

Mapping the Margins: **Targeting Enrollment Gaps using NCOA's new Benefits Participation Map**

2024 OHIC National Conference
July 17, 2024



Agenda

1. NCOA Introduction

2. Center for Economic Well-Being Overview

3. Benefits Participation Map- Methodology

4. Live Tool Demo

5. Questions and Discussion

Why aging well matters

Aging well is about living well.

It's about staying healthy and financially secure as long as possible.

But systemic disparities—based on gender, color, sexuality, income, and zip code—make it impossible for every person to achieve.

We're changing that.

TODAY, IN AMERICA

**80.8
million**

Americans will be
65+ in 2040

**15
million**

Americans 65+
are economically
insecure

79%

of older adults
have at least two
chronic health
conditions

Who we are

Vision

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

Mission

Improve the lives of millions of older adults, especially those who are struggling

Goal

Impact the health and economic security of 40 million older adults by 2030, especially women, people of color, LGBTQ+, low-income, and rural individuals

The work we do

Resources



Trusted, unbiased information that enables older adults and their caregivers to take small steps that can have a big impact on their health and financial security

Best Practices



Technical assistance and support for professionals in community-based organizations who serve older adults every day

Tools



Personalized, online support for individuals to find benefits, choose a Medicare plan, prevent falls, manage their budget, and plan for a healthy and secure life

Advocacy



A national platform and voice to fight against ageism—and to strengthen the federal programs we all depend on as we age

The people we engage

Older Adults



Parents, grandparents, neighbors, and friends, aged 55+, living at home

Professionals



Individuals who serve older adults every day at senior centers, community-based organizations, and social and human services agencies

Caregivers



Multigenerational family and friends who care for older loved ones at home

Advocates



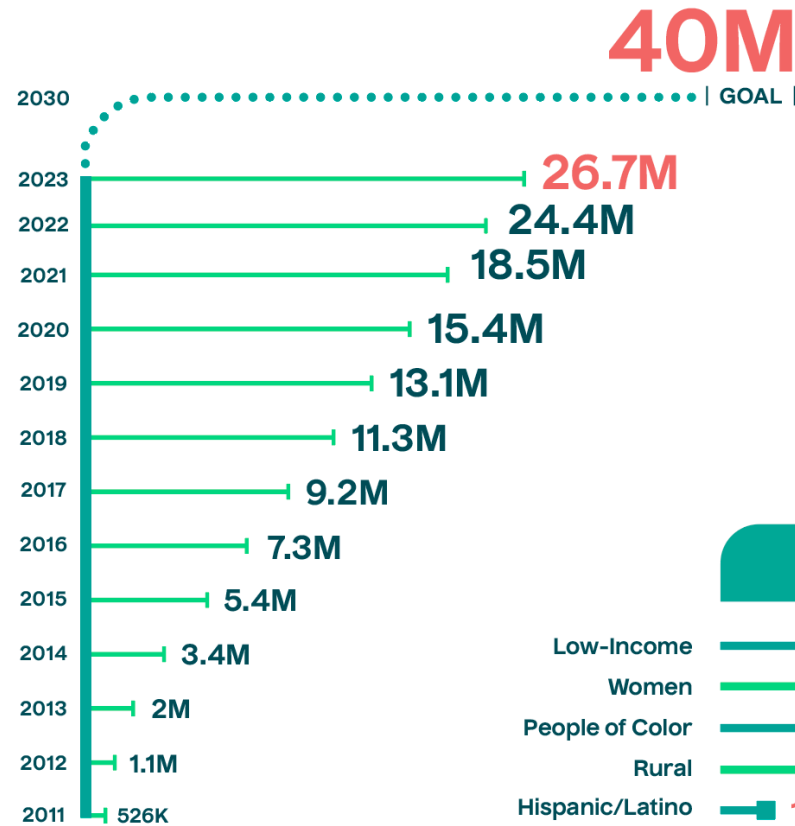
Individuals who want to shape aging policy and influence policymakers

Our impact

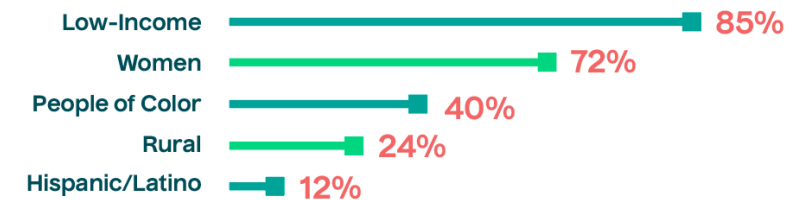
Goal: 40 million by 2030

- 72% - Women
- 85% - People with incomes below 300% of the Federal Poverty Level
- 24% - People living in rural communities
- 40% - People of color
- 12% - Hispanic/Latino
- LGBTQ+ (for various reasons, we do not collect this data; no target, but intentionality in approach has been prioritized)

OUR SOCIAL IMPACT



OUR FOCUS ON EQUITY



Center for Economic Well-Being Core Areas

Supporting the Direct Care Workforce

The Direct Care Workforce Strategies Center

The Strategies Center builds capacity to support community living by focusing on state systems change by providing resources, technical assistance, and training to states, service providers, and aging and disability stakeholders to improve recruitment, training, and retention of the nation's direct care workforce.

MIPPA Resource Center

The National Center for Benefits Outreach and Enrollment

The Center offers tools and training to help counselors find and enroll low-income people with Medicare into benefits that save money on health care, prescriptions, food, and more.

Benefits Enrollment Centers

90 Benefits Enrollment Centers (BECs) across 39 states to help low-income seniors and younger adults with disabilities to access programs that pay for healthcare, food, and more.

Economic Security and Social Safety Net Initiatives

Senior SNAP Initiative


The initiative supports increased outreach and enrollment of older adults into the nation's biggest food assistance benefit.

Financial Literacy and Education

Supporting individuals and community-based organizations with resources on retirement, budgeting, scam avoidance, and ways to make money go further.

Meet BenefitsCheckUp



 English 

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Worry Less and Age Better with BenefitsCheckUp

BenefitsCheckUp® connects millions of older adults and people with disabilities with benefits programs that can help pay for health care, medicine, food, utilities, and more. See what's available in your area by entering your ZIP code below.

 Enter zip code



Benefits Participation Map: Project History

- Goal: Addressing the gap between eligibility and participation in key benefits for Medicare beneficiaries age 65+
- 2020: NCOA and the Urban Institute established a 3-year contract to develop participation estimates for three programs:
 - *Supplemental Nutrition Assistance Program (SNAP)*
 - *Supplemental Security Income (SSI)*
 - *Medicare Savings Programs (MSPs)*

Tool Overview

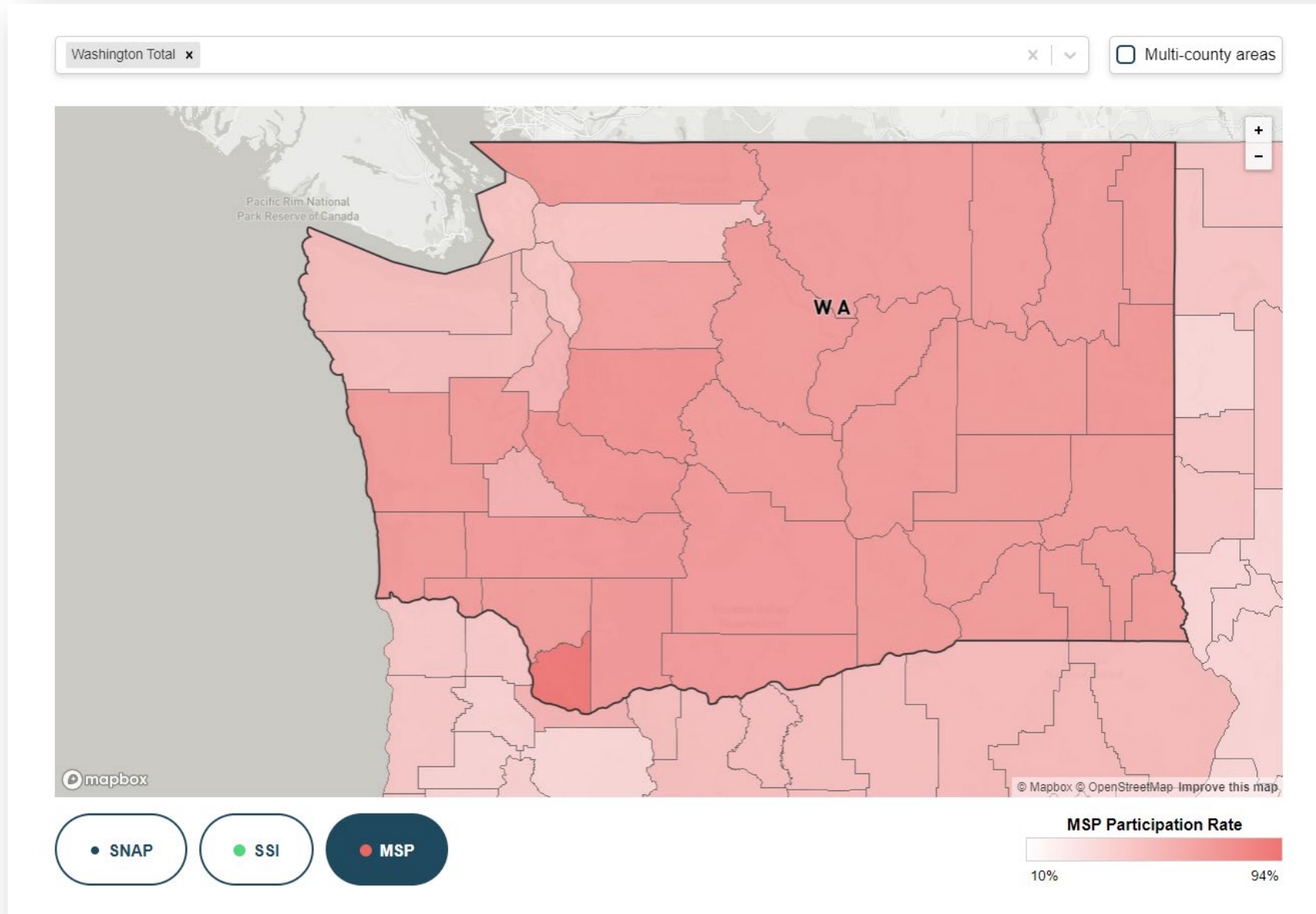
What is the tool?

- An interactive data visualization tool that maps participation rates for these three programs at the sub-state level
 - Individual counties or groups of counties

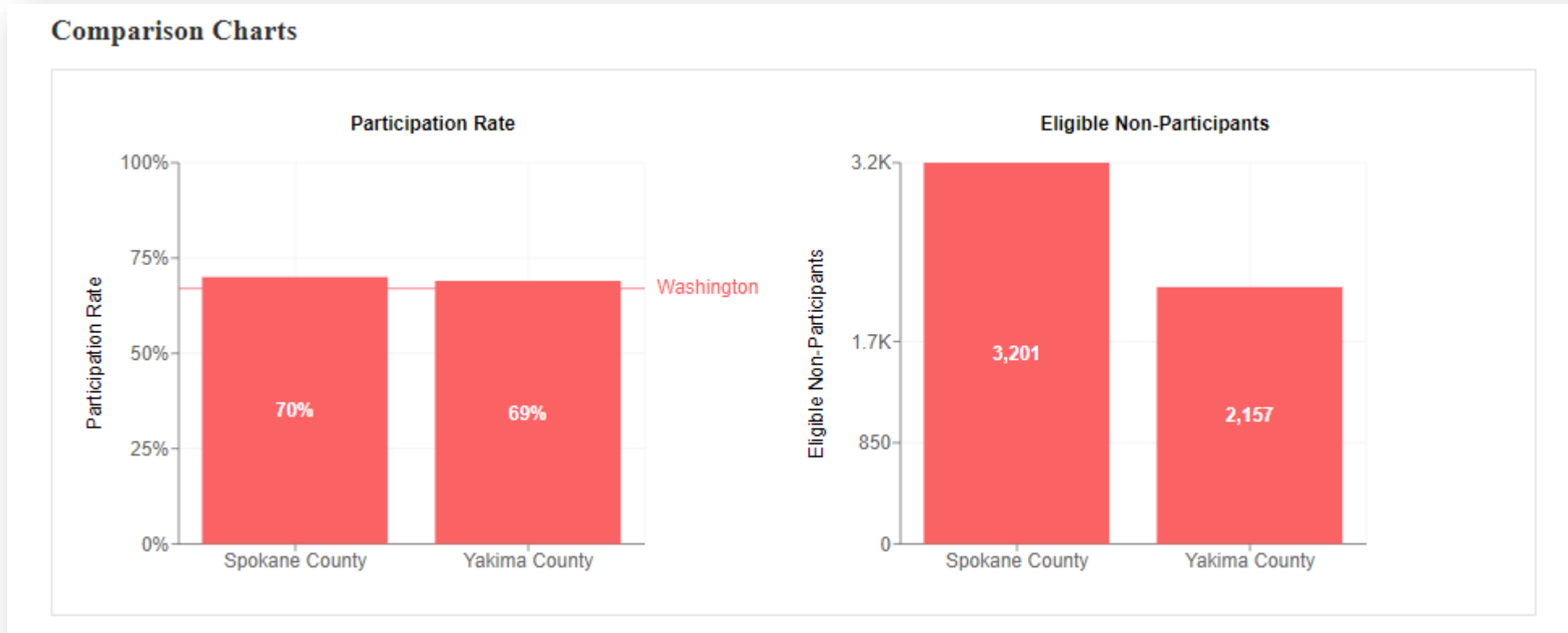
What are its features?

- One interactive map for each program: **SNAP**, **SSI**, **MSP**
- Comparison charts
 - Shows the county participation rate for the selected program against the state average
 - Provides the number of eligible non-participants in the selected area
- Comparison table
 - Exportable data table of all user selections

MSP Participation Rate, Washington State



MSP Comparison Chart, Spokane and Yakima Counties



- Shows the county participation rate for the selected program against the state average
- Provides the number of eligible non-participants in the selected area
 - NCOA is exploring feasibility of including the number of actual program participants

Methodology

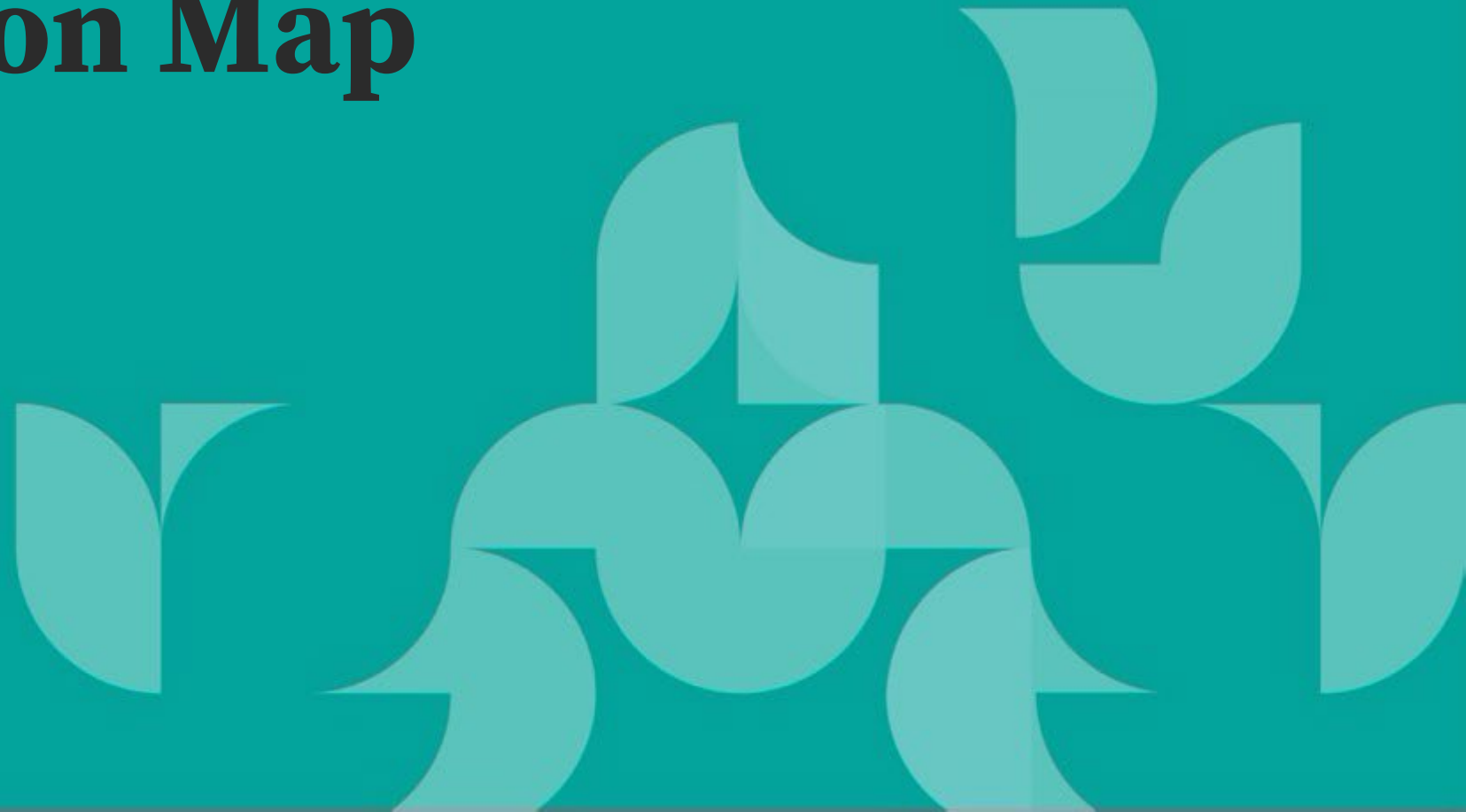
- Administrative data can provide counts of program *participants* at the county or substate level, but does not count those who are eligible and do not participation
- The Benefits Participation Map visualizes estimates of participation rates using Urban Institute's ATTIS model
 - Simulates program eligibility using the American Community Survey data and administrative program data
- Developed using 2018 data
 - NCOA is exploring the feasibility of updating the tool with 2023 data, once available
 - 2019-2022 data are outliers due to the Covid-19 pandemic

Methodology- Data Availability

- Each figure populates based on the user's data selection
 - Entire state(s)
 - One or more counties- By name or by zip code
- In some instances, participation rates are calculated for groups of counties
 - County is not identified for some people in the data due to sample size of the county
 - County may not have enough eligible adults
 - For these cases, the counts of eligible non-participants are unavailable

Benefits Participation Map

Tool Demo



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Q&A and Discussion