

---

## Minnesota's Own Your Future Initiative

---



Minnesota has begun an effort to urge Minnesotans to plan to meet their long-term needs, including how to pay for these services. It recognizes the dramatic increase in the number of Minnesotans who will be 85 and older by 2030 and the corresponding increase in the number of Minnesotans who will need help with personal care and household tasks because of age and/or disability. The Own Your Future initiative focuses on the need to increase the number of people using private financing options to pay for this type of help. Without additional private financing, the state could see significant—and unsustainable—increases in Minnesota's public long-term care budgets.

The Own Your Future initiative includes three parallel efforts:

- Implementation of the Own Your Future public awareness initiative throughout the state.
- Development of more affordable long-term care products for use by individuals who do not qualify for public programs but are not wealthy enough to self-fund their long-term care.
- Evaluation of possible changes to Medicaid to better align with and encourage private payment for long-term care.

### Public Awareness Effort

The first phase of Own Your Future is a public awareness effort that builds on a federal /state Own Your Future effort implemented by 26 states between 2005 and 2009. Objectives of the public awareness effort in Minnesota are to:

- Raise awareness among Minnesotans of the importance of planning now to identify personal and financial options to meet their future long-term needs.
- Increase the number of Minnesotans who have taken action to address and provide for their future long-term needs.

Key features of the public awareness effort are a letter sent from Governor Mark Dayton and Lt. Governor Yvonne Prettner Solon in October 2012 to Minnesota households between ages 40 and 65 and internet ads on websites relating to long-term planning topics. Both the letter and the Internet ads will direct individuals to the Own Your Future website, [mn.gov/ownyourfuture](http://mn.gov/ownyourfuture), where they can find information on long-term needs and information on actions they can take to create a plan.

An advisory panel also began working in June 2012 to help guide the Own Your Future public awareness effort, including development of the website and other materials for use by Minnesota employers, grassroots organizations and community groups from the fall launch through 2013. Results of the initiative will be measured by website visits and post-initiative survey results.

*September 2012*