



Targeted Outreach

Overview

During FY22-24, AgeGuide is working in collaboration with the Illinois Department on Aging and other community-based providers within our region to address social isolation among older adults, as well as address the specialized needs of persons with Alzheimer's Disease and Related Dementias (ADRD) and their family caregivers. Research indicates that older adults unable to access services and supports due to language and/or cultural barriers are at greater risk of social isolation. Further, individuals with language and/or cultural barriers caring for loved ones with severe impairment, such as Alzheimer's Disease and Related Dementias, are also at greater risk of social isolation if they are unable to access services and supports to assist them in their caregiving duties and relieve caregiver stress.

AgeGuide will collaborate with an agency to conduct targeted outreach activities to older adults and family caregivers who are isolated due to cultural and/or language barriers to increase their access to Older Americans Act (OAA) services and other essential community services and supports. Targeted Outreach is available for RFP in AgeGuide's 8-county area which includes: Lake, McHenry, Kane, DuPage, Will, Kendall, Grundy, and Kankakee counties.

Targeted Outreach activities include but are not limited to the following:

1. Translate AgeGuide Alzheimer's Disease and Related Dementias (ADRD) special funding flyers in different languages with a focus on Spanish, Hindi, Urdu, Korean, Chinese, Polish, and Russian. Disseminate these translated flyers to minority communities and providers and educate minority providers about the services available.
2. Publicize information about available services through ethnic papers and/or ethnic radio stations.
3. Educate minority clients on accessing the services that need by providing information on the service providers in their County.
4. Openness to the possibility of sending workers who speak different languages to co-locate at AgeGuide service provider offices so they can assist in connecting Limited-English speaking older adults and family caregivers with the services they need.



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Outcomes

1. Meet the minimum persons and units performance for each county in the chart below.
 - a. Outreach Service Definition: One-on-one contact initiated by an organization for the purpose of identifying potential clients (or their caregivers) and encouraging their use of existing services and benefits.
 - b. Units of service include: Any contact between staff and an older adult client or family caregiver. Outreach units are based on one-on-one contacts by provider agency staff. Client follow-up is counted as another Outreach unit of service.
2. Adhering to the AgeGuide General Service Requirements and the IIIB Outreach Service Standards.
 - a. Complete AgeGuide reporting requirements.
 - b. Participate in regular check-in calls and/or in-person meetings with AgeGuide.

County	Persons	Units
DuPage	50	50
Grundy	10	10
Kane	50	50
Kankakee	15	15
Kendall	10	10
Lake	50	50
McHenry	30	30
Will	50	50