



Service Standards

Title III-B Outreach

The Outreach service provider must adhere to the AgeGuide General Service Requirements in addition to service-specific requirements listed below.

I. Definitions (IDOA/AgeGuide)

- A. 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. The emphasis should be placed on conducting home visits for the initial contact (IDOA 603.22 A).

- B. Service Population:** Persons aged 60 and over who require specialized efforts in order to be informed about and encouraged to use available services and benefits (AgeGuide).

- C. Unit of Service Definition:** A unit of service is any contact between a service provider and an older adult client or caregiver. Outreach units are based on one-on-one contacts by a service provider. Client follow-up is counted as another Outreach unit of service. (IDOA 603.22 C)
 - 1.** For example: When a staff person from a provider agency does an uninitiated home visit to an older person who is not known to the local service network and provides information about services and resources that are available, this constitutes one unit of service. If the staff person does a follow-up visit or a telephone call is made to the client to provide additional assistance and/or encourage that person's use of existing services and benefits, this follow-up contact will be counted as another unit of service. (IDOA 603.22 C)

 - 2.** Outreach does not include program publicity (e.g., preparation of newsletters and press releases) and the development of interagency agreements (AgeGuide). Outreach to groups is not to be counted as units of service. This type of Outreach is a part of the general administrative responsibilities of an Outreach provider.

3. Unduplicated Count: The unduplicated number of individuals who have received services (AgeGuide).

II. Service Activities (IDOA 603.22 B)

- A. Conducting search and find activities (e.g., canvas door to door and personal contact with older persons whose names have been solicited from community resources) which seek out and identify hard to reach older persons and targeted populations;
- B. Informing persons of benefits and services which are available;
- C. Encouraging older persons to participate in senior programs;
- D. Assisting older persons in gaining access to needed services;
- E. Conducting follow-up activities with older persons and/or agency(ies) to determine whether services have been received and the identified need met following the formal referrals;
- F. Providing client advocacy to secure needed benefits;
- G. Arranging for and providing community presentations which link older persons and caregivers to needed services and benefits; and
- H. Conducting disaster assistance activities: The older person has a decreased capacity to recover in times of disaster. Older persons are reluctant to seek help in a time of disaster or they may not know how or be physically able to seek assistance. Traditional means of identifying persons in need do not lend themselves to reaching the frail, the isolated, and the economically disadvantaged elder persons. These persons need to be sought out and adequately represented in order for them to receive the assistance to which they are entitled. Specialized outreach services should be conducted by case managers and/or outreach workers. Specified disaster related activities may include:
 1. Conducting door-to-door canvassing to locate and identify older persons, assessing their needs and providing assistance in obtaining needed services

(e.g., neighborhood searches to find isolated or “hidden” seniors, seek and identify older persons who have moved out of the area, etc.);

2. Encourage and assisting older persons in using the tele-registration system or the Disaster Application Center;
3. Providing on-going support and assistance through extended and repeated efforts to follow-up (older persons, must be re-contacted in person and by telephone over an extended period of time to help older persons return to normalcy); and
4. Conducting follow-up on lists of affected older persons received from other providers and agencies to assure that they are receiving services.

III. **Service Standards (IDOA/AgeGuide)**

- A. Service Populations:** Outreach service efforts will identify individuals eligible for assistance with special emphasis on the populations identified in the General Service Standards Section II(B 1-9 and those defined by the Illinois Act on the Aging [20 ILCS 105/3.11]) and Standards Section II(D) (IDOA 603.22 E2) (see page 2).
- B. Intake:** Intake procedures (including a standardized intake form and interview process) must be established for training all staff conducting Outreach to collect each client’s demographic information and to assess the client’s needs (AgeGuide).
- C. Inquiry/Referral:** Procedures to respond to inquiry by referral to other appropriate agencies such as the Care Coordination Unit must be followed by each provider. Persons assessed for service must be informed of service options and limitations (AgeGuide).
- D. Follow-up/Monitoring:** Procedures to contact the client and/or an agency to determine whether services were received and met the identified needs, to determine the usefulness of provided services, and to assist the older person who was unsuccessfully referred or who may have developed additional needs must be followed (AgeGuide).

E. Records and Documentation

1. A record keeping system will be in place to maintain count of unduplicated persons and daily units of service provided (AgeGuide).
2. Provider has implemented policies to ensure the privacy, confidentiality and security of client information (AgeGuide).
 - a. Disclose information by name about an older person only with the informed consent of the older person or his or her authorized representative (AgeGuide).

F. Resource Development: Maintain current information with respect to the services and opportunities available to older persons (AgeGuide).

G. Access

1. Ensure that all older persons in the county have reasonably convenient access to the service (AgeGuide).
2. Provider will strive to accommodate persons who are homebound or otherwise isolated through home visits and other community locations when necessary (AgeGuide).
 - a. The capacity to serve clients who require a home visit may be served through referral to Case Management (AgeGuide).
3. If a substantial number of the older individuals residing in the service area are of limited-English Proficiency, the outreach service must utilize workers in the delivery of outreach services who are fluent in the language spoken by a predominant number of such older individuals who are of limited English-speaking ability (IDOA 603.22 E1).
 - a. Have staff, or contractual agreements, to aid persons with Limited-English Proficiency and persons with hearing or speech impairments in obtaining services and demonstrate cultural competency (AgeGuide).
4. Agencies must be accessible outside of normal working hours; a telephone answering service or a recording device referring callers to an emergency number may be used (AgeGuide).
5. Provide that services be available during normal working hours (AgeGuide).

H. Staffing (AgeGuide)

- 1.** Agencies funded to provide Outreach services must minimally:
 - a.** Employ a specially trained staff to inform older persons of the opportunities and services which are available and to assist older persons to take advantage of the opportunities and services.
 - b.** Recruit outreach workers with a special emphasis for older persons and program participants.
 - c.** Document reviews by Outreach workers of updated or new information from the designated Information and Referral resource file to become informed about all available services and opportunities for older persons.