

# Embrace Your Future

## Long-Term Care Awareness Initiative for Massachusetts

### **Introduction**

The Executive Office of Elder Affairs is partnering with the Office of the Governor, the Executive Office of Health and Human Services, the Office of Consumer Affairs and Business Regulation, and the Office of Long-Term Support Studies (OLTSS) at the University of Massachusetts Medical School to develop and implement a Massachusetts long-term supports awareness initiative entitled “Embrace Your Future.”

The Massachusetts “Embrace Your Future” initiative is part of a joint federal-state initiative operated by the United States Department of Health and Human Services (HHS) entitled “Own Your Future”. It is designed to give information to middle-aged and older adults to help them plan for their future long-term supports. Twenty-four states and the District of Columbia have participated nationwide. You can visit [www.longtermcare.gov](http://www.longtermcare.gov) to learn more about the national HHS “Own Your Future”.

### **Activities**

The main activities of the Massachusetts “Embrace Your Future” initiative are:

- A press event was held on January 26, 2010, at which Governor Patrick formally kicked-off the initiative.
- A letter from Governor Patrick was mailed on January 29, 2010 to approximately 400,000 Commonwealth households whose head of household is between 45 and 59 years old. This letter was mailed with a brochure and an additional page that identifies some key information resources about long-term supports in Massachusetts.
- A 44-page Massachusetts specific informational guide will be mailed from HHS to all households responding to the Governor’s letter or to anyone who requests it.

The Governor’s letter with the tri-fold brochure informs residents of the need for long-term supports planning, describes the purpose of the free informational guide, and provides options for obtaining the guide. Interested residents may request the Massachusetts specific planning guide by calling the call center at 1-866-752-6582, visiting [www.longtermcare.gov](http://www.longtermcare.gov), or returning the postage-paid card on the brochure. Residents can also visit [www.800ageinfo.com](http://www.800ageinfo.com) to view and download all the materials.

## **Roles**

### **Executive Office of Elder Affairs**

Elder Affairs oversees the project by:

- Acting as the liaison with the Office of the Governor for all communications and any gubernatorial roles
- Reviewing and approving all state-specific materials
- Planning and coordinating public relations activities

### **University of Massachusetts Medical School/Commonwealth Medicine, Office of Long-Term Support Studies (OLTSS)**

OLTSS staffs the campaign and collaborates with Elder Affairs by:

- Managing all components of the campaign including planning, development, implementation and evaluation
- Developing a Massachusetts-specific guide and other related materials
- Coordinating marketing efforts with state and federal agencies and private partners
- Assisting with public relations activities
- Evaluating the impact of the initiative

## **Resources and Funding**

HHS operates a distribution and response center and pays for:

- Printing the letter from Governor Patrick and tri-fold brochure sent to approximately 400,000 Massachusetts households
- Printing copies of the 44-page Massachusetts specific guide with an accompanying supplemental audio CD, and mailing out the guides in response to requests (Other states have realized a response rate of 7% to 20%.)
- Materials and technical assistance that may be used for outreach and public relations.

Funds already approved from the Massachusetts Community First Systems Transformation Grant paid the postage costs for the initial mailing. No state funds are being used for “Embrace Your Future”.