

# Veterans Long Term Care Needs Assessment

SAVA Update

March 15, 2024



DEPARTMENT OF  
**PUBLIC HEALTH &  
HUMAN SERVICES**

# Status Update



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# Background

## HB 264

- 2023 Montana legislative session
- Mandates the decennial Veterans Long-Term Care Needs Study focus on living conditions and support systems crucial for well-being of Montana's Veteran community
- Requires an assessment of the future needs for state and/or federal Veteran cemeteries



# Background

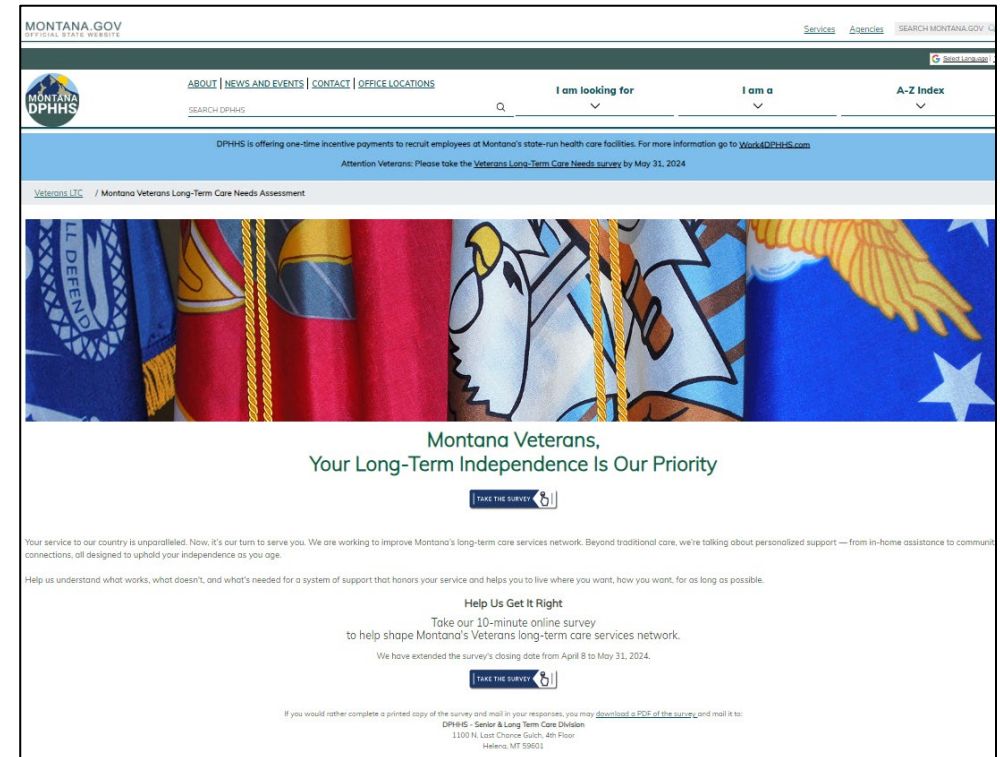
- Initial Stakeholder Meeting (8/18/23)
- Project proposal (sent 11/17/23)
- Final survey draft (sent 12/2/23)
- Marketing deck (sent 1/18/23)
- Collection of pre-existing data



# Outreach

## Website

- Veteransurvey.mt.gov
- Updated closing date to 5/31/24
- Signup link for non-veterans interested in participating in focus groups (spouses and family, caregivers, etc.)
- DPHHS site-wide web banner calls to action



The screenshot shows a web banner for the Montana Veterans Long-Term Care Needs Assessment. At the top, it features the Montana.gov logo and navigation links. The main heading reads "Montana Veterans, Your Long-Term Independence Is Our Priority" with a "TAKE THE SURVEY" button. Below this, there is a paragraph of text: "Your service to our country is unparalleled. Now, it's our turn to serve you. We are working to improve Montana's long-term care services network. Beyond traditional care, we're talking about personalized support — from in-home assistance to community connections, all designed to uphold your independence as you age." This is followed by a sub-heading "Help Us Get It Right" and another call to action: "Take our 10-minute online survey to help shape Montana's Veterans long-term care services network. We have extended the survey's closing date from April 8 to May 31, 2024." A second "TAKE THE SURVEY" button is provided. At the bottom, there is a note: "If you would rather complete a printed copy of the survey and mail in your responses, you may download a PDF of the survey and mail it to: DPHHS - Senior & Long Term Care Division, 1100 N. Last Chance Gulch, 4th Floor, Helena, MT 59601."

# Outreach

## Print Materials

- 11x17 Posters:
  - Printed on demand
  - 587 distributed to 15 partner organizations to date
- Mailer Cards:
  - Sent 2/25/24
  - 25,750 mailed to verified Veteran addresses across the state using MVAD mailing list.
- Info Cards for Walk-in Traffic
  - 4,235 distributed to date
  - 5,000 reprinted with new closing date



# Outreach

## Media

- *Montana Senior News*, Full-page back cover ad Feb/Mar and April/May
- MT Broadcasters Association, 2 months
- MTPR Sponsorship, 2 months
- Press release sent 2/29/24 to more than 1,500 recipients statewide
- Article running in the April issue of *Rural Montana Magazine*
- PSAs distributed to clinics for viewing on waiting room TVs



# Addressing Feedback



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# Feedback and Resolution

## Stakeholder Feedback

- Budget concerns
- Inclusion of cemetery questions
- Tallying paper surveys
- Delayed marketing
- Not partnering with all Area Agencies on Aging

## Department Response

- Budget is adequate
- Cemetery questions put back into the survey
- Paper submissions are low, but are counted in the results
- Extended length of survey
- All Area Agencies on Aging were contacted, 6 decided to participate.



# Update

## The Survey

- Launched 1/8/24
- Original closing extended to 5/31/24
- Surveys completed to date:
  - 2011 online
  - 83 on paper
- Most respondents, print and online, are completing full survey



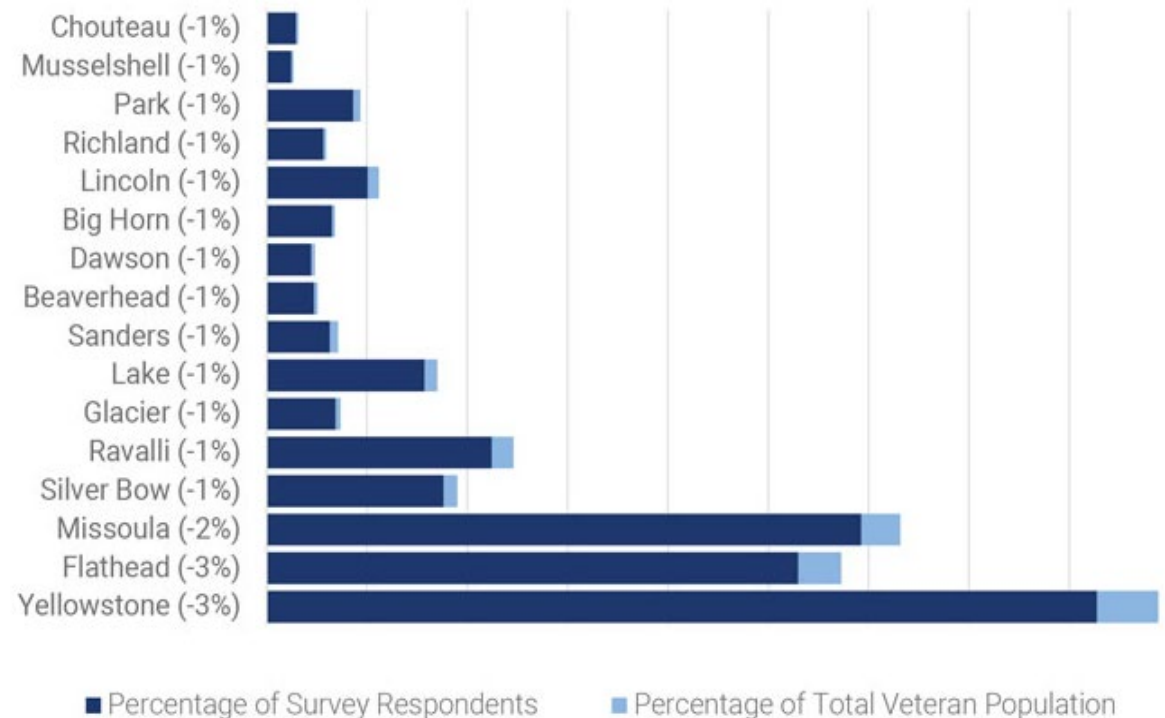
# Next Steps



# Additional Outreach

## Counties

These counties show the greatest under-representation of Veterans in the survey relative to their distribution across the state, highlighting key areas for additional outreach.



# Next Steps

- Continue outreach to prospective partner organizations
- Continue providing support to partner organizations
- Coordinate focus group registrations and events



# Analysis and Reporting

- Monitor analytics of web, survey, and social media, making adjustments in outreach as necessary
- Complete Cemetery data analysis
- Finish demographic analysis
- Present final report in September



# Thank You.



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