

KATE GORDON

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Summary of Professional Experience

Kate Gordon is a health policy analyst and grassroots advocacy strategist with more than 13 years of experience working in the fields of health and long term care. Ms. Gordon has expertise in a diverse range of health and long term care issues topics, including federal and state policies affecting persons with dementia, psychosocial caregiver interventions, and direct care worker training. She holds a Master’s degree in Social Work from the University of South Carolina. Her previous work includes assisting in the development of the first US National Alzheimer’s Plan and 18 state government Alzheimer’s disease plans and securing young-onset dementia as a covered condition under the Social Security Administration’s Compassionate Allowance Program. Ms. Gordon is sought after for her high energy, results-driven advocacy planning skills.

Education

MSW, Social Policy, Communities, Organizations. University of South Carolina, Columbia, SC, 2001.

BA, Sociology, Roanoke College, Salem, VA, 1999.

Professional Experience

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| 2013 to date | Splaine Consulting, Columbia, MD

<u>Director</u> . Provide domestic and international policy and advocacy consulting in health, public health and long term care issues. |
| 2010 to date | RTI International, Washington, DC.

<u>Health Policy Analyst</u> . Provide technical assistance to federal and state government agencies through the Alzheimer’s Disease Supportive Services Program. Serve as lead analyst on 10 evidence-based Alzheimer’s interventions, with a focus on caregiver health. Provide onsite support to Administration for Community Living staff through dementia-specific research and policy analysis. Co-lead a joint Administration on Aging – National Institute on Aging workgroup on dementia issues. Support the development and implementation of the US National Alzheimer’s Plan. |
| 2001 to 2010 | National Alzheimer’s Association, Washington, DC.

<u>Senior Associate Director, Advocacy</u> (2006 to 2010). Managed federal and state grassroots advocacy campaigns. Provided policy and issue |

campaign guidance to national and chapter staff, volunteer leadership and advocates. Orchestrated professional development for advocacy staff in 75 affiliated chapters. Developed annual guides to relevant federal and state legislation. Planned and managed the logistics for 3-day meetings, attended by more than 500 persons. Facilitated in-person strategic planning for statewide public policy coalitions.

Specialist, Advocacy (2001 to 2006). Provided support for federal and state grassroots advocacy efforts. Managed e-advocacy initiatives, including constituent relationship management technology. Facilitated in-person advocacy training for grassroots advocates and chapter network staff. Provided technical assistance to state government officials and community stakeholders through the Alzheimer's Disease Demonstration Grants to States program.

2000 to 2001

South Carolina House of Representatives, Ways and Means Committee, Columbia, SC.

Policy Analyst Legislative Aide. Participated in formal and informal state budget policy and planning processes. Assisted senior staff with health policy development, including the senior prescription drug program. Tracked multistate legislation and provided statewide statistical data analysis to state budget officials. Provided support for Health, Human Services and Medicaid Subcommittee hearings.

1999 to 2001

Senior Primary Care Practice, Columbia, SC.

Geriatric Social Work Associate. Participated in multidisciplinary team in addressing psychosocial needs of patients. Provided direct social work case management services to patients and families. Created and conducted workshops for assisted living and adult day care facility staff on communicating with persons with dementia. Developed case management business plan.

Technical Reports

Gordon, K., Braunstein, D. *Physician Outreach Toolkit*. Washington, DC: Alzheimer's Disease Demonstration Grants to States, 2006.

Gordon, K., Braunstein, D. *Volunteer Respite Programs*. Washington, DC: Alzheimer's Disease Demonstration Grants to States, 2006.

Novak, K., Riggs, J. *Hispanics/Latinos and Alzheimer's disease. [La enfermedad de Alzheimer entre la poblacion hispana/latina.]* Chicago, IL: Alzheimer's Association, 2004.

Recent Presentations

Gordon, K., Howland, S., Ory, M. (2012 March). *Implementing and Evaluating Evidence-Based Health and Dementia Programs*. Session presented at the annual meeting of the American Society on Aging, Washington, DC.

Gordon, K., Gould, E., Maslow, K. (2011 May). *Providing Services to People with Dementia Who Live Alone..* Session presented at the annual meeting of the American Society on Aging, San Francisco, CA.

Clifford, D., Elsworth, E., Gordon, K., Skowronski, S. (2011, May). *The Implementation of Alzheimer's Disease Caregiver Interventions in the Aging Network*. Session presented at the annual meeting of the American Society on Aging, San Francisco, CA.

Awards

Kate Gordon was awarded the 2013 HHSinnovates People's Choice and Secretary's Choice award winner for "Connecting to Combat Alzheimer's". This project brings together National Institutes of Health (NIH)-funded Alzheimer's Disease Centers (ADCs) that conduct research with the Administration for Community Living's (ACL) aging services agencies, which annually reach over 10 million older people and family caregivers. Activities have included free webinars and presentations for both the research and aging services communities. The Initiative has helped inform and connect more individuals to the services provided by ACL and help spur a 25 percent increase in prospective research participants. The HHSinnovates program was created as part of the U.S. Department of Health and Human Services' Open Government efforts to celebrate innovation by employees of HHS.

<http://www.hhs.gov/open/initiatives/hhsinnovates/index.html>

Publications

Kate Gordon co-authored ***Alzheimer's Disease Supportive Services Program: Case Studies on Targeting and Engaging Diverse and Underserved Communities***.

The Alzheimer's Disease Supportive Services Program (ADSSP) supports state efforts to expand the availability of community-level supportive services for persons with Alzheimer's disease and related disorders (ADRD) and their caregivers. In particular, the ADSSP authorizing statute emphasizes providing access to services for individuals "who are members of racial or ethnic minority groups, who have limited proficiency in speaking the English language, or who live in rural areas." The four grant projects profiled in this report, California, Georgia, New Mexico, and South Carolina, focused on the goal of serving minority or underserved persons with ADRD and their caregivers.

She was also the co-author of **Hispanics/Latinos and Alzheimer's Disease**, published by the Alzheimer's Association in May 2004.

Organizations

American Society on Aging, 2010 – Present

Courses

Independent Coursework: Nonprofit Management Executive Certificate Program

Languages

English: Native or bilingual proficiency

Spanish: Professional working proficiency

Projects

Recruiting Older Adults into Research (ROAR), June 2013 – Present

Through ROAR, multiple HHS entities and their networks of state and community-based agencies will collaborate with grantees and private organizations to enhance knowledge and connect gatekeepers and older adults with easy, actionable opportunities for research participation.

Crowd funding/sourcing to implement campaign components and expand the campaign beyond Alzheimer's research will be explored.

They are reaching out to existing government-funded resources and registries such as ResearchMatch, a free, national recruitment registry funded in part by NIH; and the Alzheimer's Association's TrialMatch service.

The goal is to increase Alzheimer's research participation inquiries by 25%. The lessons learned from this effort can be carried over to outreach for clinical trials for other conditions.