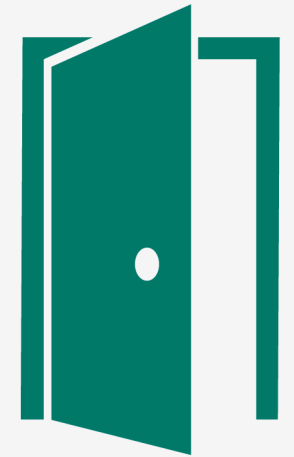
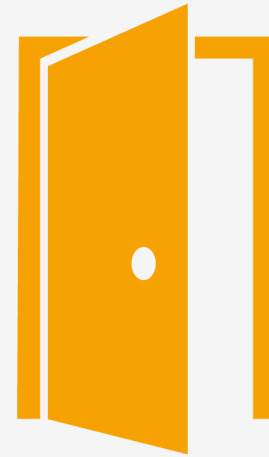
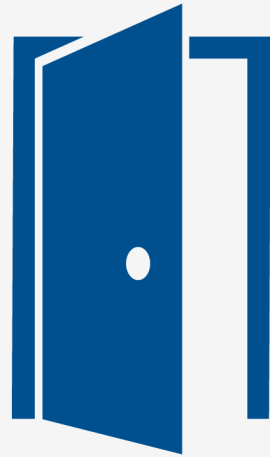
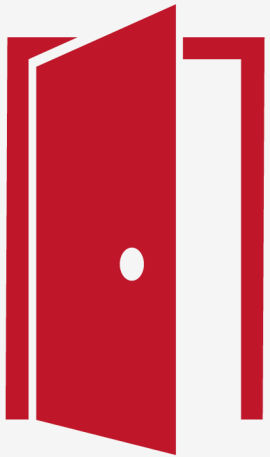


Opening Every Door: Marketing State No Wrong Door Systems to Expand Access

October 14, 2026



Agenda



ACL Welcome and
Priorities



What is No Wrong Door
Marketing



State Panel

ACL's Vision for Access Systems

No Wrong Door



One-Stop Coordinated System
Not just one entity or network



Single Standard Process
Common protocols and information exchange



Objective and Neutral
Impartial and unbiased



Person-Centered
Focusing on you and not the system



Seamless and Person-Friendly
Tell your story once



Use of Private and Public Programs
Streamlined access to Long Term Support and Services

A No Wrong Door system makes it easier for people to get the services they need.

Federal Vision; State Governance

No Wrong Door is a network of state agencies and community-based organizations that help people access services by coordinating entry points.



What is No Wrong Door Marketing?

No Wrong Door Reach & Marketing

1.6M: Individuals
and caregivers
receiving person-
centered counseling

Narrow the gap
through person-
centered counseling
to support current
and future needs

40M: Estimated
demand for person-
centered counseling



Additional Resources

- [What is the Lifetime Risk of Need and Receiving Long-Term Services and Supports?](#)
- [Caregiving in the U.S. 2025 Report](#)
- [Key Elements of a No Wrong Door System: Person-Centered Counseling](#)

*Source: The number of people receiving person-centered counseling is estimated from No Wrong Door grantee reporting. The number of people conservatively estimated to need person-centered counseling each year is based on the number of people who are Medicare beneficiaries, Veterans, 17-year-old youths with a disability aging out of school supports, and family caregivers. A variable portion of these groups is estimated to need person-centered counseling each year.



No Wrong Door Public Outreach and Education

No Wrong Key Element 2.1: *The No Wrong Door system has an outreach and marketing plan focused on branding the No Wrong Door system as a visible and trusted source of information and personalized one on one counseling that can help any individual learn about and access the service options that are available in their communities.*

Poll: Does your state have an outreach and marketing plan that brands your state's access system as a visible and trusted source of information (even if not called "no wrong door")?

- Yes, statewide
- Yes, but not statewide
- No, but in planning
- No
- Don't know

Marketing Resource: Opening Every Door



Opening Every Door: Marketing State No Wrong Door Systems to Expand Access

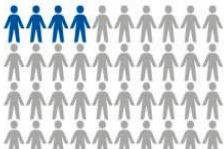
The challenge: An estimated 40 million people—a number approximately equal to the population of California—don't know where to go for support when they need services to live independently at home.*

While 70 percent of adults over age 65 will develop a significant need for long-term care (and almost half will receive some form of paid care¹) the system remains difficult to navigate. At the same time, nearly one quarter (63 million) of all adults in the United States provide caregiving to older adults and people with disabilities, and may also need assistance navigating a complex system of disjointed supports through person-centered counseling (PCC).² Fewer than half of adults, however, report ever having a serious conversation with a loved one about who will take care of them in the future if they need help with daily activities or how the costs would be covered.³ Intensifying these challenges, **most people who need long-term services and support (LTSS) do not qualify for publicly funded programs, leaving many without clear options.** By providing individualized support to help people identify needs and understand options, PCC helps individuals take steps to stay independent at home.

ACL's aging and disability networks are among the most trusted and widespread sources for services and support in the nation, yet too many people still don't know where to go for help. Effective marketing ensures that the public can easily identify, access, and navigate aging and disability services. This includes modernizing communications and using plain language. It also means ensuring that partners, providers, and other government agencies recognize ACL's role in connecting health and community care systems.

Source: [About ACL: Mission, Vision, & Priorities](#)

1.6M: Individuals and caregivers receiving person-centered counseling



Person-centered counseling:

- Assists with any immediate needs and plans for future needs
- Identifies goals, strengths, and preferences, and who should be part of the process

Opening Every Door: Marketing State No Wrong Door Systems to Expand Access



Appendix A: Sample Marketing and Communication Plan

Use the table below to prioritize and describe your target audiences, potential partners, and stakeholders.¹¹ Feel free to add as many rows as necessary. Use the "Notes" section to describe your target audiences and their priorities. Then, determine a few key messages for each group and identify tools and strategies for sharing those messages.

After completing the table below, create a work plan specific to your Marketing and Communications plan. Identify specific tasks to engage each target audience you prioritize, owners for each of those tasks, and deadlines.

Table 2. Sample Marketing and Communication Plan

Potential Partner, Stakeholder, or Target Audience	Notes	Key Messages	Tools	Appropriate Communication Channels and Budgets	Frequency of Communication
[Potential partner/stakeholder #1]	[Describe the potential partner/stakeholder group and its priorities. Why do you want to partner with and/or influence this group? What is this group interested in? What pain points or challenges does it have? What other key stakeholders influence this group? What makes this audience a priority?]	[How do you want to be perceived by the target audience? What key takeaways are your priorities for this audience? How do you envision a potential partnership?]	[Do you have appropriate existing tools? What tools will you need to create? What medium (e.g., pitch deck, one-pager, etc.) can most effectively convey your message to this audience?]	[What communication channels (e.g., 1:1 meeting, online presence, TV/print marketing, etc.) would be appropriate for this group? Do you have an existing relationship with your target audience? Which of your staff or contacts might be most appropriate to approach the partner, and what might be the most effective approach? How much will these strategies cost?]	[How often will you attempt to engage?]
Potential partner/stakeholder #2]					

Phased Approach to Launching a State Marketing Plan

PHASE 1

Assess & Align

- Evaluate current public outreach materials, consolidate messaging, and align statewide agency partners.

PHASE 2

Segment & Target

- Develop specific outreach materials tailored directly for the target populations.

PHASE 3

Deploy Media

- Launch highly visible statewide campaigns.
- Leverage both traditional media and trusted local community advocates to drive reach.

PHASE 4

Measure & Scale

- Track increases in person centered counseling requests and incoming referrals.
- Constantly iterate and improve marketing channels.



Capacity Expansion: Preparing Networks for Long-Term Demand

Developing Future-Planning Capacity

Marketing brings people to the door, but state networks must be operationally prepared to handle increased interest.

This involves expanding person-centered counseling standards, establishing policies to identify long-term care needs early, and training staff to guide private pay and public benefit options seamlessly.

Person-Centered Counseling Curriculum

- Embed future-planning and private-pay support directly into PCC training curricula, ensuring counselors can serve individuals with moderate to high incomes.

Establish Policies

- Formulate clear policies and procedures for person-centered counseling staff.

Procure Materials

- Develop or procure specialized educational resources aimed at assessing and planning for future long-term care needs, facilitating informed choice and planning before crisis.

Person Centered Counseling Resources:

- [Person-Centered Counseling Resources](#)
- [Person-Centered Counseling Training](#)

Outcome Evaluation: Measuring Reach, Impact, and Return on Investment

MEASURE TARGET REACH

Calculate exact reach across core segments (e.g., caregivers, Veterans, and Medicare beneficiaries) to assess public relations penetration over time.

Compare reach against baseline state demographic populations to track overall market share and identify underserved geographic zones.

TRACK TOP CHANNELS

Establish strict referral attribution tracking.

Monitor which outreach channels, medical partners, or media advertisements yield the highest impact, ensuring that limited marketing budgets are continually directed toward high-performing campaigns.

CALCULATE PROGRAM RETURN ON INVESTMENT

Demonstrate system return on investment, proving that early, plain-language person-centered counseling and preventative planning reduce costly institutional long-term care stays and Medicaid expenditures.

- [Strengthening the No Wrong Door Business Case](#)
- [Understanding the Role of Return on Investment \(ROI\) Calculators](#)

State Innovations

Utah



[Utah's No Wrong Door Approach to Enhancing Caregiver Access](#)

Virginia



[Virginia: No Wrong Door System Resources](#)

Maryland



[Maryland: A No Wrong Door Approach to Advancing Access](#)

Stay in touch!

The Monday Mailer is a brief, weekly email with resources, events, and opportunities related to No Wrong Door

Good afternoon,

Here is today's Monday Mailer for you:

No Wrong Door Fall Reading List

As the weather cools down and the season begins to change, we want to add a few No Wrong Door resources to your Fall reading list.



- [The No Wrong Door Fact Sheet](#) provides a succinct definition of No Wrong Door and its purpose. It also describes how to connect with ACL for No Wrong Door technical assistance.
- [Resources to Strengthen No Wrong Door Systems](#) is a complement to the [No Wrong Door Key Elements](#) document and offers resources to states and territories as they operationalize their No Wrong Door vision.
- [Disability and Aging Partnerships in No Wrong Door](#) offers state examples of disability and aging organizations partnering to achieve their shared goal of providing comprehensive long-term services and supports (LTSS).

Check out these resources and more under the [Essential NWD Resources](#) page on the TA Community.

