

**MEDIA ADVISORY – REQUEST FOR COVERAGE**  
**September 12, 2008**

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**Forum Event to Examine the Economic Needs of Families - From Children to Elderly**  
*In 2008, costs continue to increase, even when incomes do not*

**What:** The Economic Well-Being Forum: How are Families and Elders Faring?  
**Where:** United Way of Southeastern, PA  
7 Benjamin Franklin Parkway, Philadelphia, PA 19103  
**When:** September 12, 2008  
**Time:** 9:30am – 12:00pm

**Speakers Include:**

Secretary of Public Welfare Estelle Richman  
Secretary of Aging Nora Dowd Eisenhower  
President/CEO of PathWays PA, Carol Goertzel  
Executive Director of CARIE, Diane Menio

On September 12, 2008, **PathWays PA**, **The United Way of Southeastern Pennsylvania** and the **Center for Advocacy for the Rights and Interest of the Elderly (CARIE)** will be sponsoring a forum to discuss the real costs of living in Pennsylvania and to re-release the *2008-2009 Self-Sufficiency Standard* and the *Elder Economic Security Index for Pennsylvania*.

The re-release of these two reports comes during a time of economic struggle in Pennsylvania. While the costs associated with gasoline, food, health care and education continue to rise, an alarming number of Pennsylvania households are struggling to make ends meet on inadequate salaries. The *2008-2009 Self-Sufficiency Standard* outlines the real costs of being self-sufficient on a county-to-county basis. Specific data is also available for 70 different family configurations. Much like the *Standard*, the *Elder Economic Security Index* reveals a more accurate picture of what it takes to make ends meet for Pennsylvania's aging population.

As many policy makers and advocates already know, the Federal Poverty Level (FPL) does not accurately portray the needs of Americans in today's society. Instead of basing the income needed to make ends meet on a national derivation based on the cost of food, the *Standard* and the *Index* look at all daily expenses incurred, including food, housing, transportation, and healthcare, to create a standard that varies by each county in Pennsylvania and also by the long-term care needs of the elder.

By providing a more appropriate measurement of self-sufficiency that is specific to Pennsylvania and its counties, business employers and legislators are better equipped to make informed decisions about the real needs of workers, families and elders throughout the Commonwealth.

**Please RSVP to this event by contacting:**

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