



spotlight on finances

Long Term Care Awareness Day Promotes Education & Dialogue

(NAPS)—With the mission of “Awareness—Education—Dialogue,” a day has been set aside to encourage Americans to start thinking about long term care, educating themselves about long term care options, and begin discussions with their families.

The GE Center for Financial Learning (www.financiallearning.com), a leading resource for objective financial education, together with a coalition of leading academic and advocacy groups, declared Nov. 14 as the first National Long Term Care Awareness Day to promote a nationwide discussion about the need to properly plan for long term care needs of the future.

You may visit the GE Center for additional resources, educational materials, tips, discussion guidelines, and other critical resources.

In preparation for National Long Term Care Awareness Day, the GE Center recently completed a survey of people’s attitudes and readiness regarding long term care.

The study, conducted by *Reader’s Digest*, found that while most Americans say they are concerned about their long term care needs and desire to live independently in their old age, most are uneducated on the topic and have not taken any action to ensure their physical and financial freedom. In addition, almost half the survey respondents wrongly assume that Medicare will cover their long term care costs.

Joining The GE Center for Financial Learning in this effort as charter members are the Alzheimer’s Association, American Parkinson’s Disease Association, American Society on Aging, Citizens for Long Term Care, Long



Planning for long term care needs can help ensure a more comfortable old age.

Term Care Insurance Educational Foundation, Rebuilding Together, Visiting Nurse Associations of America, Women’s Institute for a Secure Retirement (WISER), and the Women’s Institute for Financial Education (WIFE).

The group intends to make National Long Term Care Awareness Day an annual event with a goal of increasing Americans’ knowledge of important health and financial issues they will face while growing older.

According to David Durenberger, former U.S. Senator and chairman for Citizens for Long Term Care, too many Americans wait until they are facing a crisis before they start thinking about long term care.

Durenberger praised the efforts of the GE Center and the coalition in declaring the first National Long Term Care Awareness Day, which he hopes will serve as a wake-up call to the nation.

Consumer resources and additional information about National Long Term Care Awareness Day can be found online at www.financiallearning.com.