

# THE LONG TERM CARE DISCUSSION GROUP

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A VOLUNTARY INDEPENDENT GROUP THAT MEETS SOLELY FOR THE PURPOSE  
OF EDUCATING THE POLICY COMMUNITY ON ALL FACETS OF LONG TERM CARE

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Thursday September 27, 2012

10:00 a.m. Eastern Time

**American Council of Life Insurers (ACLI)**  
**Committee Conference Room**  
**101 Constitution, 7th floor**  
**Washington, DC 20004**

Speaker: Hunter McKay  
Administration for Community Living

## Awareness Campaigns: Long Term Care and Alzheimer's Disease

This session will provide information on two awareness campaigns underway from the Administration for Community Living (ACL). This includes an update on the ongoing Long Term Care Awareness Campaign. Information will be provided on the results of this year's media buy, planned improvements to the website [www.longtermcare.gov](http://www.longtermcare.gov) and preliminary plans for next year. The session will also provide an overview of the Alzheimer's Awareness Campaign that kicked off in May with the launch of [www.Alzheimers.gov](http://www.Alzheimers.gov) along with a media campaign. Information will be provided on results of the launch and initial media buy plus preliminary plans for next year.

**Hunter McKay** is a Social Science Analyst for the Administration for Community Living where he is project director for the National Clearinghouse for Long Term Care Information. His previous work includes overseeing preliminary marketing strategies for the CLASS program as well as managing long term care related research for the HHS Assistant Secretary for Planning and Evaluation. Prior to working for the federal government he worked as Deputy Director for a number of Robert Wood Johnson Foundation National Program Offices including the Partnership for Long Term Care, and the Medicare/Medicaid Integration Program. He holds a BA from Hampshire College and a MA in Public Policy from the University of Maryland.

The Administration for Community Living is a newly organized entity within DHHS, created by combining several others units. The Administration for Community Living (ACL) includes the Administration on Aging, the Office on Disability and other Administration disability

efforts. This new agency offers enhanced policy and program support with the goal of increasing access to community supports and full participation on the unique needs of older Americans and people with disabilities. More can be found in Secretary Sebelius' announcement, at <http://www.hhs.gov/news/press/2012pres/04/20120416a.html>

Please RSVP to Jenifer Allen at [JAllen@univitahealth.com](mailto:JAllen@univitahealth.com). **RSVP REQUIRED.** Participation by phone is available for a limited number of callers. To participate by phone, you must RSVP to receive dial-in information.

(If you have already sent your RSVP, please just let us know if the venue change will result in your cancellation. Otherwise, your information will be submitted to the receptionist at ACLI)

**Long Term Care Discussion Group Co-Chairs:  
Winthrop Cashdollar, John Cutler, Karl Polzer, Jill Randolph, and Eileen J. Tell**

*For more information about the Long Term Care Discussion Group, and to access materials and information relating to previous meetings, visit [www.ltcdiscussiongroup.org](http://www.ltcdiscussiongroup.org)*