

July 9, 2019

# FAMILY CAREGIVING TRENDS AND INNOVATIONS



Real Possibilities

# Agenda

- Macro Trends
- How is New York doing?
- National view
- Innovations and promising practices
- AARP
- Questions

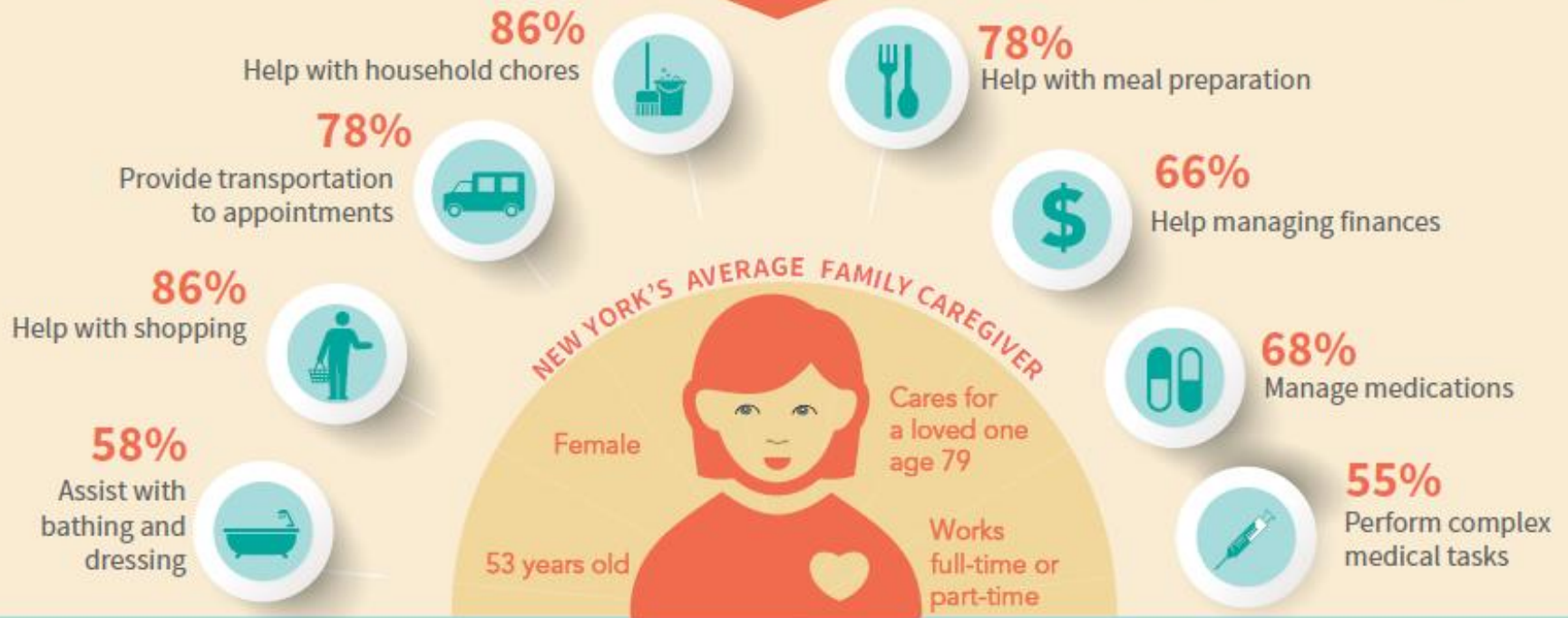
# NEW YORKERS ARE FAMILY CAREGIVERS

Across New York family caregivers take on big responsibilities, helping their parents, spouses, and other loved ones live at home. AARP recently surveyed 1,172 New York registered voters age 40+ about caring for their families. Here's what we learned:

41%  Current or Former Caregivers

47%  Likely Caregivers in the Future

Current and former New York family caregivers have huge responsibilities. They:



Current and former New York family caregivers believe it's important to help their loved ones live independently at home, but they also face challenges:

59% Use their own money to help.

44% Would have to move loved one into a nursing home if they were no longer able to provide care.

56% Stressed trying to balance job and family.

46% Working caregivers, who spent their own money to care for their loved ones, find it hard to save for retirement.

# Caregiving Macro Trends



Awareness



Cost/Financial Strain



Demographics



Health System inclusion  
and Support



Service Availability



Workplace Supports

# New York Assessment

## The Scorecard (LTSS Scorecard 2017)

- Overall family caregiver support 11<sup>th</sup>
- Working caregiver supports 14<sup>th</sup>
- Person and family centered care 21<sup>st</sup>
- Nurse delegation 19<sup>th</sup>
- Transportation 16<sup>th</sup>

## Qualitative Assessment

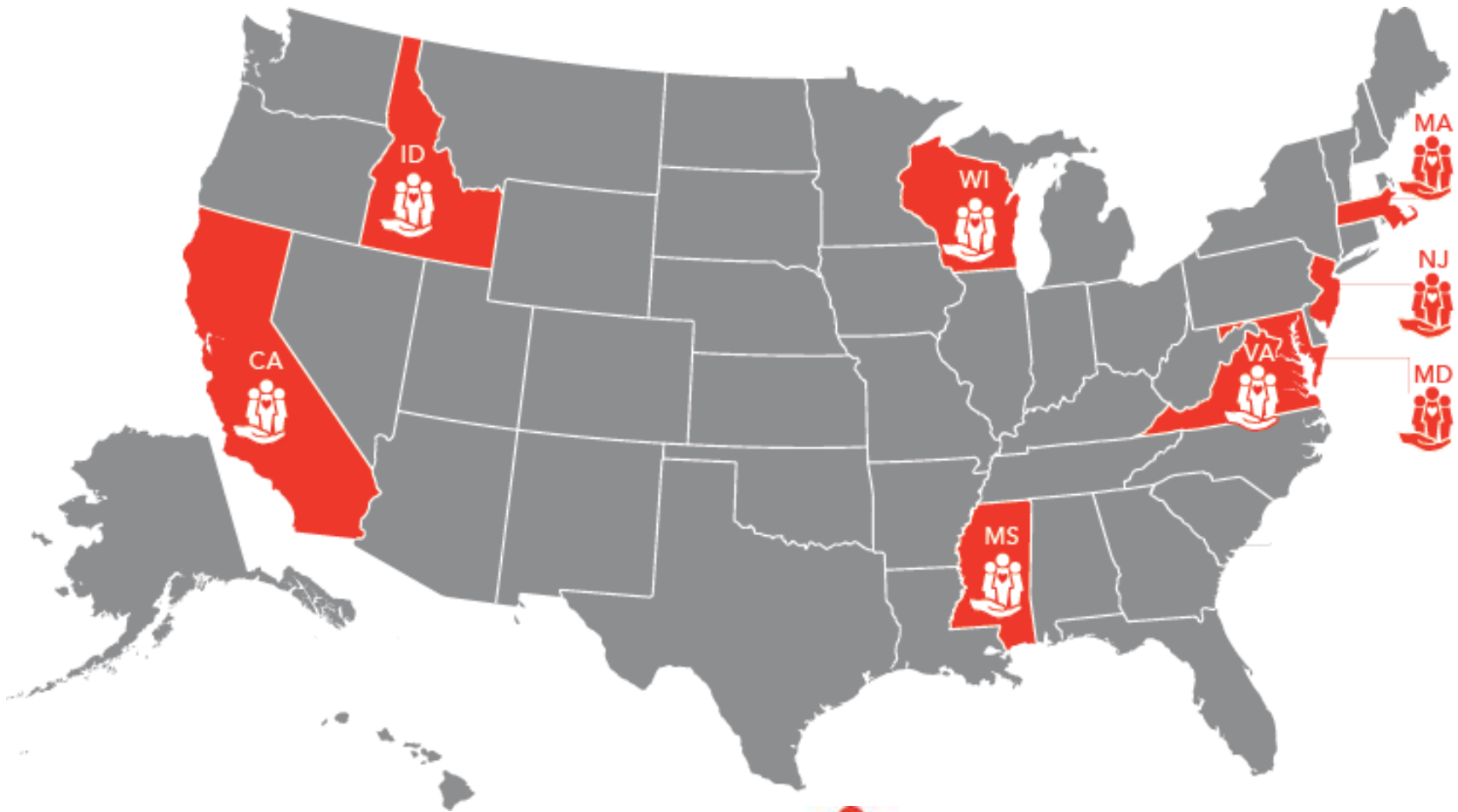
### Positive

- Age friendly state, age friendly health systems, EISEP approach, one information source, and leader in advocacy

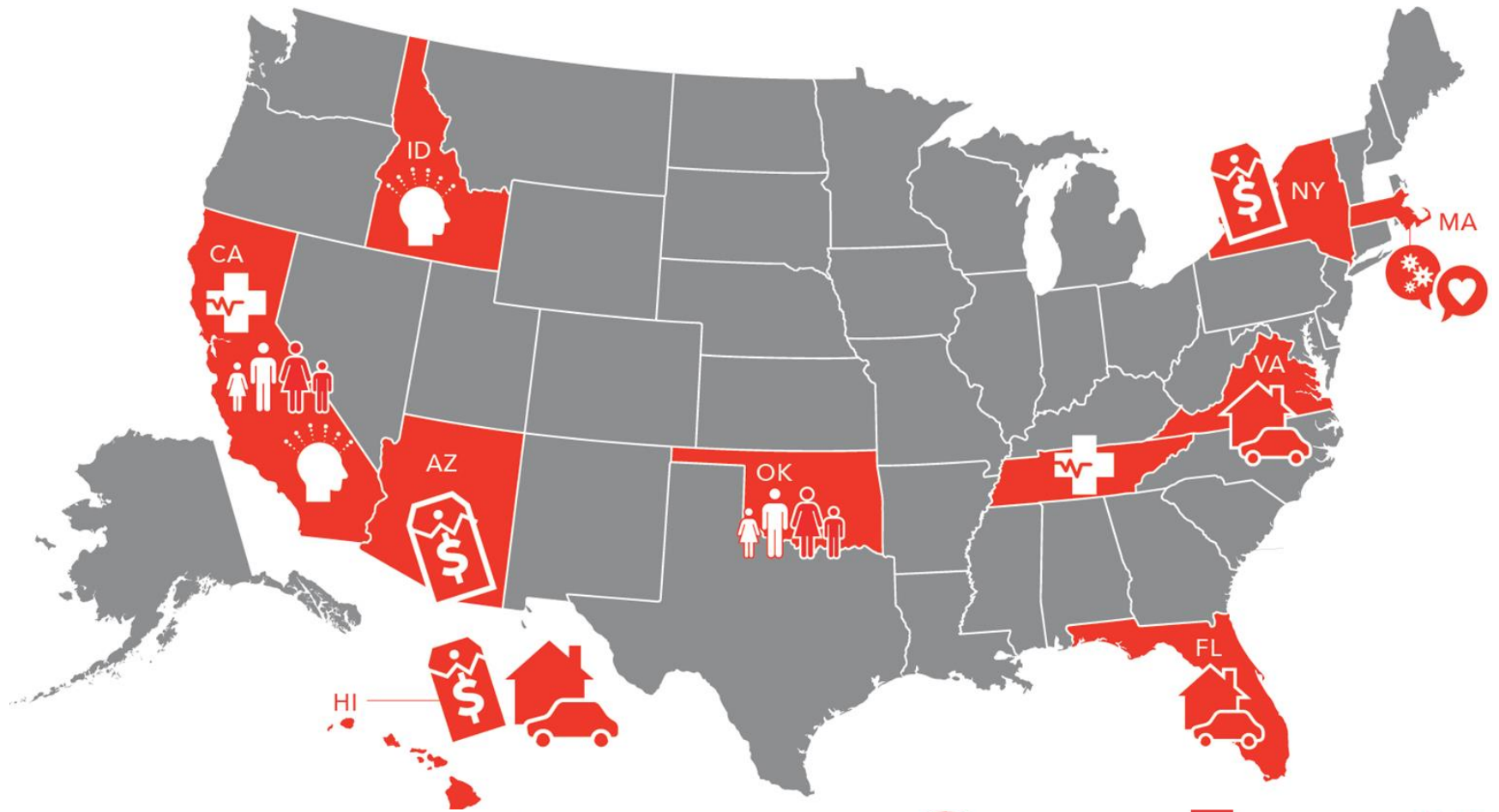
### Challenges

- Diversity and size of state

# State Task Forces (Since 2016)



# Innovations across States



Awareness



Cost/Financial Strain



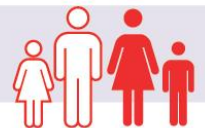
Service Availability



Workplace Supports



Health System  
Inclusion and Support



Demographics

# Service Availability



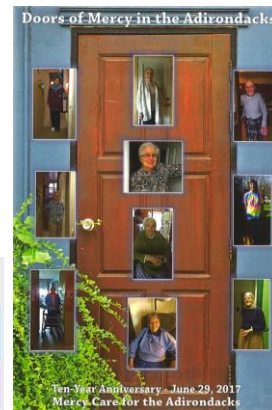
Administration for Community Living



A LITTLE HELP, A LOT OF JOY

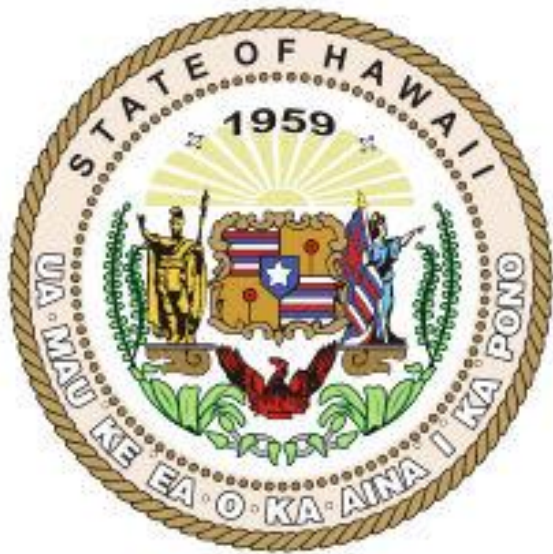


SUCCESS STORIES





# Cost



## Kupuna Caregivers Program

\$70/Day



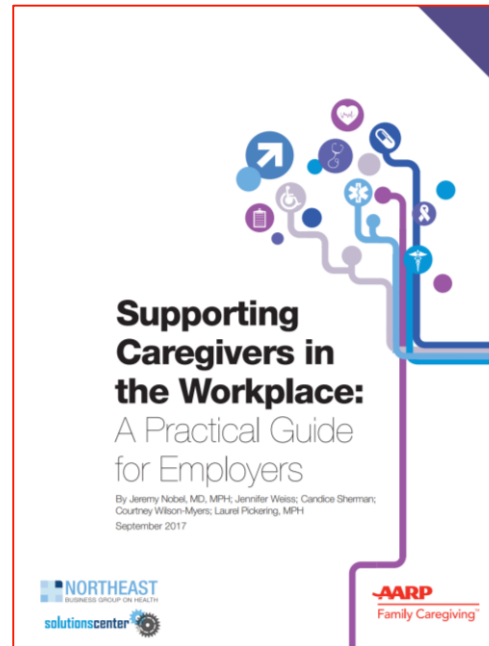
## Caregiver Grant Pilot

\$1,000 grant

# Workplace



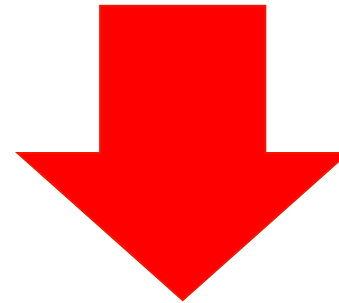
1. Partner with employers to strengthen businesses' support of family caregivers in the workplace
2. Improve self-identification of family caregivers and awareness of resources



**Caregiving Benefits and Programs**

	Done	Comprehensive	Advanced	On Track	To Do
<b>Caregiver resource list</b> A list of public resources an employee caregiver can access, including financial planning and elder law assistance, directors of home care agencies, community-based services such as adult day care, and downloadable apps.	*	*	*		
<b>Paid sick days that can also be used for employee or to care for a relative</b>	*	*	*		
<b>Support groups for caregivers — led by experts or fellow caregivers</b> Employers can offer space and time for caregiving employees to meet, share resources and get support from one another. Some companies have such groups led by experts.	*	*	*		
<b>In-house stress-reduction programs: Yoga, meditation, massage discounts</b> Yoga, meditation, massage and other types of stress reduction activities can help caregivers who are dealing with burnout or anxiety — and be employees in general. Some companies have the resources to provide such activities in house, while others can negotiate employee discounts.	*	*	*		
<b>Discounts for yoga, meditation and massages arranged with outside vendors</b>					
<b>On-line or in-person coaching to assist in developing a care plan</b> Employers offer real information and help specific to their caregiving situation as well as general assistance in navigating the world of caregiving.		*	*		
<b>Employee Assistance Program (EAP) with caregiver resources</b> EAPs can offer caregiving specific information, guidance and support to employees.		*	*		
<b>FMLA (including help with filling out forms, etc.)</b>		*	*		
<b>Paid family leave</b>		*	*		
<b>Digital tools to help employees manage caregiving</b> There is a range of apps and other digital products employees can use to better manage caregiving responsibilities including digital tools to select and monitor paid caregivers, top 100 social networks that can assist in caregiving tasks, and engage in passive monitoring of relatives at home.		*	*		
<b>Subsidized back-up home care</b> Some companies provide employees with subsidies that help cover the cost of home care services for a relative.			*		
<b>Caregiving platform — one portal for all caregiver benefits and services from child care to care and assistance for parents, spouses and siblings</b> Companies can provide one easy-to-access point of entry for information, resources and any benefits available to caregivers.			*		
<b>Legal and financial counseling for employee and parents</b> Companies with resources can offer one-on-one assistance with elder law and other attorneys and financial planners for themselves and family members.			*		
<b>Health advocacy/navigator program for employees and their parents</b> Companies can hire an outside vendor that assists with finding doctors, scheduling appointments, resolving benefits issues, getting second opinions, and resolving diagnoses.			*		

# Healthcare System



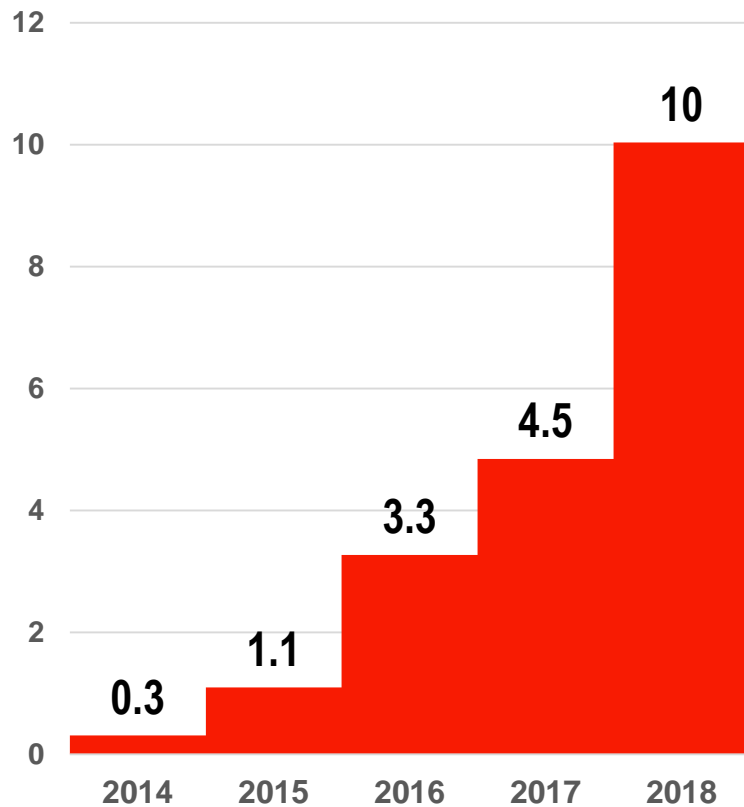
# Demographics

## Ayudando a Quien Ayuda (AQA)/ Helping the Helper



# Awareness – AARP Experience

**Outreach\***  
(in millions)



“Label”- Less



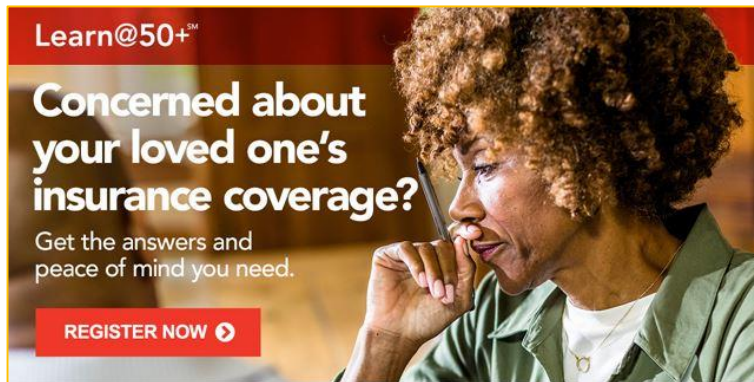
Millennials and  
Gen X: 1/2 and  
must meet them



Focus on clear pain  
points: save time,  
money, and stress

# Awareness

## Right language



**Learn@50+™**

### Concerned about your loved one's insurance coverage?

Get the answers and peace of mind you need.

**REGISTER NOW** ➔

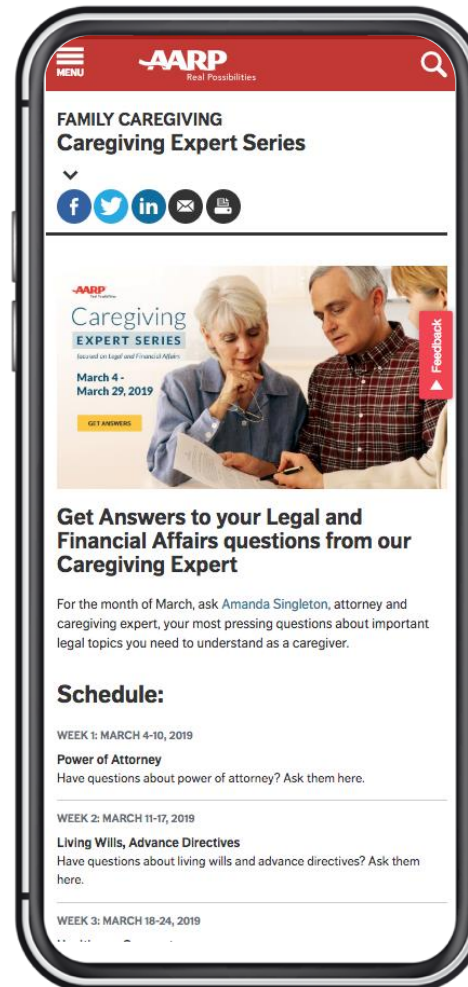


*Noticed your mom needs more support?*

Start with these 8 helpful tips.

**AARP**  
Family Caregiving™

**LEARN MORE** ➔




**AARP** Real Possibilities

### FAMILY CAREGIVING Caregiving Expert Series

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**Caregiving EXPERT SERIES**  
Invaluable legal and financial advice

March 4 - March 29, 2019

**GET ANSWERS**

#### Get Answers to your Legal and Financial Affairs questions from our Caregiving Expert

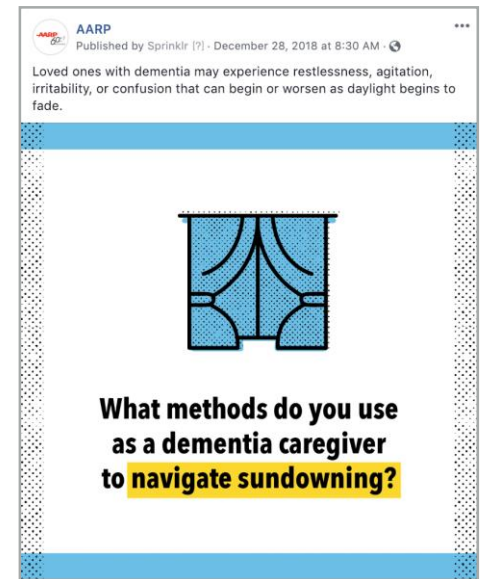
For the month of March, ask Amanda Singleton, attorney and caregiving expert, your most pressing questions about important legal topics you need to understand as a caregiver.

#### Schedule:

WEEK 1: MARCH 4-10, 2019  
**Power of Attorney**  
Have questions about power of attorney? Ask them here.


WEEK 2: MARCH 11-17, 2019  
**Living Wills, Advance Directives**  
Have questions about living wills and advance directives? Ask them here.

WEEK 3: MARCH 18-24, 2019



**AARP**  
Published by Sprinklr (?) · December 28, 2018 at 8:30 AM · 🌐

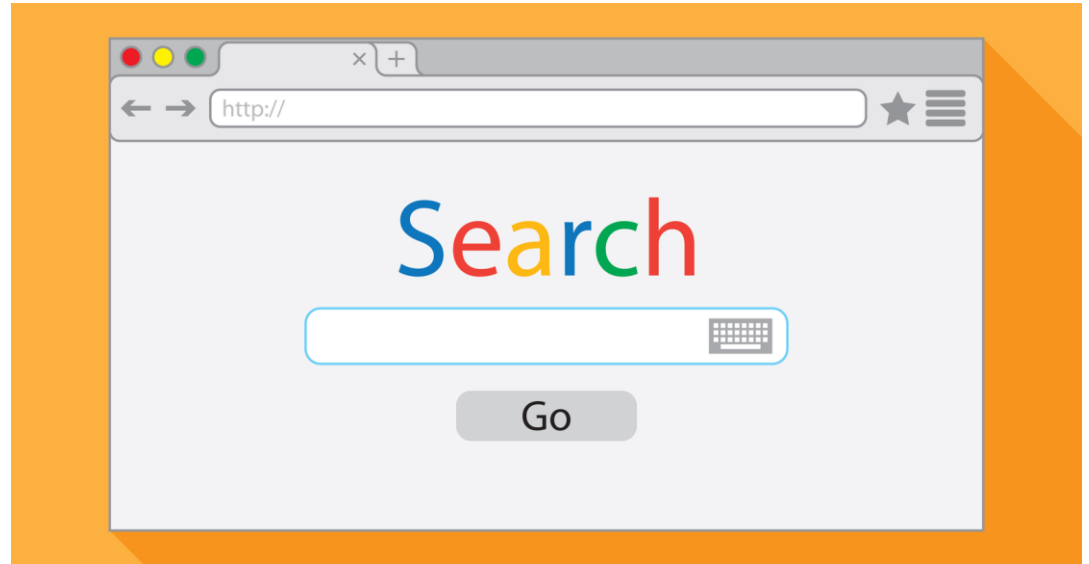
Loved ones with dementia may experience restlessness, agitation, irritability, or confusion that can begin or worsen as daylight begins to fade.



### What methods do you use as a dementia caregiver to navigate sundowning?

# Awareness

- Right location



# Awareness

- Right format





# Suggestions

1. Awareness via Channels  
(Healthcare, employers, and retail)
2. Employer Convening
3. MLTC Caregiver Assessment and Support
4. University Outreach

**THANK YOU**

