



# Newsletter

**Monday, April 8, 2013**

**2013 Older Americans Month Theme: *Unleash the Power of Age***

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***Don't forget to check-out the new [ACL website](#).***

## **White House BRAIN Initiative Challenges Researchers to Unlock Mysteries of Human Mind**

Last week at the White House, [President Obama unveiled the “BRAIN” Initiative](#)—a bold new research effort to revolutionize our understanding of the human mind and uncover new ways to treat, prevent and cure brain disorders like Alzheimer’s, schizophrenia, autism, epilepsy, and traumatic brain injury.

The BRAIN Initiative — short for ***Brain Research through Advancing Innovative Neurotechnologies*** —promises to accelerate the invention of new technologies that will help researchers produce real-time pictures of complex neural circuits and visualize the rapid-fire interactions of cells that occur at the speed of thought. Such cutting-edge capabilities, applied to both simple and complex systems, will open new doors to understanding how brain function is linked to human behavior and learning, and the mechanisms of brain disease.

The BRAIN Initiative is one of the Administration’s “[Grand Challenges](#)” – ambitious but achievable goals that require advances in science and technology to accomplish. The President called on companies, research universities, foundations, and philanthropies to join with him in identifying and pursuing additional Grand Challenges of the 21st century—challenges that can create the jobs and industries of the future while improving lives.

[Watch](#) Tom Kalil, Innovation Advisor, Dr. Francis Collins, Director of National Institutes of Health and Dr. Arati Prabhakar, Director of the Defense Advanced Research Projects Agency respond to questions about the BRAIN Initiative in this Open for Questions Session video.

[BRAIN Initiative Fact Sheet.](#)

[Learn more.](#)

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### **Participate in the HHS Online Card Sort**

The US Department of Health and Human Services (HHS) is conducting an [online card sort](#)  to help HHS understand how you would like to see the information organized and labeled on HHS.gov.

HHS.gov serves a wide variety of individuals. Not only members of the general public, but also individuals in the healthcare and public service fields, and government service to name a few. The goal is to build a site that is well organized and satisfies as many groups as possible. Conducting this remote open card sort will help HHS to do that.

If you haven’t participated in a card sort before, it involves:

- Organizing a series of phrases and topics into groups that make sense to you and represent how you would expect to find information grouped on the website
- Proposing labels for each group that you’ve created

If you [participate in the card sort](#) , it should only take 10 to 15 minutes to complete.

An [accessible version of the card sort](#) is available for users of Assistive Technology.

The card sort will be available until Thursday, April 11.

If you have any questions please contact [info.usability@hhs.gov](mailto:info.usability@hhs.gov).

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## **Recent Announcements from CMS**

Last week, the following two announcements were posted to the Centers for Medicare & Medicaid Services (CMS) website.

### *Proposes Help for Consumers Navigating the Health Insurance Marketplace*

On April 3<sup>rd</sup>, CMS released a proposed rule outlining standards that Navigators (organizations that will provide unbiased information to consumers about health insurance, the new Health Insurance Marketplace, qualified health plans, and public programs including Medicaid and the Children's Health Insurance Program) in Federally-facilitated and State Partnership Marketplaces must meet, and clarifying earlier guidance about the Navigator program.

To be assured consideration, comments must be received no later than 5:00pm on 30 days after date of publication in the Federal Register.

[Click here](#) to learn more and to download the complete proposed rule.

### *2014 Rate Announcement and Final Call Letter for Medicare Advantage (MA) and Prescription Drug Benefit (Part D) Programs*

On April 1<sup>st</sup>, CMS issued the 2014 rate announcement and final call letter for Medicare Advantage (MA) and prescription drug benefit (Part D) programs. The announcements set a stable path for Medicare Advantage and implement a number of policies designed to improve payment accuracy.

[Click here](#) to read the entire announcement.

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## **Have You Planned Your OAM Activities?**

The start of Older Americans Month (OAM) is less than one month away. The Administration for Community Living wants to help you get ready to *Unleash the Power of Age* and celebrate 50 years of Older Americans Month.

We have updated the [Older Americans Month](#) website for 2013. It contains resources and ways to help you spread the word about Older Americans Month and to plan an event in your community.

We have:

- *Activity Ideas* on how you can celebrate Older Americans Month locally.
- *Social Media Gallery* where you can promote Older Americans Month to your social media network, using Facebook, Twitter and Pinterest.
- *Download Center* which includes a collection of images for your organization's website, and text for newsletters. ACL has also provided a template for a proclamation your community can use to officially designate May as Older Americans Month.

### **OAM *Unleash the Power of Age in Your Community Challenge***

Don't forget to submit your nomination by 11:00 p.m. on Monday, April 22, 2013.

As a part of its OA) 2013 celebration, ACL is sponsoring the *Unleash the Power in Your Community Challenge*. This challenge invites organizations to recognize older Americans by nominating people 60 or older who are putting their talents and expertise toward inspirational achievements in their communities and beyond.

Nominees can be volunteers or paid professionals whose contributions are improving society as a whole. Examples of eligible activities include civic engagement, creative arts, and technology and innovation.

The submission deadline is

[Click here](#) to learn more about the challenge and to nominate someone.

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### **Funding Opportunities**

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#### **2013 STAR Awards for Senior Transportation**

Awards of \$5,000 will be given to organizations across the nation that provide supplemental senior transportation services. Sponsored by the Beverly Foundation, the STAR Awards program is meant to recognize outstanding organizations that utilize volunteer drivers.

Applications will be taken from April 1 through 15, 2013. To access the application click [here](#).

[Click here](#) to review past winners and reports.

If you have questions about the application process, please email Cora Potter at [cpotter@rideconnection.org](mailto:cpotter@rideconnection.org).

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## **Stay Informed**

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### ***Let's Move Faith and Communities On-line Training Opportunities***

The [HHS Center for Faith-based and Neighborhood Partnerships](#) invite you to join *Let's Move Faith and Communities* for a special series of on-line training opportunities that will equip health leaders to run the National Institutes of Health's (NIH's) *We Can!* program in their communities. *We Can!* is a science-based national education program that provides parents, caregivers and communities with tools and strategies to help families improve food choices, increase physical activity and reduce screen time.

The focus topic for the April *We Can!* Sessions is "Energize Our Families: Parent Program." The multiple-session curriculum is designed to provide parents and caregivers with the knowledge and skills they need, along with practical tools, to help families maintain a healthy weight.

To learn more about each training session and to register for one or all of the *We Can!* webinars, click on one of the dates below.

Webinars on "Energize Our Families: Parent Program":

[Wednesday, April 10, 6-8pm EDT](#)

[Tuesday, April 23, 12-2pm EDT](#)

[Saturday, April 27, 1-3pm EDT](#)

(This webinar is geared toward faith community nurses and is being co-hosted by Northwest Parish Nurse Ministries, Portland, OR.)

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## **AARP Webinars in April**

AARP will host the following webinars in April.

[Click here](#) to learn more about each webinar and to register for one or all of the sessions.

*Expand Your Small Business in 10 Steps (or Get Inspired to Start One)*

The U.S. Small Business Administration (SBA) and AARP have joined forces to help people 50-plus take your small business to the next level. This webinar will help you assess the current state of your business, determine key things to focus on next and identify resources for growth and greater success.

Date: Tuesday, April 9, 2013

Time: 7:00 p.m. ET

*Understanding Social Security before Your Claim: What You Need to Know before Your Turn 62*

AARP experts discuss the facts about Social Security retirement benefits before you claim. Discussion topics include information about claiming your benefits early, the increase you can receive from delaying claiming and the impact of working and claiming before full retirement age.

Date: Thursday, April 18, 2013

Time: 7:00 p.m. ET

*Protect Your Finances: Tips to Avoid Financial Fraud*

AARP and North American Securities Administrators Association (NASAA) will discuss spotting common warning signs of a scam, researching if investment products are right for you, and checking out your financial professional.

Date: Tuesday, April 23, 2013

Time: 2:00 p.m. ET

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## **NASUAD I&R/A Support Center Call**

Please join us for the April call which will be on “Communication with, and Services/Supports for People with Intellectual Disabilities.” Presenters from Vermont’s Green Mountain Self-Advocates including Karen Topper, state coordinator; Max Borrows, peer leader/outreach coordinator; and Nicole LeBlanc, peer leader/advocacy coordinator, will discuss how to make information more accessible to people with disabilities and will describe barriers they face accessing services and supports. Further, presenters will provide a brief overview of what is meant by “intellectual ability” and share strategies to promote supportive decision-making with the goal of maximizing self-determination.

Date: Thursday, 11, April, 2013

Time: 3:00 p.m. ET

Call number: 888-346-3659

Passcode: 382574

The PowerPoint presentation accompanying the call will be posted on the National I&R/A Support Center’s [website](#) prior to the call.

If you would like to be added to the I&R/A distribution list, you should contact Sara Tribe by email at [STribe@nasuad.org](mailto:STribe@nasuad.org) or by telephone at 202.316.8450.

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### ***WISER Forum on Expanding Savings & Retirement Opportunities: A Dialogue among Generations***

Sponsored by the Women’s Institute for a Secure Retirement (WISER), this forum will feature the [iOme Challenge](#) winners—students from the University of Tennessee at Knoxville—who will discuss their [essay response](#) to the challenge question, “Prepare a policy proposal for Congress that creates incentives and removes barriers to financial savings that exist for the Millennial generation.” A panel of congressional staff leaders will also discuss current legislative activities.

Invited participants include experts from women’s and aging organizations, the financial and retirement communities, policy organizations, and government agencies.

A reception to honor the iOme Challenge winners will follow the discussion.

To see the complete agenda, click [here](#).

When: Tuesday, April 16, 2013, Forum: 3:00–5:30pm; Reception: 5:30–7:30pm

Where: Capitol View Conference Center, 101 Constitution Avenue NW, Washington, DC 20001

To RSVP, email your contact information to Lara Hinz at [Lhinz@wiserwomen.org](mailto:Lhinz@wiserwomen.org)

Questions? Call (202) 393-5452

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### **NSCLC Capitol Hill Briefing on *The Need to Strengthen and Restore SSI***

Register now for this National Senior Citizens Law Center (NSCLC) Capitol Hill briefing to learn about soon-to-be introduced legislation, the *Supplemental Security Income Restoration Act*, that will provide needed updates to the SSI program and restore SSI to what it was originally intended to do.

SSI is an income support program that currently helps provide minimal economic security to eight million people, including two million older adults and six million younger people with serious disabilities. However, important aspects of the program have not been updated in 40 years.

Speakers:

The Honorable Raul Grijalva, Honorary Host  
Paul Nathanson, NSCLC Executive Director  
Yanira Cruz, President, National Hispanic Council on Aging  
Neera Tanden, President, Center for American Progress  
T.J. Sutcliffe, Policy Advocate, The Arc  
Gerald McIntyre, Directing Attorney, NSCLC  
Zoe Paolantonio, Staff Attorney, Whitman-Walker Health

Date: Wednesday April 17, 2013

Time: 2:00 p.m. - 3:00 p.m. EDT

Site: Room 121, Cannon House Office Building, 283 First Street SE, Washington, DC

[Register.](#)

For more information, contact Scott Parkin by email at [sparkin@nsclc.org](mailto:sparkin@nsclc.org) or by telephone at 202-289-6976.

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## **Next Session of CDC “In the Know” Live Webcast Series**

The discussion topic for the next session of the CDC National Prevention Information Network (NPIN) [In the Know: Social Media for Public Health](#) Live Webcast Series is “Facebook & Image Sharing: Instagram, Pinterest & Flickr.”

Submit questions for this webcasts to us at [info@cdcnpin.org](mailto:info@cdcnpin.org).

Tweet social media tips to [@CDCNPIN](#), or post them on [Facebook](#), [Google+](#) or [LinkedIn](#) group pages. NPIN will credit you for your contribution during the webcast for any they use. Use hashtag #SM4PH.

Date: Tuesday, April 23, 2013  
Time: 2:00 p.m. – 3:00 p.m. ET

For registration information, send an email to [info@cdcnpin.org](mailto:info@cdcnpin.org).

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## **Webinar Reminders**

### *AHRQ Health Care Innovations Exchange Webinar Series*

*Promoting the Spread of Health Care Innovations* will be the discussion topic for the next session of the Department of Health and Human Services Agency for Healthcare Research and Quality’s (AHRQ) Innovations Exchange Webinar Series. The speakers will address innovations to improve health care quality and staffing considerations and promotional activities that are key to growing and sustaining innovative initiatives. The Innovations Exchange Webinar Series is a free event.

Date: Tuesday, April 9, 2013  
Time: 1:00 p.m. – 2:00 p.m. EST

[Register](#).

### *Volunteer Driver Programs – Examples from the Field*

Join the National Center on Senior Transportation, in partnership with the Aging Network's Volunteer Collaborative, for *Volunteer Driver Programs – Examples from the Field*, the third in a series of webinars addressing risk, liability and insurance for volunteer driver programs.

Representatives of Volunteer Driver Programs will share their experience with risk, liability and insurance in a round robin discussion. You may submit questions in advance at [AGEcomm Discussions](#) under the Transportation topic area. If time permits, questions directly from the audience will also be addressed.

Date: Tuesday, April 9, 2013  
Time: 2:00 p.m. – 3:30 p.m. ET

[Register.](#)

### *Managing Family Care for Alzheimer's Patients*

Hosted by the American Society on Aging (ASA), this webinar is part of the Family Caregiver Support Series, sponsored by Home Instead Senior Care.

This webinar will outline the various symptoms of dementia, including language problems, personality changes, loss of interests, and difficulty performing tasks. The differences between mild cognitive impairment and more serious cognitive problems, as well as the potential causes, will also be explored. Effective ways to cope with cognitive challenges, including communication skills, will be offered.

Date: Wednesday, April 10, 2013  
Time: 10:00 a.m. PT / 11:00 a.m. MT 12:00 p.m. CT / 1:00 p.m. ET

[Register.](#)

**NOTE: A second webinar with the same content will be held on Wednesday, April 18<sup>th</sup> at the same times. [Register.](#)**

### *Health Care Law Webinar Series*

The Department of Health and Human Services (HHS) Partnership Center continues to host a series of webinars for faith and community leaders. All webinars are open to the public and include a question and answer session where you can ask HHS staff any questions you may have. You are encouraged to submit questions you would like to have answered on the webinars to [ACA101@hhs.gov](mailto:ACA101@hhs.gov).

To participate in one of the webinars, please click on the title of your preferred topic from the list below to register. After registering you will receive an e-mail confirmation containing information about joining the webinar.

[The Health Care Law 101](#): April 10, 2013 at 3:00 p.m. ET

[The Health Care Law 101 \(in Spanish\)](#): April 23, 2013 at 3:00 p.m. ET

*Implementing Policy Change to Advance Falls Prevention: Training, Examples, and Resources*

Sponsored by the National Council on Aging, this webinar will:

- Provide training on goals and identified policy changes to advance falls prevention, as featured in NCOA's [State Policy Toolkit for Advancing Fall Prevention](#).
- Discuss strategies and indicators for implementing the policy changes.
- Discuss real world examples of falls prevention policy changes being implemented.
- Include resources for advancing falls prevention policy changes in your state or community.

Date: Thursday, April 11, 2013

Time: 3:00 p.m. - 4:30 p.m. ET

[Register](#).

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## **Tools & Information**

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### **National Fair Housing Media Campaign**

*HUD, National Fair Housing Alliance campaign will address housing discrimination*

The US Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance (NFHA) last week launched a national media campaign to educate the public and housing providers about their rights and responsibilities under the Fair Housing Act. The campaign, titled "Fair Housing Is Your Right. Use It," includes English, Spanish and Chinese radio and print public service advertisements (PSAs) that feature examples of actions which violate the Fair Housing Act and let the public know what to do if they experience housing discrimination. In addition to radio and print public service announcements, the campaign will use the latest digital and social media to amplify the outreach effort.

The launch of the campaign coincided with the beginning of Fair Housing Month when the nation marks the passage of the 1968 Fair Housing Act following the assassination of Dr. Martin Luther King, Jr. The Act makes it illegal to discriminate in the sale or rental of housing based on race, color, sex,

religion, national origin, familial status or disability. This year's Fair Housing Month theme is "Our Work Today Defines Our Tomorrow," spotlighting HUD's current enforcement and education and outreach efforts and the work of its fair housing partners are helping to foster sustainable, inclusive communities of opportunity for future generations.

[Click here](#) to learn more and to download the campaign's promotional materials.

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### **New NIH Funding for two Autism Centers of Excellence**

*A total of 11 centers now funded for up to five years*

The National Institutes of Health (NIH) has awarded \$5.3 million in initial one-year funding to the latest two recipients of the Autism Centers of Excellence (ACE) program. With these awards, announced on April 2, World Autism Awareness Day, these and nine other [ACE centers](#) around the country are now being funded for up to five years. The program was created in 2007 to launch an intense and coordinated research effort aimed at identifying the causes of autism spectrum disorders (ASD) and finding new treatments.

The new ACE awards, to Sally J. Rogers, Ph.D., University of California @ Davis MIND Institute and Daniel Geschwind, M.D., Ph.D., University of California @ Los Angeles, will fund two research networks, or consortia of research centers, each focusing on specific aims.

[Learn more.](#)

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### **New AHRQ YouTube Channel Focuses on Health Information Technology Successes**

The US Department of Health and Human Services Agency for Healthcare Research and Quality (AHRQ) has a new YouTube channel. [AHRQ HealthIT](#) highlights successful health information technology (IT) projects that focus on ways to enhance quality measurement, preventive care and medication management. These videos provide insights for health services researchers, health care providers and patient advocates on how AHRQ research supports the use of health IT to improve quality, safety, efficiency and effectiveness of care.

[Click here](#) for more AHRQ health IT information.

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## **The New AIRS Standards (Version 7.0)**

The Alliance of Information and Referral Systems (AIRS) has released the [7th edition of the AIRS Standards and Quality Indicators for Professional Information and Referral](#). AIRS has changed the title of the Standards slightly to better incorporate the concept of quality indicators. This edition continues the strong commitment by AIRS to promote standards that further its mission: "To provide leadership and support to its members and Affiliates to advance the capacity of a Standards-driven Information and Referral industry that brings people and services together."

A workshop on the new Standards will be presented at the [AIRS Conference in Portland, OR](#) in June, 2013.

If you have any questions or comments do not hesitate to email AIRS Chief Operating Officer, Charlene Hipes at [charlenehipes@airs.org](mailto:charlenehipes@airs.org).

Please Take the AIRS Online Chat Survey  
*(Even if your organization does not use Online Chat)*

We all know that the nature of communications is changing both in terms of options and preferences. We also know that for many people (and not just the upcoming generation), making a phone call to secure information is not their first preference.

This short survey is intended to look at the issue of I&R Chat.

Please take the time to complete this [survey](#)—even if you have not yet had cause to think about offering a chat service -- we need to understand how our members are currently positioned. The findings will be shared back and will be helpful on a number of levels.

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## **Interactive Educational Curriculum on Assessing the Capacity of Older Adults**

Rush University Medical Center and the ABA Commission on Law and Aging have released an interactive educational curriculum on assessing the capacity of older adults, funded by The Retirement Research Foundation. The course is aimed at physicians but is valuable and useful as well for other health care clinicians, students and interested professionals.

The curriculum features six modules – the importance of evaluating patients’ capacities; key principles and practices; the evaluation process and content; specific capacities and situation; when to conduct an evaluation yourself and when to refer, and working with courts in guardianship proceedings. The curriculum also includes videos, a pocket reference card, a glossary, and a resource list, and is downloadable.

The next session opens May 13, 2013. For more information, contact Michelle Hochwert at 312-942-0417 or at [Decisional\\_Capacity@rush.edu](mailto:Decisional_Capacity@rush.edu) or visit [www.rush.edu/decisionalcapacity](http://www.rush.edu/decisionalcapacity).

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### **National Prescription Drug Take-Back Day—Save the Date**

The US Drug Enforcement Administration (DEA) has scheduled the next [2013 National Prescription Drug Take Back Day](#) on April 27, 2013, from 10:00 a.m. – 2:00 p.m.

The [Partnership Toolbox](#), which includes free promotional materials, is now available for download.

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### **Recent Reports**

*Monetary Costs of Dementia in the United States*

Source: The New England Journal of Medicine (NEJM)

Date: April 4, 2013

[Click here](#) to read the abstract; the full study is available to NEJM subscribers)

[Click here](#) to read the National Institutes on Health press release on the study.

[\*Establishing Health Insurance Exchanges: An Overview of State Efforts\*](#)

Source: Kaiser Family Foundation

Date: March 2013

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### **April Observances**

*For the month:*

Autism Awareness Month

[HHS Secretary Sebelius Statement on National Autism Awareness Month](#)

Resources: [Autism Now](#); [Autism Speaks](#)

### Fair Housing Month

Theme: "Our Work Today Defines Our Tomorrow"

Resource: [HUD Office of Fair Housing and Equal Opportunity](#)

### National Financial Literacy Month

Resources: [US Office of the Comptroller of the Currency](#) and [Money Management International](#)

### National Minority Health Month

[HHS Secretary Sebelius Statement on National Minority Health Month](#)

Theme: "Advance Health Equity Now: Uniting our Communities to Bring Health Care Coverage to All."

Resource: [HHS Office of Minority Health](#)

*For the week:*

### National Volunteer Week (April 21-28)

Theme: "Celebrate Service"

Resources: [Aging Network Volunteer Collaborative](#); [Points of Light](#)

*For the day:*

### Earth Day (April 22)

Theme: "The Face of Climate Change"

Resource: [Earth Day Network](#)

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