



Service Standards

Title III-E Public Education

The Title III-E Public Education service provider must adhere to the AgeGuide Northeastern Illinois General Service Standard Requirements in addition to the service-specific requirements listed below.

I. Eligible Population Definitions (IDOA 603.30, B)

- A. **Child:** Dependent who is 18 or younger OR dependent 19-59 who has a disability.
- B. **Family Caregiver:** Individual who provides unpaid, in-home care to an older adult 60+ OR individual who provides unpaid, in-home care to a person with Alzheimer's Disease or other dementias.
- C. **Non-Parent Relative Caregiver:** Grandparent (or other relative) of a child who is 55+, must live with the child and be their primary caregiver, must have a legal relationship to the child (legal custody, guardianship), or is raising the child informally.

NOTE: In the absence of a legal relationship, adequate proof or evidence must be given that the non-parent relative caregiver client is the primary caregiver of the child.

II. Service Population (AgeGuide)

Family caregivers living in the community that care for older adults 60+ or a person living with dementia (of any age) that also lives in the community.

III. Service Definitions

- A. **Family Caregiver Resource Center (CRC):** (IDOA 603.30, AgeGuide)
A clearly identifiable resource center that serves as a point of entry to a broad range of services for family caregivers and non-parent relative caregiver raising

children. AgeGuide designates the CRC to be the primary resource center within a given county for caregiver to access Title III-E Services.

B. Family Caregiver Counseling Center (CCC): (AgeGuide)

A clearly identifiable center that provides a range of counseling services to family caregivers and non-parent relative caregivers. AgeGuide designates the CCC to be the primary center within a given county for caregivers to access Title III-E Counseling Services.

C. Public Education: (IDOA 603.30 C, AgeGuide)

A service for caregivers that provides the public and individuals with information on resources and services available within their community.

Please note that Public Education efforts must focus on Caregiver Resource Center or Caregiver Counseling Center services but can also 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).

D. Persons: The estimated number of persons reached through Public Education activities.

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.

E. Unit of Service: One unit of service is one activity.

A single service unit should be counted regarding broad activities directed to large target audiences such as disseminating publications, conducting digital marketing campaigns, and other similar activities.

For example, if the service provider releases a single press release to 20 printed newspapers on caregiver services available in their county, this is considered to be one unit of service (one activity) because it is the same press release being distributed to multiple outlets.

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).

IV. Service Activities (AgeGuide)

- A. Providing information about available benefits and services by disseminating printed publications, conducting social media campaigns, and maintaining electronic information systems (i.e., e-newsletters).
- B. Educating groups of current or potential clients about available benefits and services (i.e., health fairs, community presentations).

V. Additional Service Standards (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. Recording & Documentation (AgeGuide)
 - i. A record keeping system will be in place to maintain count of persons engaged and units of service provided.
- D. Staffing
 - i. Agencies funded to provide Public Education services must minimally employ a specially trained staff person to inform caregivers of the opportunities and services which are available and to assist such caregivers to take advantage of the opportunities and services (AgeGuide).