



Service Standards

Title III-B Public Education

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: A service for older adults that provides the public and individuals with information on resources and services available to the individuals within their communities (IDOA 603.30 C).

- 1.** Note: Public Education efforts must focus on Aging and Disability Resource Network services and could minimally include information about other Older Americans Act services. This does not include general information such as who the grantee agency is and what they do (i.e. an agency's general brochure) (AgeGuide).

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

C. Unit of Service Definition: A unit of service is one activity.

- 1.** NOTE: Service units are for activities directed to large audiences of current or potential clients such as disseminating publications, conducting media campaigns and other similar activities.
- 2.** For example, if the service provider releases a press release to 20 newspapers on services available through the ADRN Access Provider, this is one unit of service (one activity).
- 3.** Creating new materials or translating existing materials does not count as one unit of Public Education. The provider must actively distribute materials, for example through a targeted mailing or targeted virtual media campaign, to constitute one unit of Public Education (AgeGuide).

D. Persons Reached: The estimated number of persons reached through IIIB Public Education activities (AgeGuide).

1. Potential reach can be used to account for the number of persons. However, concrete metrics and analytics (if available) should be used to report persons. For instance, potential reach can be used to report persons for billboards, TV ads, radio shows, printed newspapers, etc. On the other hand, click-through rates, views, etc. should be used to report persons for social media, online video ads, etc.

II. Service Activities (AgeGuide)

- A. Providing information about available benefits and services by disseminating publications, conducting media campaigns, and maintaining electronic information systems (e.g., e-newsletter).
- B. Educating groups of current or potential clients about available benefits and services (e.g., booth at a health fair, providing a community presentation).

III. Service Standards (IDOA/AgeGuide)

- A. Public education service efforts will make efforts to target individuals eligible for assistance with special emphasis on the populations identified in the General Service Standards Section (page 2) II(B) and (C1-9) and those defined by the Illinois Act on the Aging [20 ILCS 105/3.11]).
- B. The public education plan demonstrates how maximum public awareness of the proposed services will be achieved; and how applicant will communicate with culturally diverse, underserved, low-income, and limited English proficient populations (AgeGuide).

C. Records and Documentation

1. A record keeping system will be in place to maintain count of estimated persons reached and units of service provided (AgeGuide).

D. Staffing

1. Agencies funded to provide Public Education services must minimally employ 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 (AgeGuide).