



Silver Key Coalition

Working to Make Michigan a No Wait State for Senior In-Home Services

FY 2017 STATE BUDGET ADVOCACY STRATEGY FOR AGING AND ADULT SERVICES AGENCY IN-HOME SERVICES

BACKGROUND

The Silver Key Coalition was formed in 2014 to advocate for an increase in state funding for in-home services supported through the Michigan Aging and Adult Services Agency (AASA). The coalition goal is to eliminate wait lists (4,500 older Michigianians in FY 2014) by securing a \$10 million increase in state funding over a three year period. A \$5 million increase was allocated for FY 2015 (a 7.5% increase), but no increase was approved for FY 2016. Progress was made toward serving those who were on wait lists going into FY 2015. But rising wage and food costs, increased demand related to the population growth, and many seniors who previously had no hope of getting help due to long wait lists making their needs known for the first time, thwarted a decline in the number of individuals on wait lists.

FY 2015 RETURN ON INVESTMENT OF \$5 MILLION

The \$5 million increase for FY 2015 was allocated to home delivered meals (\$1.8 million) and other in-home services (\$3.2 million). This 7.5% increase enabled service providers to leverage additional resources and **achieve an 8.9% increase** in the number receiving in-home (excluding home delivered meals) services (1,778) individuals **and a 20.6% increase** in the number of units (140,875 hours) served. Home delivered meal providers achieved a 10.9% increase in older adults served (5,207 more individuals), and delivered 589,434 more meals (7.6% increase).

The \$5 million for FY 2015 was intended to serve the 4,500 individuals on wait lists from 2014. Individually, the AASA service programs led the charge by increasing their FY 2015 serving levels by 6,985 individuals; **55% more individuals than expected**. 773 individuals received both in-home services and home delivered meals.

Despite the higher than expected performance by Michigan's Aging Network to assist individuals seeking help to maintain their independence, at the close of FY 2015, in-home service wait lists increased from 4,366 in the first quarter to 7,043 at the end of the fourth quarter.

FY 2017 OBJECTIVE

Advocate for a \$5 million investment in state funding for in-home services available through the FY 2017 AASA budget that is needed to serve those on wait lists at the beginning of FY 2016 (approximately \$1.1 million for home delivered meals and \$3.9 million for other in-home services).

IN-HOME SERVICES

In-home services are defined as non-Medicaid home and community-based services that assist individuals and family caregivers to manage and/or perform necessary activities of daily living. These are services that would be funded under the Community Services, Nutrition Services, and Respite Care line items of the OSA budget. Specific services are:

- Personal Care
- Homemaking
- Respite
- Home Delivered Meals
- Chore/Minor Home Repair
- Adult Day Care
- Personal Emergency Response System
- Medication Management

MESSAGING

The campaign messaging will feature a rationale for the value and positive outcomes of in-home services, and will be fueled by information, education, and talking points on unmet needs and the proposed solution. The main message will stress the exceptional productivity by the Aging Network to increase the number of individuals assisted, increase funding for those on wait lists, and emphasize progress in addressing unmet needs. Key components could include:

- Data
 - Document factors behind the surge in demand for 2015
 - Value for Money aspect of in-home services
 - Unmet needs info-graphic
 - Wait lists for older adult and adult with a disability programs
 - Return on investment to the state based upon FY 2015
 - Document progress in reducing wait lists
 - Document impact of minimum wage increase on AAAs/Providers
- Personal accounts
 - Consumer stories
- Campaign theme
 - Continue Silver Key Coalition – the Key to Senior Independence
 - Emphasis will be placed on making progress toward the goal and addressing unmet needs

CAMPAIGN COMPONENTS/ACTIVITIES

The campaign will feature a range of activities and products intended to generate public, administrative, and legislative support for an increase in state funding for in-home services, potentially including:

- Face to face meetings with decision makers
- Media coverage

- Letter writing campaign
- Iconic mailings (i.e. home delivered meal consumer notes on paper plates)
- Newspaper editorials
- Facebook, Twitter, YouTube, SKC Website
- Legislators participate in district in-home service activity, post pictures of Legislators and Governor doing service activities on SKC website
- Budget hearing testimony
- Local events/rallies/presentations
- Media coverage: persons on wait lists now being served

TARGETED AUDIENCES

January 1 – February 15	Meeting with Governor’s office
February 15 – June 1	Appropriations Committees, Legislators
May 11	Older Michiganians Day
After May Revenue Conference	MDHHS Budget Conference Committee members

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