paradox

- Choices for Independence underfunded by \$153 million since 2011
  - Providers subsidizing inadequate government funding
- Caregivers grossly underpaid
- Challenge to recruit and retain workforce
- Workforce shortage means only 66% of services are provided
- People going without meals, bathing, social contact and dying alone



## If the CFI Program Collapses

- Ripple effect on healthcare system
- Nursing homes don't have capacity to accommodate influx
- Hospitals unable to discharge to home and there wouldn't be room for those needing a hospital stay
- Family members' lives turned upside down having to leave their jobs to provide care



# The Movement Begins

- **Our Partners:** Ascentria In-Home Care, Waypoint, The Alliance for Healthy Aging Advocacy Group and Granite State Home Health [and Hospice Association form The Care Paradox](#)
- Funded by \$60K from NH Charitable Foundation
- Advocacy initiative supported by marketing and public relations campaigns
- Increase awareness: built website, crafted digital marketing, media relations, television, radio and print



  
Care Paradox

**NEW HAMPSHIRE IS  
EXPERIENCING A CAREGIVER  
SHORTAGE.**

Hear the stories of those impacted and advocate for change by joining the Care Paradox movement.

[Learn More](#)



# Partner Collaboration

- Regular strategy and communication meetings
- Joint statements/interviews with
- Boots on the ground at the statehouse
- Leveraged the diverse skills and resources
- Amplified our voices
- Highly adaptive, collaborating time” on assessing the need directions



# Amplifying the issues and voices of Lived Experience

- ✓ Developed CareParadox.org website
- ✓ 9 Newspaper/Online articles
- ✓ 2 Radio interviews
- ✓ 2 Television Interviews and 1 Pending
- ✓ Paid advertising
  - ✓ Radio – WZID Network and The River
  - ✓ Print – Union Leader, Concord Monitor, Laconia Daily Sun
  - ✓ Digital Ads
    - ✓ WMUR
    - ✓ Laconia Daily Sun
    - ✓ Union Leader
  - ✓ Google Ads
  - ✓ Television Ads
    - ✓ WMUR
    - ✓ Hulu
  - ✓ Facebook Ads
  - ✓ Email marketing to 36K
    - ✓ NHBR
    - ✓ NH Magazine
- Website Visitors: 5,300
- 1,306 emails sent to legislators by 350 people
- Hulu Impressions: 131,587
- Google Ad impressions: 30,000
- Meta Impressions: 76,177



# Telling the Stories



[Kaleb, Without a Caregiver](#)

[Ella, Former Caregiver](#)



## In the News

**With low wages and few workers, NH home care system has ‘gone off the cliff’ – *Keene Sentinel***

New Hampshire’s in-home care provider system is ‘in danger of collapse’  
Lack of funds threatens existence of home care service program – *New Hampshire Business Review*

**“NH’s Choices for Independence (CFI) program is a vital asset to our state [as it helps] people to stay in their own homes and live in their local communities. It’s critically important that programs such as CFI be adequately funded to provide assurances to those who rely on it that their needs will be met now and into the future.” - *Steve Ahnen, president, New Hampshire Hospital Association.***

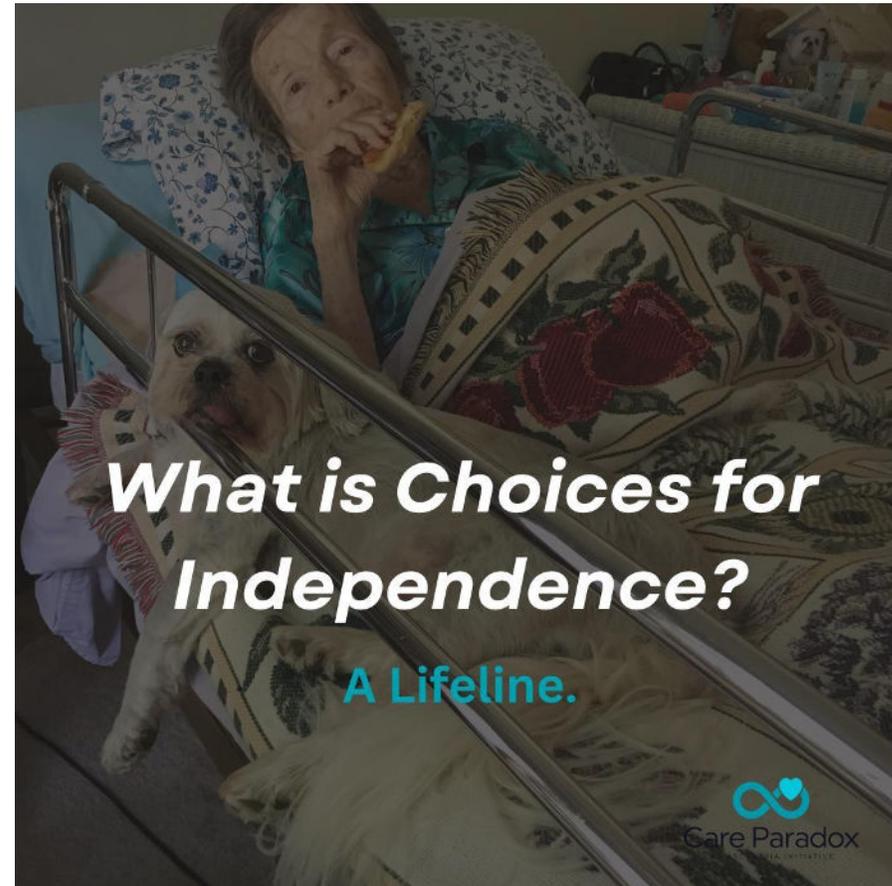
Commentary: Home health care providers will close July 1,  
unless NH provides funds – *Seacoast Online*

**“This crisis will only get worse if these conditions are allowed to continue unchecked. New Hampshire’s older adults and persons with disabilities deserve a chance to spend their last years well cared for in their own homes.” – *Amy Moore, director of Ascentria In-Home Care***



## The Result

- House put forth a budget that almost fully funded needs
- Senate removed \$15M from budget
- Care Paradox advocacy efforts and communications campaigns applied pressure on Senate Finance Committee
- The committee restored the \$15M back into the budget
- As it stands, the budget allows the agencies to keep doors open
- At best, will be a phased in rate change – Care Paradox will continue until the final rate adjustment





Ascentria  
CARE ALLIANCE

Empowering People.  
Strengthening Communities.

# Questions

[In The News](#) [Media Inquiries](#) [Contact Us](#)

 Care Paradox

[About the Care Paradox](#) [Who this Affects](#) [About Us](#)

[Contact Your Legislators](#)

## The Care Paradox

New Hampshire is Experiencing a Caregiver Crisis

Why is this happening? It is a tragic intersection of conditions that needs to change.

[WHAT IS THE CARE PARADOX?](#)



# NHAHA Quarterly Meeting Advocacy Update

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NEW HAMPSHIRE ALLIANCE  
FOR HEALTHY AGING

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# COMMUNITY ANNOUNCEMENTS

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# Upcoming NHAHA Quarterly Meeting Dates

**Wednesday, September 13<sup>th</sup>, 2023**

**Thursday, December 14<sup>th</sup>, 2023**

# NHAHA Communications Channels Include

AHA Moments

[Christopher.dugan@unh.edu](mailto:Christopher.dugan@unh.edu)

Facebook

<https://www.facebook.com/NHAHA603>

Twitter

<https://twitter.com/NHAHA603>

Linked In

<https://www.linkedin.com/company/the-new-hampshire-alliance-for-healthy-aging>

# Thank you for participating!

For questions or additional information, contact:

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[jennifer.rabalais@unh.edu](mailto:jennifer.rabalais@unh.edu)