



MISSOURI DEPARTMENT OF
HEALTH &
SENIOR SERVICES

PROMOTING HEALTH AND SAFETY



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

Innovating to Expand Caregiver Services

September 2025 - ma4 Summit on Aging and Health

Christina Scott

Bureau of Senior Programs

Session Overview



- Why caregiver services are more critical than ever
- Current caregiver landscape
- Populations and Service Areas
- Innovation strategies and real-world examples
- Funding and Sustainability
- Discussion and Next Steps

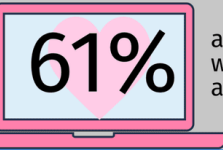
Why Caregiver Services Matter



FAMILY CAREGIVER FACTS



1 in 5 Americans provides care to an **ADULT** or **CHILD WITH SPECIAL NEEDS**

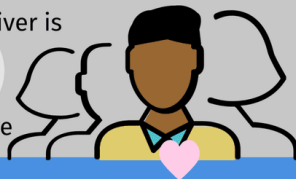


61% are employed while also serving as caregivers

average caregiver is

49

years of age



21% feel alone



18%

experience financial strain



36%

report high emotional stress

- 53 million unpaid caregivers in the U.S.
- ~\$600 billion value of unpaid care
- Heightened stress, health risks, and financial strain
- Demand and complexity of care continue to rise



Infographic by:
TJ Condon, author of
SOME ASSEMBLY REQUIRED

Information care of:
AARP
"Caregiving in the U.S.," May 2020

Dedicated to:
Caregivers
Everywhere



A Changing Landscape



Caregiving in the US 2025: A National Portrait of Family Caregivers

A Dramatic Increase

20 million

MORE family caregivers since 2015 – a **nearly 50% increase**

63 million

Americans are family caregivers – **that's 1 in 4 adults**



Who Are America's Family Caregivers?

61%
women



39%
men

51 is average age

NEARLY HALF are **under 50** – younger than many expect.



29%
are **sandwich generation caregivers** – caring for both children and adults



18%
have a **disability** themselves



27%
are caring for someone with **dementia** or **cognitive impairment**

- 1 in 5 adults is an unpaid caregiver
- More complex care, more coordination challenges
- Caregiver health indicators worsening since 2015

A Balancing Act



- Caregivers often employed while caregiving
- Rewarding/fulfilling
- High emotional and financial strain
- Long-distance caregiving
- Need flexible, accessible supports

Work and Financial Challenges

7 in 10 working-age family caregivers

also work – **balancing dual responsibilities**

47% report at least one **negative financial impact**

1 in 5 can't afford basic needs like food and housing



1 in 4 family caregivers **feel alone**



Almost **4 in 10** report **emotional stress**



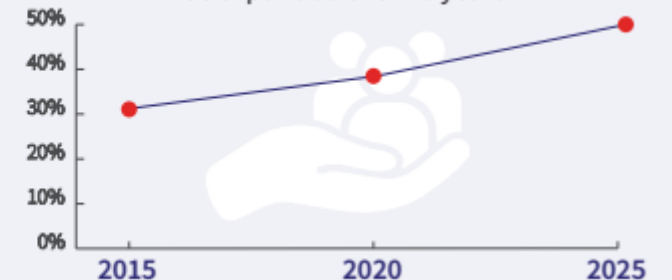
23% find it **difficult** to take care of their **own health**

Finding Hope & Solutions

51% of family caregivers **find purpose** in caregiving

Use of technology to support caregiving has **doubled** in 5 years

Caregivers' access to **paid family leave** has expanded over 10 years



Paid vs. Unpaid Care



Caregivers of Adults 18+	
Unpaid Family Caregivers	47.8 million
Paid Family Caregivers	1.9 million
Both Paid and Unpaid	9.3 million
Total Caregivers	59 million

- Very few caregivers are compensated monetarily for the care they provide
- Those that are paid are generally not compensated for all the time they put in
- Most paid family caregiver positions are limited to Medicaid recipients

Missouri Landscape



Missouri Caregivers: What They Need Most



- Over 1,000,000 family caregivers
- Value of care provided over \$12 billion
- Ranks 38th in AARP LTSS scorecard

Title III E Eligible Populations



- Caregivers of adults aged 60 or older
- Caregivers of individuals of any age with Alzheimer's disease or similar dementias
- Grandparents/kinship caregivers aged 55 or older caring for children under 18
- Parents aged 60 or older caring for their adult child with disabilities

Title III E Core Services



- Information about available services
- Assistance in gaining access to supports
- Individual Counseling, Support Groups, and Training
- Respite Care
- Supplemental Services

Serving Caregivers of Older Adults



- Hybrid caregiver education: recorded modules + live Q&A
- Tele-support groups with call-in option
- Caregiver coaches embedded in clinics or AAAs
- Transportation coordination via call center + SMS

Serving Caregivers of PLWD



- Dementia-capable training for staff and volunteers
- Memory cafés and sensory-friendly respite events
- Wandering-risk tech: GPS badge loan program
- Care plans integrating BPSD strategies + caregiver coaching

Serving Kinship Caregivers



- Legal clinics (guardianship/kinship navigator partnerships)
- School liaisons; homework help & after-school respite
- Stipend/supplies assistance via Supplemental Services
- Intergenerational events and peer mentor groups

Serving Parents Caring for Adults with Disabilities



- Home modifications via community partners
- Financial planning & benefits counseling
- Support groups for lifelong caregiving transitions
- Employment services linkage for care recipients

Innovating Information Services



- Culturally tailored print + SMS tips; reading-level appropriate
- ‘No wrong door’ website with local resource finder
- Quick-scan one-pagers: dementia, kinship, disability topics
- QR codes at clinics, libraries, and faith partners

Innovating Access



- Care navigators available evenings/weekends
- Warm handoffs with healthcare & school systems
- Text-to-enroll intake; callback for those without internet
- Rural outreach via mobile AAA days

Innovating Counseling, Support Groups, and Training



- Hybrid support groups (in-person + phone bridge)
- Trauma-informed communication & conflict skills training
- Dementia-capable bootcamps with respite on-site
- Peer mentors for kinship caregivers

Innovating Respite



- Group respite in community centers and churches
- Co-op respite (volunteer time-banking) with background checks
- Short-notice 'pop-up' respite during community events
- In-home micro-respite (2–4 hour blocks)

Innovating Supplemental Services



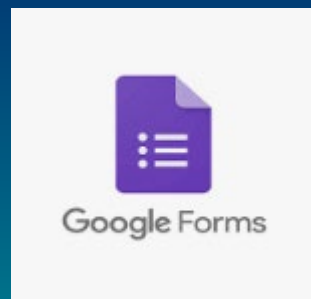
- Loan closets for DME and tech (tablets, GPS badges)
- Meal kits and grocery cards with pantry partners
- Utility assistance during crisis periods
- School supplies & children's clothing drives for kinship

Promising Practice-Community Respite



- 1-2x week; activities; trained volunteers + RN oversight
- Partners: YMCA, libraries, faith organizations
- Outcomes: Reduced caregiver stress; increased socialization
- Cost: Shared space + volunteer support keeps costs down

Promising Practice-Digital Navigation



- Caregiver portal for personalized resource matching
- SMS check-ins and training reminders
- ‘Ask a Navigator’ chatbot for FAQs
- Low-cost build with forms + spreadsheets + auto-texting

Innovating in Underserved Populations



- Rural outreach strategies; flexible hours
- Language access & literacy-friendly materials
- Co-design services with caregivers via listening sessions
- Tailored outreach to underserved groups

Innovating Through Partnerships



- Healthcare systems and primary care
- Schools and childcare systems
- Faith communities and civic groups
- Employers and chambers of commerce
- Technology companies and universities



Innovating Funding Streams



- Blend Title III E with philanthropy, Medicaid waivers, grants
- Cost-sharing with healthcare (value-based care)
- Volunteer + professional staffing mixes; training infrastructure
- Measure ROI: caregiver strain reduction; ER/hospitalization reductions

Group Brainstorm



What have you tried or seen elsewhere that might work here in Missouri?

Roadmap for Action



- Identify unmet caregiver needs in your region
- Co-design with caregivers
- Pilot low-cost, high-impact innovations
- Evaluate and iterate
- Advocate for policy and funding support





There are only four kinds of people in the world: those who have been caregivers, those who are currently caregivers, those who will be caregivers, and those who will need caregivers.”

– Rosalynn Carter



QUESTIONS?



Christina.Scott@health.mo.gov



573.526.8601



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