

**What's Ahead for the Older
Americans Act? Challenges and
Opportunities During
Reauthorization**

Prepared for the Meals On Wheels Association of America
Annual Conference and Expo for the Common Good

Margaret B. Ingraham
Meals On Wheels Association of America
Tuesday, August 30, 2011
Chicago, IL

**The 112th Congress
Major Issues Affecting SNPs**

FY2012 Appropriations
Supercommittee of 12
and "Debt Limit" Legislation
OAA Reauthorization

Looking Forward To The Next Meals (FY 2012):

What's on the table?

- Congressional priorities
 - House
 - Senate
 - Supercommittee of 12
- Administration priorities
- Our priorities
- Realities: finding the right recipe

FY2012 Appropriations

- Meetings with Members of Congress and Staff
 - What are they saying?
- Appropriations Subcommittees on Labor, Health and Human Services, Education and Related Agencies
 - The House
 - The Senate
- Full Appropriations Committees
 - The House
 - The Senate
- Fiscal Year 2012 Begins October 1
- Possible Scenarios: Omnibus Appropriations Bill or a “Continuing Resolution” at the current funding level

Supercommittee of 12 and “Debt Limit” Legislation

- **Passage of S. 365, the Budget Control Act of 2011**
 - averted national default and creates a two-step process to increase the debt limit
 - established the “Supercommittee” of 12 Members of Congress
 - sets forth a process to make federal spending cuts
- **Members of the Supercommittee as selected by leadership in the House and Senate**
 - House: Representatives Dave Camp (R-MI), Fred Upton (R-MI), Jeb Hensarling (R-TX), Chris Van Hollen (D-MD), James Clyburn (D-SC), and Xavier Becerra (D-CA)
 - Senate: Senators Jon Kyle (R-AZ), Rob Portman (R-OH), Pat Toomey (R-PA), Patty Murray (D-WA), John Kerry (D-MA), and Max Baucus (D-MT)

We will continue to defend and make the case for more funding...

- Show a difference; make a difference
- Everybody loves a story
- Mom, apple pie and the flag
- Know the facts; show the facts
- Keep it simple

What the Data Show

The National Story

- One in nine seniors face the threat of hunger – or approximately six million in 2007
- 20% increase in 6 years
- Researchers have projected the number could be as much as 30% higher today than it was in 2007

According to the General Accountability Office (GAO)

“...we found that approximately 9 percent of an estimated 16.6 million low-income adults received meal services like those provided by Title III programs.”

“However, many more older adults likely needed services, but did not receive them. . .For instance, an estimated 19 percent of low-income older adults were food insecure and about 90 percent of these individuals did not receive any meal services. Similarly, approximately 17 percent of those with low incomes had two or more types of difficulty with daily activities that could make it difficult to obtain or prepare food. An estimated 83 percent of those individuals with such difficulties did not receive meal services.”

Table 3: Percentages of Low-income Older Adults with Each Characteristic of Likely Need and Percentages Who Did and Did Not Receive Meals Services

Characteristics of likely need	Have each characteristic	Received home-delivered meals	Did not receive home-delivered meals	Received congregate meals	Did not receive congregate meals	Received either type of meal	Received neither type of meal
Food security							
Food secure	81.4	3.3	96.7	5.7	94.3	8.3	91.7
Food insecure	18.6	7.4	92.6	4.9	95.1	11.1	88.9
Numbers of difficulties with daily activities							
None	65.2	2.3	97.7	5.1	94.9	6.9	93.1
One	18.0	3.6	96.4	6.3	93.7	8.8	91.2
Two or more	16.8	11.5	88.5	6.4	93.6	16.7	83.3
Social isolation^a							
Less isolated	31.8	2.5	97.5	6.1	93.9	7.9	92.1
More isolated	41.4	5.0	95.0	5.0	95.0	9.0	91.0
Missing ^b	26.8	4.5	95.5	5.8	94.2	9.7	90.3

Source: OAA analysis of 2008 CPS data.

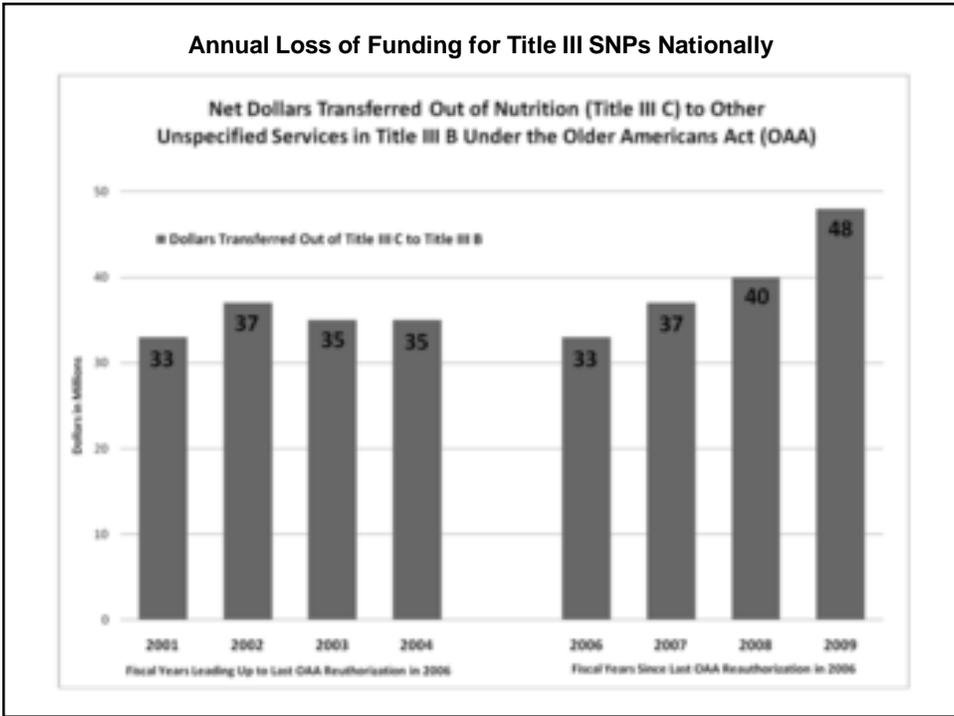
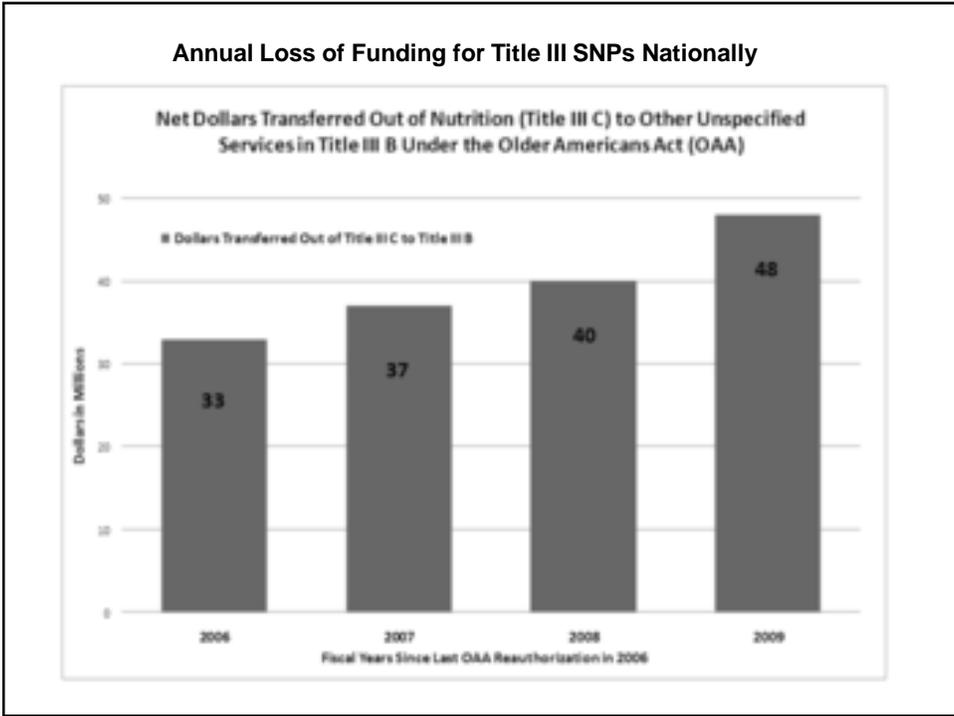
OAA Reauthorization

Status

- Senate Subcommittee Hearing on Senior Hunger
- Stakeholder Meetings

Money Matters

- Title III C Consolidation
 - Allies
 - Opponents
- The C to B Transfer
 - Allies
 - Opponents



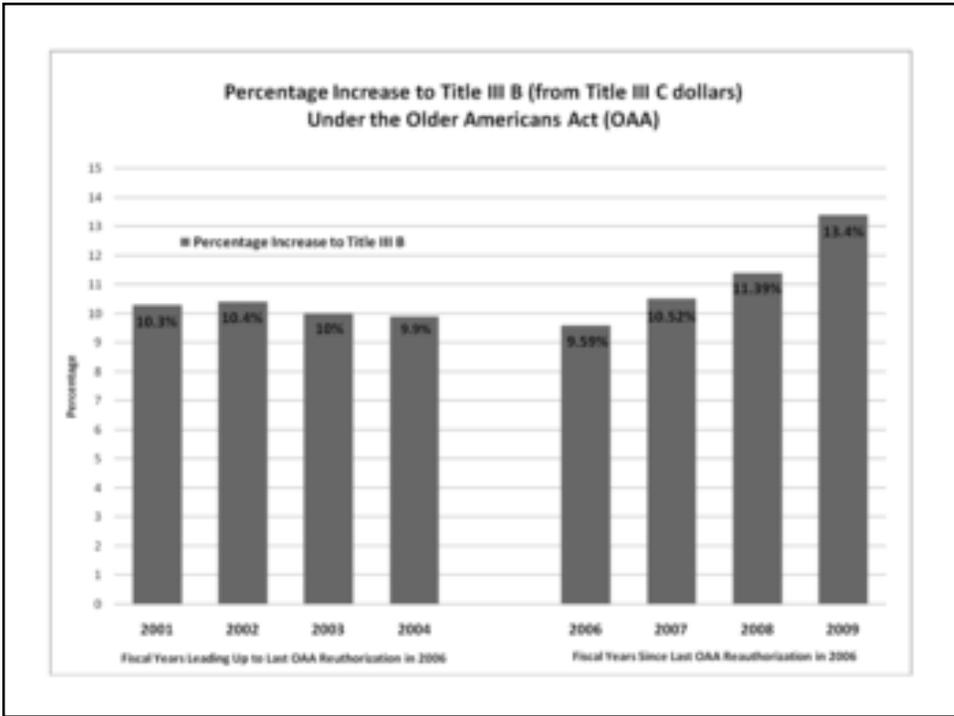
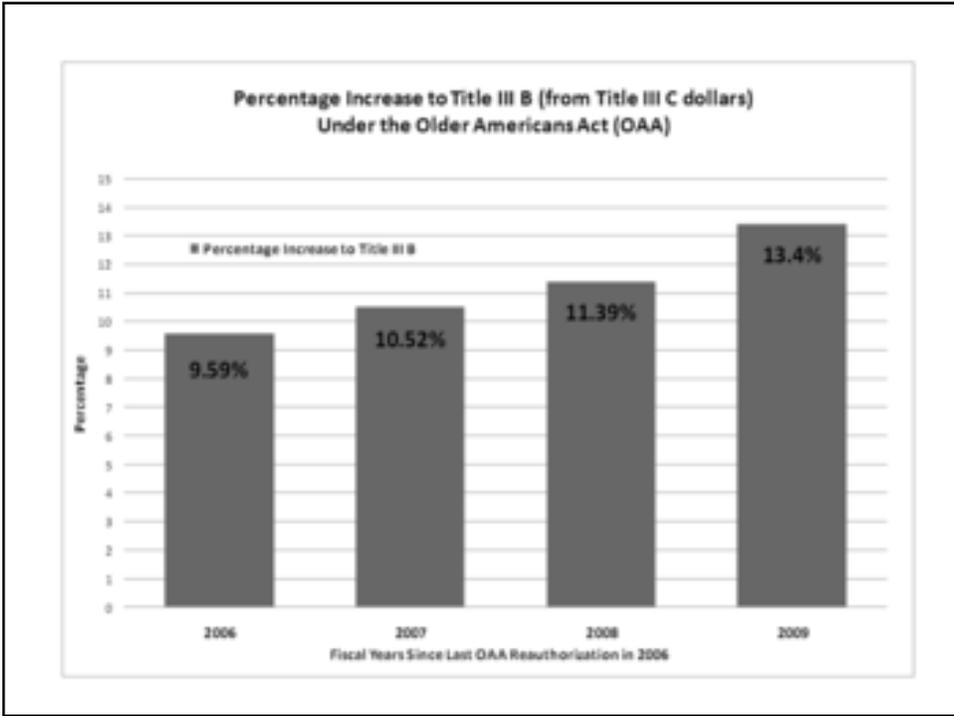


Table 2: Total Expenditures for Title III Services in Fiscal Year 2008, including OAA Funds and Other Sources

(Dollars in millions)

Service	Total expenditures*
Title III B support services	
Other services	\$636.8
Personal care	312.4
Homemaker	259.3
Case management	256.6
Transportation	201.0
Information and assistance	146.2
Adult day care/health	95.5
Legal assistance	51.1
Outreach	25.2
Chore	19.3
Assisted transportation	17.9
Title III C nutrition services	
Home-delivered meals	748.9
Congregate meals	631.2
Nutrition education	6.2
Nutrition counseling	2.9
Title III E National Family Caregiver Support Program Services	
Respite care	109.7

State	Senior Hunger Rank	FY 2007 % transfer IIC to IIB	FY 2008 % transfer IIC to IIB	FY 2009 % transfer IIC to IIB
MS	1	16.05	20.94	17.56
SC	2	17.15	21.80	48.73
AR	3	6.78	5.64	7.26
TX	4	9.01	10.28	13.84
NM	5	12.05	0.00	0.00
GA	6	10.91	17.81	0.00
AL	7	0.00	0.00	1.03
LA	8	14.09	20.88	0.59
NC	9	37.34	42.68	42.05
OK	10	0.00	0.00	0.00
AZ	11	29.98	20.16	41.75
IN	12	20.02	B to C	0.00
MO	13	B to C	B to C	4.49
MD	14	2.31	0.41	3.33
ID	15	16.90	21.36	22.33
TN	16	7.39	13.31	15.46
ME	17	5.58	7.35	8.92
CA	18	1.52	5.67	8.02
RI	19	9.66	15.89	17.61
KY	20	10.22	12.02	12.25
VA	21	32.56	34.13	37.13
HI	22	16.83	19.10	13.55
FL	23	17.43	19.45	26.03
MI	24	B to C	1.13	3.43
OH	25	11.96	14.03	13.88

•In FY 2007, of the TOP TWENTY FIVE senior hunger states, 21 transferred funds from nutrition (Title III C) to Title III B. Of the BOTTOM TWENTY FIVE senior hunger states, only 12 transferred funds from nutrition (Title III C) to Title III B.

•In FY 2008, 17 of the top twenty-five top senior hunger states *increased* the amount of funds transferred from nutrition (Title III C) to Title III B.

•In FY 2009, 16 of the top twenty-five senior hunger states *increased again* the amount of funds transferred from nutrition (Title III C) to Title III B.

Potential New Funding Sources

Client Contributions

- Voluntary contributions account for only 4% of Title III expenditures (GAO)

- Issues with enactment
- Issues with implementation
- Issues with supplantation

Cost sharing?

GAO, Administration, Congress, MOWAA

**Other Ideas/Proposals
That Could Impact SNPs**

- More uniform background checks
- Volunteer training in detecting elder abuse
- Nonprofit postage rates
- Meal frequency, type and variety
- Additional data collection
- Defining and assessing need and unmet need

Unfunded mandates?

It is always time to advocate.

**Every action, image and statement
sends a message**

Define and defend your identity and “space”

Advocacy is more than lobbying.

Successful Advocacy

- Is timely
- Is cumulative
- Relies on relationships
- Employs a simple and consistent message
- Is targeted to the right audiences
- Is accurate and specific
- Is reasonable and realistic

Making The Case In Stiff Competition

- Show a difference/distinction
 - You are Meals On Wheels
 - Brand recognition
 - Public Trust
 - Proven track record
 - Community-based and supported
 - You are unique

- Make a difference
 - Illustrate your success
 - Connect your work to *real people*
 - Everybody loves a story

- Claim your expertise and territory
 - We were, we are, and we will be
 - Continuity, consistency, community, commitment
 - Network, nutrition, numbers and know-how

- Know the facts; show the facts
 - A little memorable data goes a long way
 - **Accuracy** hits the target

- Keep it simple
 - Avoid jargon
 - Limit your asks
 - Offer assistance

- Follow Up

State Associations Can Serve As...

- Leaders
- Focal Points
- Facilitators
 - Information exchange
 - Consistent messaging

Remember:

We are
Meals On Wheels

so no senior goes hungry