



Leadership in Aging and Community Living

**NATIONAL ASSOCIATION OF
AREA AGENCIES ON AGING**

ANNUAL REPORT
2018–2019



advocacy | action | answers on aging

The National Association of Area Agencies on Aging (n4a) is a 501(c)(3) membership association representing America's national network of 622 Area Agencies on Aging and providing a voice in the nation's capital for the more than 250 Title VI Native American aging programs.

Our Mission

To build the capacity of our members so that they can better help older adults and people with disabilities live with dignity and choices in their homes and communities for as long as possible.

Our Members

By providing a range of options that allow older adults to choose the home and community-based services and living arrangements that best address their individual needs, our members make it possible for older adults to “age in place” in their homes and communities, with dignity, health and independence for as long as possible.

Area Agencies on Aging (AAAs) were established under the Older Americans Act (OAA) in 1973 to respond to the needs of Americans 60 and older in every community in the country.

Title VI, Grants for Indian Tribal Organizations, was added in the 1978 Amendments to the OAA. **Title VI Native American aging programs** provide nutrition, supportive and caregiver services to older American Indians, Alaska Natives and Native Hawaiians.

Learn more at www.n4a.org.

Leading the Way for an Aging Nation

The maturing of America's baby boomer generation has resulted in an unprecedented, long-term shift in our country's age demographics. By 2030, 73 million—or one in five—people in America will be 65 or older.¹

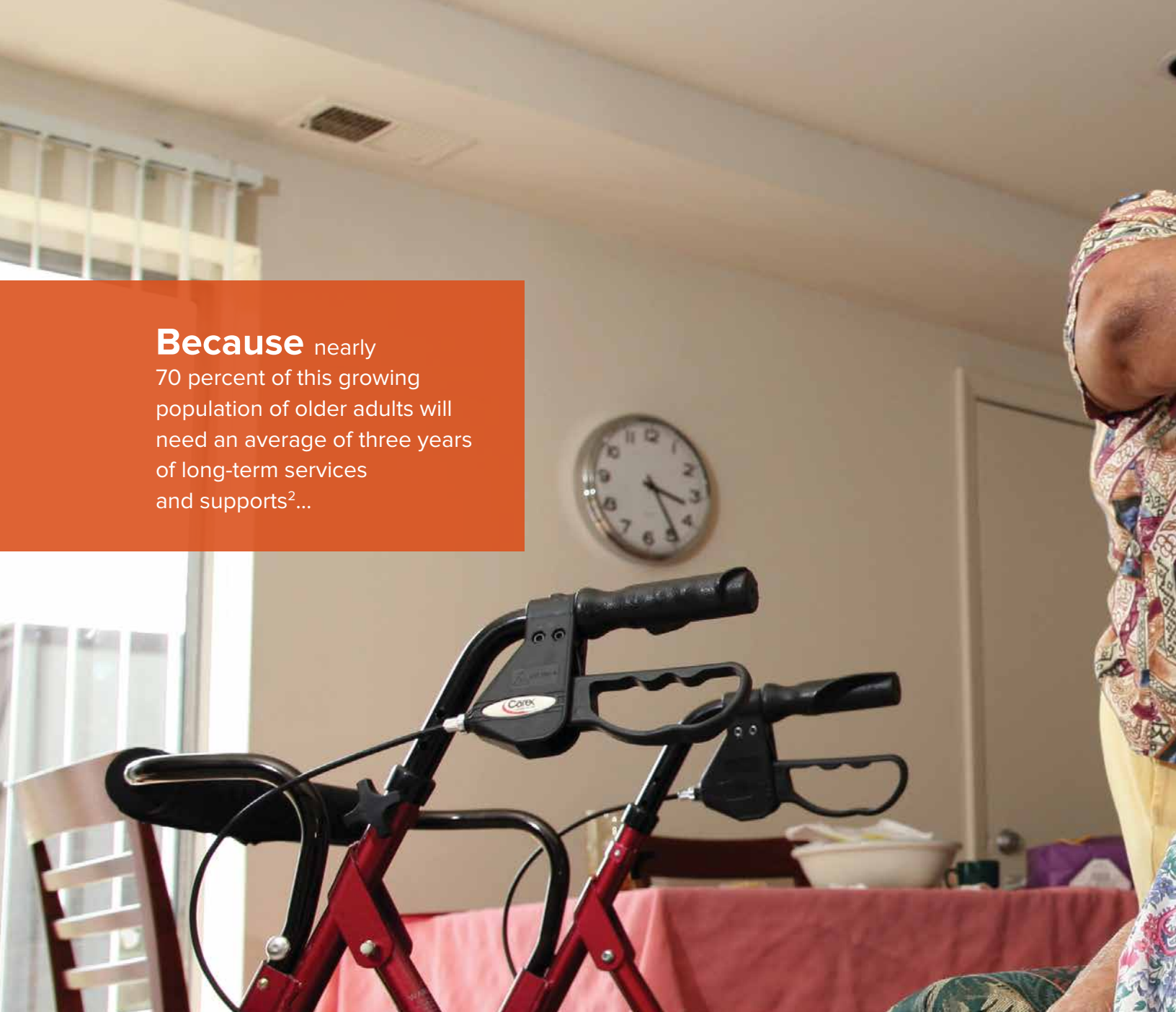
Never before has our nation confronted this particular challenge—and opportunity. That's why the work of our members, Area Agencies on Aging and Title VI Native American aging programs around the country, is more important than ever.

Every day, in communities across the country, our members strive to:

- ▶ meet the home and community-based services needs of the growing number of older adults;
- ▶ address the social determinants of health to support healthy aging, independence and social engagement;
- ▶ serve an increasingly diverse population;
- ▶ create livable and dementia-friendly communities, as well as age-friendly health systems; and
- ▶ innovate and expand access to evidence-based solutions to the challenges of aging.

That's why *our* mission is more critical than ever, driven, as always, by what older adults need, what our members can do to meet those needs—and how n4a can help.

Because of what we know, this is what we—and our members—do.



Because nearly 70 percent of this growing population of older adults will need an average of three years of long-term services and supports²...

Our members use federal funding as a foundation for the additional state, local and private resources they leverage to provide the home and community-based services that are preferred by older adults and are more affordable than institutional care,

and per the Older Americans Act, AAAs act as advocates for older adults in their planning and service areas, weighing in on policymaking at all levels.

So we advocate on Capitol Hill and with the Administration to effect policy change that supports aging at home and in the community, with maximum health, independence and well-being.




To do this, we educate Members of Congress and their staff on critical aging issues, such as the value of home and community-based services and programs delivered under the Older Americans Act, Medicaid and Medicare. We are leaders in national aging and health care coalitions, building awareness and support for the role the Aging Network serves in addressing the social determinants of health. Our policy team also supports sound policies on transportation, caregiving, dementia and evidence-based programs to keep older adults healthy and in the community.

A key part of n4a's advocacy involves raising the visibility of our members, their expertise and their leadership on these issues in communities across the country. We enhance the capacity of our members to serve as advocates by keeping them updated on the latest legislative and policy developments that may affect their work and prepared with advocacy alerts, grassroots engagement tools, educational webinars and trainings, and other opportunities to engage local stakeholders.



Because there is growing evidence showing that the majority of health care costs are driven by factors outside of the clinical environment, often called the social determinants of health,³

and states with a higher ratio of social services to health spending showed better health outcomes on measures such as the number of days with activity limitations and mortality rates for type 2 diabetes, lung cancer and heart attacks⁴...



Our members address those social determinants by providing case management, care transitions, nutrition, home care, transportation, home modification, evidence-based programs and social engagement opportunities.

Now that the health care sector has recognized the importance of addressing health-related social needs, AAAs are entering into partnerships and contracts to provide programs and services to managed care organizations, health systems and other health care payers. In 2018, nearly 44 percent of AAA respondents reported having at least one contract with a health care entity, and an additional 16 percent were pursuing contracts.⁵

So we provide our members and other CBOs with tools and resources needed to adapt, grow and thrive in a changing health care environment.

n4a's Aging and Disability Business Institute is a national initiative currently funded by The John A. Hartford Foundation, the Administration for Community Living (ACL), and The SCAN Foundation, to build and strengthen partnerships between aging and disability community-based organizations (CBOs) and the health care system, with the goal of improving the health and well-being of America's older adults, people with disabilities and those who care for them. In collaboration with our partners and funders, we:

- ▶ Conducted a second Request for Information survey to better understand and quantify CBO–health care relationships, sharing our findings in reports and presentations.
- ▶ Launched two new Learning Collaboratives to address key issues and opportunities for CBOs in health information technology and the new Medicare Advantage Special Supplemental Benefits for the Chronically Ill.
- ▶ Awarded the third annual The John A. Hartford Foundation Business Innovation Award to recognize CBOs that are successfully embracing new opportunities in integrated care.
- ▶ Received new grants from The John A. Hartford Foundation and The SCAN Foundation to address the emerging needs of CBOs related to business acumen and integrated care; advance solutions that reduce barriers to the integration of health care and social services; and strengthen the role of CBOs in the development of Age-Friendly Health Systems.

Learn more at www.aginganddisabilitybusinessinstitute.org.



Because social isolation is a growing health concern which, if prolonged, is equivalent to smoking 15 cigarettes a day,⁶ and one in four older adults say they feel isolated from other people at least some of the time, and one in three say they lack regular companionship⁷...

Our members provide services that help reduce social isolation—by providing personal connections through meals delivered to their homes, evidence-based wellness classes at a local senior center, and transportation that enables them to stay engaged in the community. The Aging Network relies heavily on volunteers to deliver these critical services, supplementing the work of their paid staff while offering volunteers positive opportunities to remain engaged in their communities themselves.

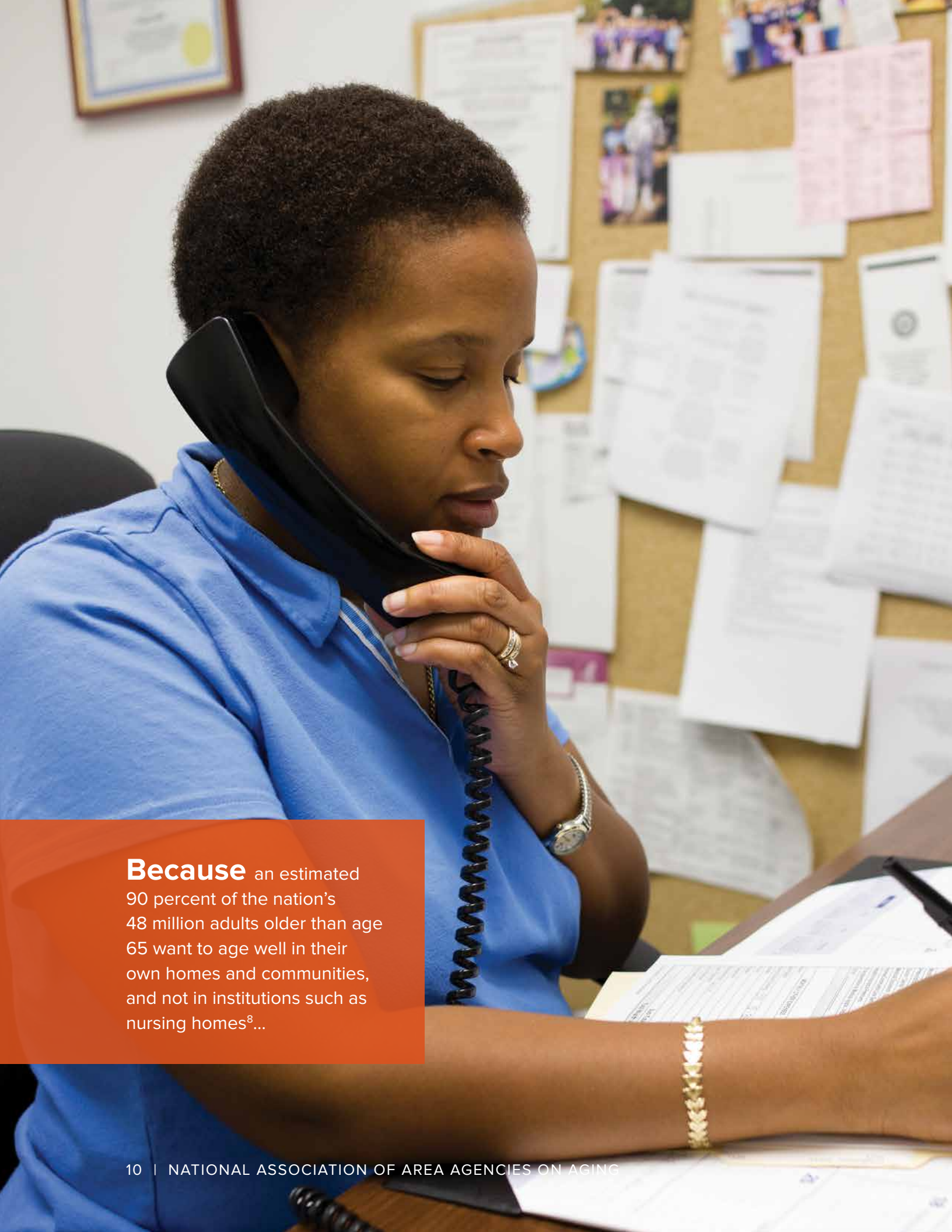
So we support the Aging Network in developing new approaches to keeping older adults socially engaged in their communities, reducing social isolation and promoting successful aging.




engAGED: The National Resource Center for Engaging Older Adults, which n4a administers with funding from ACL, is now in its second year. Through continued collaboration with our partners, Generations United, Lifetime Arts, the National Resource Center for Osher Lifelong Learning Institutes, and Older Adults Technology Services (OATS), the Center's resources focus on staying connected through volunteering, participating in arts programs, engaging in lifelong learning, honing technical skills or becoming involved in intergenerational activities.

Specifically designed for the Aging Network, the engAGED Community Toolkit launched during Older Americans Month identifies approaches and effective practices to overcome obstacles to and increase the social engagement of older adults. To maintain awareness about the value of social engagement, engAGED introduced a website with a library of resources, publishes a monthly newsletter, presents webinars and participates in Aging Network conferences.

Learn more at www.n4a.org/engaged.



Because an estimated 90 percent of the nation's 48 million adults older than age 65 want to age well in their own homes and communities, and not in institutions such as nursing homes⁸...




Our members help older adults, people with disabilities and their caregivers access local programs and services through the provision of information and referral programs, community education and outreach, and case management.

So we are national leaders in connecting older adults, their caregivers and their families to local resources.


The **Eldercare Locator**, which n4a operates with funding from ACL, connects callers to critical local resources, programs and services to address a wide array of needs related to aging and caregiving. The Eldercare Locator's staff operates a National Call Center (1.800.677.1116) and a newly updated website (eldercare.acl.gov), both focused on ensuring that older adults and caregivers are connected to the appropriate local resources—in fact, nearly half of the Locator's referrals are to the local Area Agency on Aging.

In 2018, the Eldercare Locator's call, online chat and email volume reached an all-time high of 405,729 requests for assistance, a 13 percent increase over 2017. This equates to an average of 1,691 requests per day.

To further educate the public about aging issues, we provide educational consumer brochures, which can be customized by the Aging Network to use in the community. Our 2018 *Home for the Holidays* campaign focused on information and resources that support long-distance caregivers. Additionally, we produced updated brochures on falls prevention in the home and guarding against elder financial abuse.

A photograph of two elderly women sitting in the front seats of a vehicle, smiling at the camera. The woman on the left has short, curly white hair and is wearing a blue and white striped shirt. The woman on the right has short grey hair and is wearing a light green jacket over a blue and white striped shirt. They are both looking towards the camera. The background shows a window with a view of trees outside.

Because older adults fear giving up driving and those who do face isolation, dependency and frustration; *and* access and affordability are the biggest barriers to transportation, especially in rural areas... *and* outside of consulting with family and friends, most older people do not know where to go to obtain local transportation information. Only about 15 percent of older adults use public transit and even fewer use special transportation or ride with a volunteer.⁹



Our members provide transportation services that help older adults remain independent and engaged in the community; partner with public transit and other stakeholders to increase the availability of affordable and accessible transportation; provide one-on-one transportation information and counseling; and bring the voices of older adults to the table in local and regional transportation planning efforts.

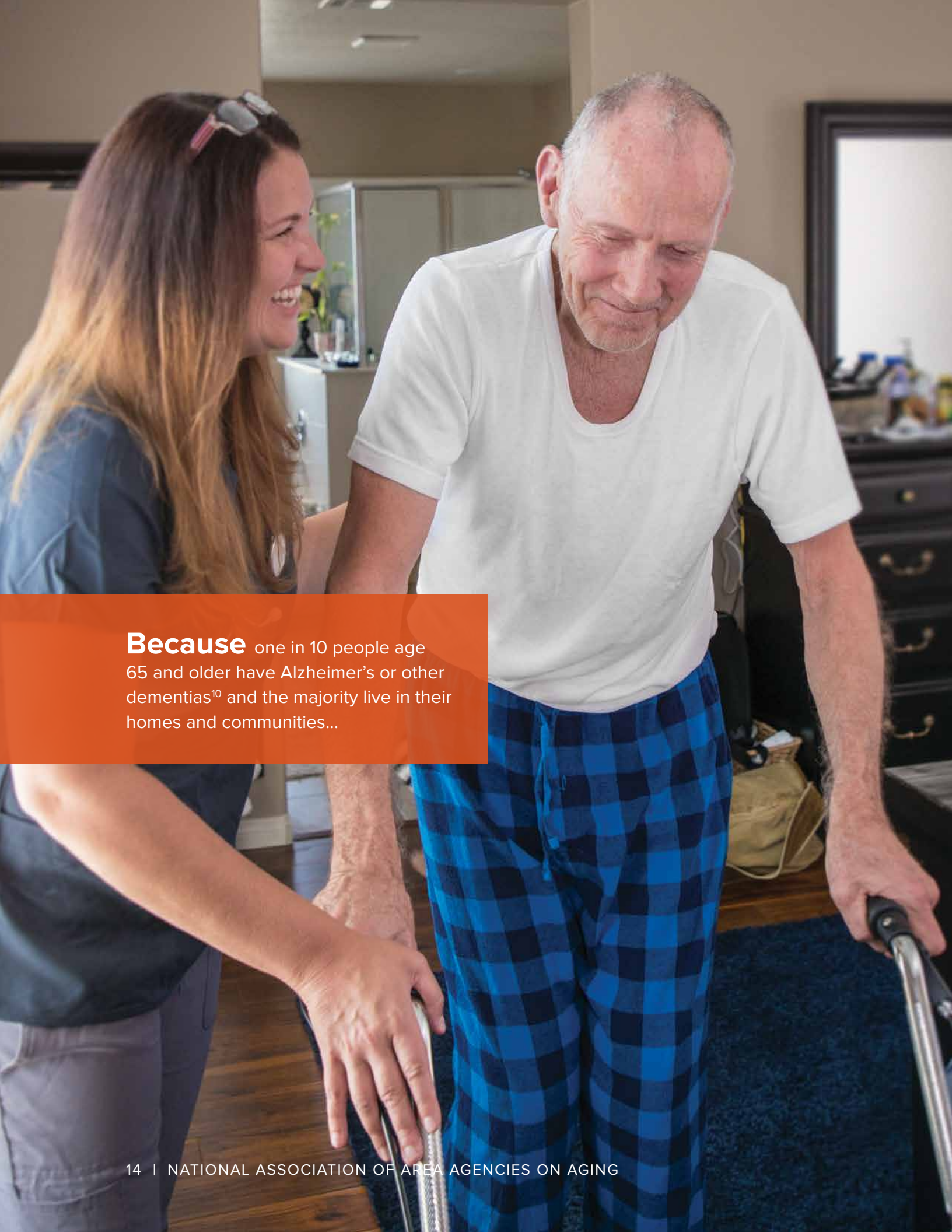
So we promote accessible transportation options that reflect the needs of communities.

n4a operates, in partnership with Easterseals and with Federal Transit Administration funding, the National Aging and Disability Transportation Center (NADTC) to promote the availability and accessibility of transportation options for older adults, people with disabilities and their caregivers. This year, accomplishments included:


- ▶ Conducting a national poll that found that older adults and people with disabilities face significant challenges related to accessing transportation once they no longer drive. The poll also found that these challenges lead to feelings of frustration and increased social isolation.
- ▶ Launched the *Every Ride Counts* campaign to help local programs promote transportation services via a variety of promotional messages and photos that can be turned into posters, flyers, postcards and social media messages and customized with local agency logos and contact information.
- ▶ Provided guidance to 10 “Getting Ready to Innovate” grantees to seed development of local program innovations for increasing the availability and accessibility of transportation options for older adults and people with disabilities. Following a competitive selection process, five of the 10 projects were awarded additional funding in 2019 to continue their work to implement “Innovations in Accessible Mobility” projects.

Through n4a’s work on the **Inclusive Coordinated Transportation Planning Partnership Project**, funded by ACL, the needs and preferences of older adults and people with disabilities guide transportation planning and program development in their communities. Seven projects were competitively selected in 2019 to expand inclusive transportation planning.

Learn more at www.nadtc.org.

A photograph of a woman with long brown hair, wearing a blue shirt, smiling and assisting an elderly man. The man is wearing a white t-shirt and blue and black checkered pants, and is using a silver walker. They are in a home setting with wooden floors and a dark blue rug. An orange text box is overlaid on the left side of the image.

Because one in 10 people age 65 and older have Alzheimer's or other dementias¹⁰ and the majority live in their homes and communities...



Our members foster, fund and deliver local services that provide support to these older adults and their caregivers through such services as in-home supports, personal care, home-delivered meals, caregiver respite, transportation, legal services, adult day care and more.

And to effect broader change, AAAs are leading statewide and local efforts to make their communities better equipped to support people living with dementia.


So we are leaders in driving dementia-friendly communities nationwide.

Co-chaired and administered by n4a, **Dementia Friendly America (DFA)** is supporting communities across the country to ensure that counties, cities and towns are prepared for the growing number of individuals and caregivers affected by dementia.

There are now hundreds of communities across 48 states that are part of the DFA network (dfamerica.org). These communities are working across sectors (e.g., health care, banking, faith communities and local government) to ensure their communities are friendly and supportive places for people with memory loss and their caregivers to live.

Our DFA team offers monthly webinars, newsletters and technical assistance to communities and we recently facilitated in-person workshops in two statewide, one regional and one national conference, as well as several virtual sessions.

DFA also administers the U.S. affiliate of *Dementia Friends*, which helps everyone in the community understand what dementia is, how it affects people and how gestures, large and small, can make a difference in the lives of people living with memory loss and cognitive impairment.



Because In 2016, half of all people with Medicare coverage lived on incomes of less than \$26,200 per year—which is just over 200 percent of the federal poverty level,¹¹ and approximately 80 percent of older adults have at least one chronic disease, and 77 percent have at least two¹²...

Our members are a trusted resource for unbiased, consumer-friendly information on healthy aging, Medicare, Medicaid and other governmental programs that older adults need and are eligible for. Our members reach out to older adults and their caregivers to provide critical information at health fairs, wellness classes and community programs, as well as providing one-on-one health insurance counseling and case management.

So we educate aging professionals and consumers to better understand health and economic security programs and find resources that can help.



n4a, in partnership with the Center for Benefits Access at the National Council on Aging, is funding two AAAs in Texas and Virginia to pilot partnerships with health plans to enroll their **low-income Medicare beneficiaries** in benefits for which they may be eligible. In addition to connecting vulnerable older adults with

vital resources, this project explores another potential avenue for contracting between AAAs and health plans.

Working with UnitedHealthcare on **Medicare education**, n4a provided our members with ready-to-use consumer resources for National Medicare Education Week.



Because the nation is aging even as it becomes more diverse; because health care and long-term services and supports financing and delivery systems are rapidly changing; and because approximately one-third of directors at n4a member agencies told us they plan to retire in the next five years, paving the way for a new corps of aging leaders...



Our members continue to innovate and expand their offerings, which means they need education, best practices, leadership development and training resources developed to meet the needs of the Aging Network.

So we build the capacity of AAAs and Title VI programs to meet the escalating and increasingly complex needs of older adults in an ever-changing service delivery world.

Funded by ACL, n4a's **Capacity Building** project conducts major surveys of AAAs and Title VI aging programs, as well as periodic hot-topic polls to track trends and new directions in the field. This year, we conducted a poll to better understand the innovative programs AAAs are developing to address dementia and brain health in their communities. Our reports focused on how AAAs are addressing housing and homelessness and the unique ways AAAs in rural areas are meeting the needs of older adults in their communities. Agencies are encouraged to use the information in their own efforts, such as strategic planning, advocacy, research or benchmarking.

n4a produced five full days of rich educational content and networking at our 43rd **Annual Conference & Tradeshow**, which was held in July in Chicago. Approximately 1,400 attendees from across the nation participated, taking advantage of more than 125 workshop options, a tradeshow full of new resources and access to policymakers, thought leaders and new partners.

Forty-two AAA professionals graduated from n4a's 12th annual **Leadership Institute**. The class of 2019 learned strategies for leading in these fast-changing times, including harnessing the power and building on the assets of your staff, becoming better communicators and finding new ways to inspire and drive organizational innovation and success. Financial support for the Leadership Institute was provided by WellSky and Bateman Community Living.

We also showcased innovations and other successful programs through our **Aging Innovations and Achievement Awards**, earning 48 of our members' programs national recognition and providing best practices that the entire Aging Network can use to adapt or replicate these successful efforts in their communities. Financial support for the awards was provided by WellCare Health Plans.

Learn more at www.n4a.org.

Reflections on 2018-2019



DEBORAH STONE-WALLS
PRESIDENT

As we reflect on another year of milestones and new beginnings, we pause to thank our members, partners, funders and other stakeholders who share our passion for building a society that values and supports people as they age.

After a tremendously successful 43rd Annual Conference in July, our network faced challenges as summer turned to fall, with Hurricanes Michael and Florence and the wildfires in California putting older adults in harm's way. Thanks to the generosity of our members and other donors, the **n4a Disaster Relief Fund** was able to provide nearly \$7,000 in cash assistance to two AAAs in affected states to help them better support older adults in need. In addition, with generous support from Tivity Health, n4a was able to provide a total of \$11,000 to three AAAs that were severely affected by hurricanes.

To take our business acumen training work to the next level, we were so pleased to receive three years of continued funding from The John A. Hartford Foundation so that our **Aging and Disability Business Institute** can continue and expand upon its work to address the emerging needs of aging and disability organizations related to business acumen and integrated care; advance solutions that reduce barriers to the integration of health care and social services; and strengthen the role of AAAs and other CBOs in the development of Age-Friendly Health Systems.

New resources that make it easy for AAAs to educate consumers and promote their programs were a top priority this year, with **Every Ride Counts**, a comprehensive, customizable public service advertising campaign for local transportation organizations from the National Aging and Disability Transportation Center, and the engAGED National Resource Center's **Community Toolkit** to assist AAAs, Title VI programs and aging providers effectively engage older adults in their communities.



SANDY MARKWOOD
CEO

As the demand for access to services continues to increase year after year, our two special leadership groups of n4a members worked hard to address some of the Network's most pressing concerns while moving us forward to the future. n4a's **Mission Forward Committee** examined and developed strategies to assist n4a in advancing the AAA network in the face of great demographic demand and shifting economic landscapes. The **Diversity Task Force** is exploring ways to ensure our network has the leaders and workforce we need to serve an increasingly diverse older adult population and address health disparities, as well as the tools to ensure that our programs and services are culturally competent and appropriate for the diverse populations we serve.

Our persistent advocacy ensured that FY 2019 federal funding did not lag and, in some cases, grew, with several n4a priorities receiving increases in a tough budget year. To prepare for this year's

reauthorization of the Older Americans Act, the policy team began its work last summer to survey members on their reauthorization priorities, then worked with the Board to develop n4a's OAA recommendations. By spring 2019, the push was on, and we worked closely with numerous key Hill offices to advance our reauthorization priorities and move a bipartisan bill. A full toolkit of resources on the Act and this reauthorization is available for all advocates at www.n4a.org/oaa.

And perhaps most importantly, we've worked tirelessly to meet **our members' professional and educational training needs**. Our weekly newsletter, webinars, publications and in-person events have addressed a wide range of aging, caregiving and health topics. Our staff traveled the country speaking

to and with members and their networks at nearly two dozen forums or trainings, coming back to DC with greater knowledge of the challenges that older adults currently face and the innovative approaches our members take to address them.

Thanks in part to these efforts and the expanding portfolio of services and supports from n4a members, we believe the Aging Network has never been better positioned to build on its reputation as the gold standard for the provision of home and community-based services in America.

Thank you for being on this journey with us. As we've seen in the past, the year ahead will undoubtedly offer challenges, but if we keep older adults and caregivers at the forefront, our mission will remain clear.




Consolidated Statement of Financial Activities For Twelve Months Ending December 31, 2018

SUPPORT AND REVENUE

Membership Dues	\$1,016,955
Government Grants/In-Kind/Foundation/Net Assets Released	\$6,527,710
Conferences/Seminars/Training	\$1,137,789
Product Sales/Interest/Other Income	\$62,327

TOTAL SUPPORT AND REVENUES	\$8,744,781
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EXPENSES

Membership/Fundraising/Overhead (Programs and Overhead)	\$1,341,754
Government Grants/In-Kind/Foundation	\$7,086,854
Conferences/Seminars/Training	\$982,824
Communications and Outreach/Public Policy	\$533,376

TOTAL EXPENSES	\$9,944,108
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Change in Net Assets	(\$1,200,027)
Net Assets, Beginning of Year	\$1,815,123
Net Assets, End of Year	\$615,096

Note: Information taken from the n4a un-audited Consolidated Statement of Financial Activities as of 12.31.2018.

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Notes

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The photo on page 12 received an honorable mention in the NADTC 2019 Photo Contest and is courtesy of Rutgers, The State University of New Jersey.

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