



Connecting You to Community Services

**FOR IMMEDIATE RELEASE**

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**With First Baby Boomers on the Verge of Turning 65, Eldercare Locator Gears-up  
for a Rapidly Aging Population**

*85 Percent of Adults 45+ Are Interested in Learning about Aging Issues; Newly Enhanced  
Call Center to Serve as Nationwide Link to Information and Services for  
Older Adults and Caregivers*

Washington – The Eldercare Locator, a free, public service that has been connecting older adults and caregivers with resources in their community for nearly 20 years, is gearing-up for the “boom” of aging Americans. Today, Kathy Greenlee, Assistant Secretary for Aging cut the ribbon on a newly enhanced, person-centered call center that will serve as a link to information and services for older adults and caregivers across the United States.

“In January, the first baby boomers will turn 65; this will mark the beginning of a dramatic increase of older adults in the United States. By 2030, there will be an estimated 72 million persons 65+, more than twice the number than in 2000,” said Greenlee. “It is essential that these older adults and their caregivers are aware of what resources are available to them in their community. Calling the Eldercare Locator is an important step to learning about aging resources.”

The Eldercare Locator, a service of the U.S. Administration on Aging, is a toll-free number (800.677.1116) for older adults and caregivers looking for information about aging services in their community. As part of the newly enhanced call center, callers will speak with an Information Specialist (from 9 a.m. to 8 p.m. Mon. – Fri.), who will help connect them to a local agency in their area for information and assistance. Additional information will also be available for callers who have questions about long-term care alternatives, transportation options, caregiver issues and government benefits eligibility. Information is available in Spanish and other languages.

The Eldercare Locator service also features a newly re-designed website for boomers and older adults. A survey conducted by the Eldercare Locator found that 43 percent of adults 45+ indicated they preferred to receive information from the internet<sup>1</sup>. On [www.eldercare.gov](http://www.eldercare.gov), consumers can chat online with an Information Specialist and access an extensive database of links, publications and other resources for older adults and caregivers.

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<sup>1</sup> Report on Baby Boomers and Older Adults: Information and Service Needs. Sept. 2010.

“The enhanced services and personal touch offered by the new Eldercare Locator Call Center and user-friendly website will ensure that older adults and those who care for them receive quick, useful information from a reliable source,” said Greenlee.

When callers speak with an Information Specialist at the Eldercare Locator, they are connected with their local Area Agency on Aging (AAA), Aging and Disability Resource Center (ADRC) or Title VI Native American aging program. The Eldercare Locator survey found that 73 percent of those 45+ indicated they would be likely to contact their local Area Agency on Aging for aging information<sup>2</sup>. If consumers are unaware of how to contact their AAA, the Eldercare Locator can provide that information.

“Area Agencies on Aging, ARDCs and Title VI programs are tremendous resources for older adults and caregivers,” said Sandy Markwood, CEO of the National Association of Area Agencies on Aging (n4a), the organization that administers the Eldercare Locator. “Regardless of whether an older adult is looking for a ride to the doctor, a home-delivered meal, in-home services or other information or assistance, these agencies can help.”

The Eldercare Locator was established in 1991 and has received more than 1.9 million calls since its inception. In 2009, the Eldercare Locator received over 177,000 calls. Callers to the Eldercare Locator often inquire about aging resources, financial assistance, transportation, housing options, in-home services and a variety of other aging-related topics. [www.eldercare.gov](http://www.eldercare.gov) was established in 2001 and received more than 300,000 unique visitors in 2009. The Eldercare Locator is administered by the National Association of Area Agencies on Aging (n4a).

As part of the new Eldercare Locator Call Center, partner organizations have teamed up with n4a to provide the most pertinent and up-to-date information on aging to consumers. The National Center on Senior Transportation (NCST), Family Caregiver Alliance (FCA) and National Council on Aging (NCOA) have contributed information and expertise on senior transportation issues, caregiving and government benefits counseling.

The **National Association of Area Agencies on Aging (n4a)** is the leading voice on aging issues for Area Agencies on Aging (AAAs) across the country and a champion for Title VI Native American aging programs. n4a’s primary mission is to build the capacity of its members to help older persons and persons with disabilities live with dignity and choices in their homes and communities for as long as possible ([www.n4a.org](http://www.n4a.org)).

The **Administration on Aging (AoA)** of the U.S. Department of Health and Human Services, works with a nationwide network of organizations and service providers to develop a comprehensive and cost-effective system of health and long-term care that helps elderly individuals maintain their independence and dignity in their homes and communities ([www.aoa.gov](http://www.aoa.gov)).

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<sup>2</sup> Report on Baby Boomers and Older Adults: Information and Service Needs. Sept. 2010.