



*Improving the lives of older Americans*



# Economic Security Matters

Giving Voice to Vulnerable Older Adults

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2011 Jefferson County Summit on Aging

Littleton, CO

June 28, 2011

# National Council on Aging (NCOA)

Improving the lives of millions of older adults, especially those who are vulnerable and disadvantaged, focused on two impact areas:



Enhancing  
Economic  
Security



Improving  
Health

# One Away

## The Campaign for Elder Economic Security

STORIES OF STRUGGLE

TELL CONGRESS

DISCUSS SOLUTIONS

STATE PARTNERS

NEED HELP?

# ONE AWAY

CAMPAIGN FOR ELDER ECONOMIC SECURITY

SEND MESSAGE TO CONGRESS

WHAT IS WORKING?

DISCUSS SOLUTIONS NOW



Meet Bettye, Maria, and Andre. Like 13 million seniors, they live one medical bill, one missed meal, or one lost job away from economic disaster. They worked hard all their lives, but now every day is a struggle just to make ends meet. Don't let them struggle in silence. Help us call for change.

[www.oneaway.org](http://www.oneaway.org)

# Local Advocacy Partners



**ONE AWAY**  
CAMPAIGN FOR ELDER ECONOMIC SECURITY

## LOCAL ADVOCACY PARTNERS

Local Advocacy Partners are the 14 leading aging organizations working on elder economic security and collaborating with *One Away*. These advocates are capturing video stories of older adults in their communities, coordinating broad outreach to their own networks, and providing a powerful local voice to NCOA's national campaign.

**FIND A LOCAL ADVOCACY PARTNER**

CALIFORNIA	COLORADO
ILLINOIS	IOWA
KENTUCKY	MARYLAND
MINNESOTA	NEW YORK
NORTH CAROLINA	PENNSYLVANIA
TEXAS	VERMONT
WASHINGTON	WISCONSIN



- |                |              |
|----------------|--------------|
| CALIFORNIA     | COLORADO     |
| ILLINOIS       | IOWA         |
| KENTUCKY       | MARYLAND     |
| MINNESOTA      | NEW YORK     |
| NORTH CAROLINA | PENNSYLVANIA |
| TEXAS          | VERMONT      |
| WASHINGTON     | WISCONSIN    |

# 4 Things You Can Do

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1. Join the Seniors' Resource Center campaign  
[www.oneaway.org/CO](http://www.oneaway.org/CO)
2. Share a story of struggle online and send it to Congress or mail in a *One Away* postcard  
[www.oneaway.org/Share-Your-Story](http://www.oneaway.org/Share-Your-Story)
3. Discuss solutions  
[www.oneaway.org/Discuss-Solutions](http://www.oneaway.org/Discuss-Solutions)
4. Review the advocacy toolkit ([www.ncoa.org/toolkit](http://www.ncoa.org/toolkit)) and learn more about what it means to join the campaign ([www.oneaway.org/changemakers](http://www.oneaway.org/changemakers))

# Seniors' Resource Center



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LOCAL ADVOCACY PARTNERS  
**COLORADO**

One Scam Away

By: BRANDON EDELMAN, Seniors' Resource Center [Share](#) 3 [Tweet](#) 1 [Email](#) 11  
MAY 24, 2011 **COMMENTS: 0**

ABOUT THIS PARTNER



SENIORS'  
RESOURCE  
CENTER

SRC is a 33-year-old community partner providing person-focused, coordinated services to enhance independence, dignity, and quality of life. SRC's service lineup includes adult day and respite care, care management, in-home care, job training, mental health outreach, transportation, volunteer opportunities, and wellness.

When the victim's brother discovered that his sister, who suffers from Alzheimer's disease, was wiring money on a monthly basis to scam artists in Jamaica, it was too late. The majority of her savings was gone. Her economic security has been compromised and she now faces bankruptcy. [Read More >>](#)

CATEGORIES **VIDEO**

[www.oneaway.org/CO](http://www.oneaway.org/CO)

# Share Your Story

**ONE AWAY**  
CAMPAIGN FOR ELDER ECONOMIC SECURITY

**WHAT DOES ECONOMIC STRUGGLE LOOK LIKE?**

Share 39 Tweet 16 Email 28

Do you know an older adult who is struggling just to make ends meet? Tell us about it, so we can spread the word and make life better for all seniors.

SEND MESSAGE TO CONGRESS

WHAT IS WORKING?  
DISCUSS SOLUTIONS NOW

LOCAL ADVOCACY PARTNERS

1238 STORIES AND COUNTING. SHARE THE NEXT ONE.  
WHAT DOES ECONOMIC STRUGGLE LOOK LIKE?

My grandmother can't afford new glasses since her old ones broke, nor can she afford a hearing aid. I shudder to think what would happen if she needed more expensive care...

**ASHLEY LYNN, MA** JUNE 23, 2011

bleak

**BONNIE LIMERICK, ME** JUNE 23, 2011

Seniors should be able to age with dignity instead of being reduced to a lifestyle that is

# *One Away: Stories of Struggle*

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*“I have to make tough choices between food and medicine. I'm diabetic so I must eat the right kinds of food but if I do I can't afford my medicine which I must have to live.*

*“I have Medicare part D but can't always afford co-pay.*

*“I only get \$694 a month to live on. Could YOU live on \$694 a month?”*

# Discuss Solutions

STORIES OF STRUGGLE TELL CONGRESS DISCUSS SOLUTIONS WATCH VIDEOS NEED HELP?

## ONE AWAY DISCUSS SOLUTIONS

CAMPAIGN FOR ELDER ECONOMIC SECURITY

What can we do to help older Americans who are struggling? The conversation has started—add your ideas on how we can improve programs and services around employment, nutrition, health, housing, and transportation for vulnerable seniors in your community.

**SEND MESSAGE TO CONGRESS**

### WHAT IS WORKING?

**DISCUSS SOLUTIONS NOW**

LOCAL ADVOCACY PARTNERS

### Fighting for Affordable Senior Housing in these Troubled Times

By: ALAYNA WALDRUM, LeadingAge  
JUNE 23, 2011

[Share](#) 23 [Tweet](#) 2 [Email](#) 1

COMMENTS: 0

The Section 202 Supportive Housing for the Elderly program currently houses nearly 400,000 seniors throughout the country. Since 1959, Congress has funded the development of affordable apartment buildings for seniors, and these innovative communities have led the way in creating successful models of supportive, service-enriched, person-centered housing. Yet after cutting this program's funding by 51% in their FY2011 budget, Congress is now considering whether to end the Section 202 development program while continuing to support those already residing in Section 202 housing. [Read More »](#)

### Elder-Nomics

# Join: CHANGEMAKERS

[www.oneaway.org/changemakers](http://www.oneaway.org/changemakers)

**ONE AWAY**  
CAMPAIGN FOR ELDER ECONOMIC SECURITY

**CHANGEMAKERS**

Thank you for your interest in helping promote the One Away campaign at the community level! We are working to reach all older adults who are struggling to make ends meet and you can help make sure we're giving a voice to as many people as possible.

Here are 3 things you can do to spread the word and help make life better for all seniors.

- 1. Hand out postcards at your local senior center.**  
We created One Away postcards so that older adults who can't get online can write a story of struggle and mail it to us to be part of this campaign.  
**Here's what to do:** [Click here](#) to order postcards that will be mailed to you. Then, bring them to your community organization, pass them out to older adults, and help them write their stories. We suggest you collect them right then and drop them in your nearest mailbox so they make it back to us. If you need help finding a local senior center in your area, please [contact us here](#).
- 2. Organize an event to watch a video and talk about One Away.**  
Events are excellent opportunities to have a conversation about how older adults are struggling to make ends meet and what needs to be done about it.

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# ONE AWAY

CAMPAIGN FOR ELDER ECONOMIC SECURITY

See the videos, learn about our  
campaign, and get involved at:

[www.oneaway.org](http://www.oneaway.org)