

# Connecticut Launches Campaign to Boost Long-Term Care Awareness, Workforce



NEWS RELEASE

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HARTFORD – Connecticut’s plan to expand long-term care options for seniors and adults with disabilities moved another step forward today with the launch of ‘My Place CT,’ a website and media campaign designed to boost awareness of consumer choices and caregiving careers.

“Making choices about long-term care and support just got easier,” Social Services Commissioner Roderick L. Bremby said in announcing the family-friendly website at [www.MyPlaceCT.org](http://www.MyPlaceCT.org). “In fact, the online resources and campaign are based on the theme of personal choice across the full spectrum of care – from the many options for staying healthy at home to receiving skilled nursing facility care.”

The new campaign is part of a broader plan announced by Governor Dannel P. Malloy in January to expand community-based alternatives to institutional care, while helping the nursing home industry diversify its business model to meet the changing needs of the aging population.

Vital to Connecticut’s Strategic Plan to Rebalance Long-Term Services and Supports is boosting public awareness of career opportunities as caregiver. The website and campaign will include promotion of opportunities in this growth-oriented workforce.

“Rebalancing Connecticut’s system of long-term services and supports meets two critical needs in our state,” said Office of Policy and Management Undersecretary Anne Foley. “The first is supporting quality of life -- ensuring that people can receive the services and supports they need in the setting they desire. The second is to help control the escalating costs to the state of long-term care. This will help us provide the alternative services that people want and need.”

Joining [www.MyPlaceCT.org](http://www.MyPlaceCT.org) will be print, radio, billboards and transit shelter ads, as well as video presentations in medical offices.

Funded by the federal Centers for Medicare and Medicaid Services and developed by Avon-based Mintz + Hoke, the campaign will begin in July and roll out over the next year. The website is now live, with sections on determining needs, finding and affording care and support, housing and transportation, and careers and training.

“Our goal is to provide clear and helpful information about the growing options available throughout Connecticut,” Commissioner Bremby said. “The theme of My Place CT is built on the premise that we are all in this caring effort together. Our home, our career, our choices and commitments all reflect on how long-term care and support can affect our lives in a positive way.”

Undersecretary Foley noted that a University of Connecticut needs assessment from 2007 showed that people lacked information about their choices for long-term care. “Without access to information, individuals can’t make an informed choice about their own care,” she said. “My Place CT will provide standardized information regarding long-term services and supports so that our residents and their families can make an informed decision about the type of care and setting they want and need.”

The [www.MyPlaceCT.org](http://www.MyPlaceCT.org) website and campaign were unveiled before about 200 service providers, advocates and other stakeholders in a strategic planning meeting at the Hartford Downtown Marriott this morning.

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Background information on the strategic rebalancing initiative announced by Governor Malloy earlier this year is at [www.ct.gov/dss/rebal](http://www.ct.gov/dss/rebal).

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