

Response to Questions on the FY 2016 Budget

Request By: Supervisor Gross

Question: What opportunities are there to advertise services available at the Annandale Adult Day Health Care site?

Response: The Health Department has a marketing plan for the Adult Day Health Care Program (ADHC) that has been updated continuously over the past 10 years. The plan includes targeted outreach to homeowners associations, rotary clubs, faith based groups and small and large business owners across the County including Annandale. The plan also includes outreach to physicians, social workers, and hospital discharge planners in addition to the publishing of articles and advertisements in a variety of publications (e.g., Newsletters, Connection newspaper, Golden Gazette).

Each year the marketing plan is evaluated and varying strategies are employed to increase awareness of the program in the community. Focus groups have been held with community leaders from ethnically diverse communities and Human Resource Departments in large corporations (e.g., Aerospace Corp., Inova Employees' Assistance Program, Exxon Mobil) and targeted outreach has been conducted that focuses on caregivers, mostly working adult children, in need of ADHC services.

The marketing plan for the ADHC services is more robust than what is in place for any other program or service in the Health Department. There are other forms of marketing (mailings; direct mail; use of paid marketing firms) that could be utilized; however, when there is demand or need for a service/program in the community, most human service programs do not require additional forms of advertising such as these. The bulk of referrals come from other human service providers, word of mouth from caregivers, and the department's website, so the Health Department works to ensure that all of these resources are fully utilized and that the website is up to date. The department is currently in the process of updating the website, which was last updated in early FY 2015, in an effort to test the effectiveness of various media strategies that increase awareness of ADHC in the community. Other social media resources such as Facebook and Twitter are also being explored. Please see Attachment 1 for a history of marketing strategies utilized for advertising the ADHC services over the last several years.

Despite marketing efforts, the average daily attendance in the ADHC program overall continues to decline. This trend does not appear to be reversing during FY 2015. The downward trend program-wide is shown below:

- FY 2011, the average daily attendance was 134
- April 2012, the Braddock Glen ADHC ceased operations and 17 ADHC participants enrolled in the Inova: Program of All Inclusive Care of the Elderly (PACE)
- FY 2013, the average daily attendance was 105
- FY 2014, the average daily attendance was 96
- YTD FY 2015, the average daily attendance is 90

Given the recent trends, the decision to close an Adult Day Health Center was made from a programmatic perspective. It was based on the program as a whole operating under capacity and a trend towards a lower enrollment; the proliferation of new Long Term Care (LTC) options available in the community; and the capacity to serve all of the current participants in four rather than five centers, with room for growth as needed. Annandale was identified for closure due to the building's age and small size in comparison to the other centers as well as its lower capacity based on licensing requirements, not because of average daily attendance levels specific to the site, which are similar to the other centers. As it is located less than four miles from the Lincolnia ADHC site which is undergoing renovations, it is anticipated that those currently receiving services at the Annandale site should be able to continue receiving services at Lincolnia (or another site of their choosing) with minimal impact to service delivery. The remaining four centers will be able to meet the needs of the population currently served with the ability to serve more individuals if demand increases.

History of Marketing in the Adult Day Health Program

Since 2005, the Adult Day Health Program has continuously reviewed and revised its marketing strategies to increase participant enrollment and diversity. Marketing activities included the following:

2005

- Physicians - Center Nurse Coordinator (CNC) sent out an ADHC marketing packet to 100 (20 each CNC) physicians each year. The marketing packet will include: a letter, brochures, Fact Sheets, List of Caregiver Workshops and Support Groups, CNC business cards and an ADHC pen.
- Social Workers – CNC will regularly attend the county Geriatric and Interdisciplinary Teams in an effort to market the ADHC program to county human service workers. Provide marketing packet and show 7 minute video
- At least once a year the CNC met with and marketed program to hospital discharge planners
- In collaboration with representatives from culturally diverse populations determined what kinds of strategies to implement to make the ADHC program more attractive to this underserved population.

2006–2013 Built upon the above plan and added the following

- Presentations to Faith-Based Communities
- Brochures provided to Faith-Based Communities
- Marketing packets provided to HR departments in local large businesses
- Presentation to Employee Assistance Program counselors for Inova
- Channel 16 developed marketing dvd and broadcast it on TV
- Channel 16 interview with Supervisor Gross
- Presentation to Aerospace Inc. (employees/caregivers)
- Article for EAP newsletter (to Fairfax County Employees)
- Provide brochures and brochure holders to physicians, rehab centers, and hospital discharge planners
- Provided informational booths at numerous vendor fairs
- Advertised specials in Golden Gazette and Newslink (Employee discount)
- Listing in the Guide to Retirement Living (The Source Book)
- Showcasing program in library display cases throughout county
- Presentation and Focus Group for Hispanic population in Herndon area

FY 2014

- Rebranded program – new logo, website, fact sheets and new Channel 16 video
- Articles about benefits of ADHC as shown in results of Penn State study our caregivers participated in were published in:
 - ✓ AARP VA
 - ✓ Golden Gazette
 - ✓ The Connection (X4)
 - ✓ FairfaxNet
 - ✓ Caregiver Corner online
 - ✓ Braddock Beacon
 - ✓ Homeowners Association Newsletters (5)
 - ✓ Newslink with 20% employee discount

Other Articles:

Northern Virginia Magazine interview of caregiver and participant

- Advertisements
 - ✓ Golden Gazette
 - ✓ Fairfax Insider
 - ✓ Hot Flash - online newsletter for Fairfax County Retirees
 - ✓ Our Lady of Good Counsel (silent auction program)
 - ✓ Center Without Walls Newsletter
- Presentations:
 - ✓ Annandale Rotary Club
 - ✓ Dementia Care Consortium
 - ✓ Geriatric Case Managers
 - ✓ AARP –(2)
 - ✓ National Association of Retired Federal Employees (2)
 - ✓ NCS presentations to 4 regions
 - ✓ LTCCC
 - ✓ Senior Citizens' Council at Lincolnia
 - ✓ Multicultural Ambassador Program
 - ✓ ProAging Network

In addition, contact was made to multiple home health agencies, assisted living facilities, rehab centers, geriatric case managers, and other medical care providers on an ongoing basis.

FY 2015

- Advertisements
 - ✓ Golden Gazette (monthly nurse's article and ad)
 - ✓ Fairfax Insider
 - ✓ Center Without Walls Newsletter
 - ✓ The Connection (X4)
- Articles
 - ✓ Golden Gazette – Asian Open House at Lewinsville
 - ✓ Connections – Creative Aging Festival
 - ✓ Annandale Blog with reporter Ellie Ashford
 - ✓ Fairfax 50+ and E-News
- Presentations
 - ✓ Rajdhani Mandir a Hindu temple in Chantilly
 - ✓ Georgetown Memory Clinic
 - ✓ Antioch Baptist Church
 - ✓ Virginia Hospital Center
 - ✓ Fairfax County Fire and Rescue Academy
 - ✓ Kaiser Permanente Falls Church
 - ✓ George Mason University and Music and Memory Program
 - ✓ Podcast re: ADHC program
 - ✓ Mature Living taping of the importance of art for those with dementia (Rec Therapist)
 - ✓ Ethiopian Community

- ✓ ADHC participates or is represented in numerous vendor fairs related to healthcare or the needs of seniors every year (at least ten per year).

In addition, contact was made to multiple home health agencies, assisted living facilities, rehab centers, geriatric case managers, and other medical care providers, as well as providing ADHC representation at ElderPro, ProAging and Western Fairfax Advocates for the Aging, (professional organizations related to the care of the older adult) on an ongoing basis.