

Pursuing Innovation: Strategies in Outreach and Partnership

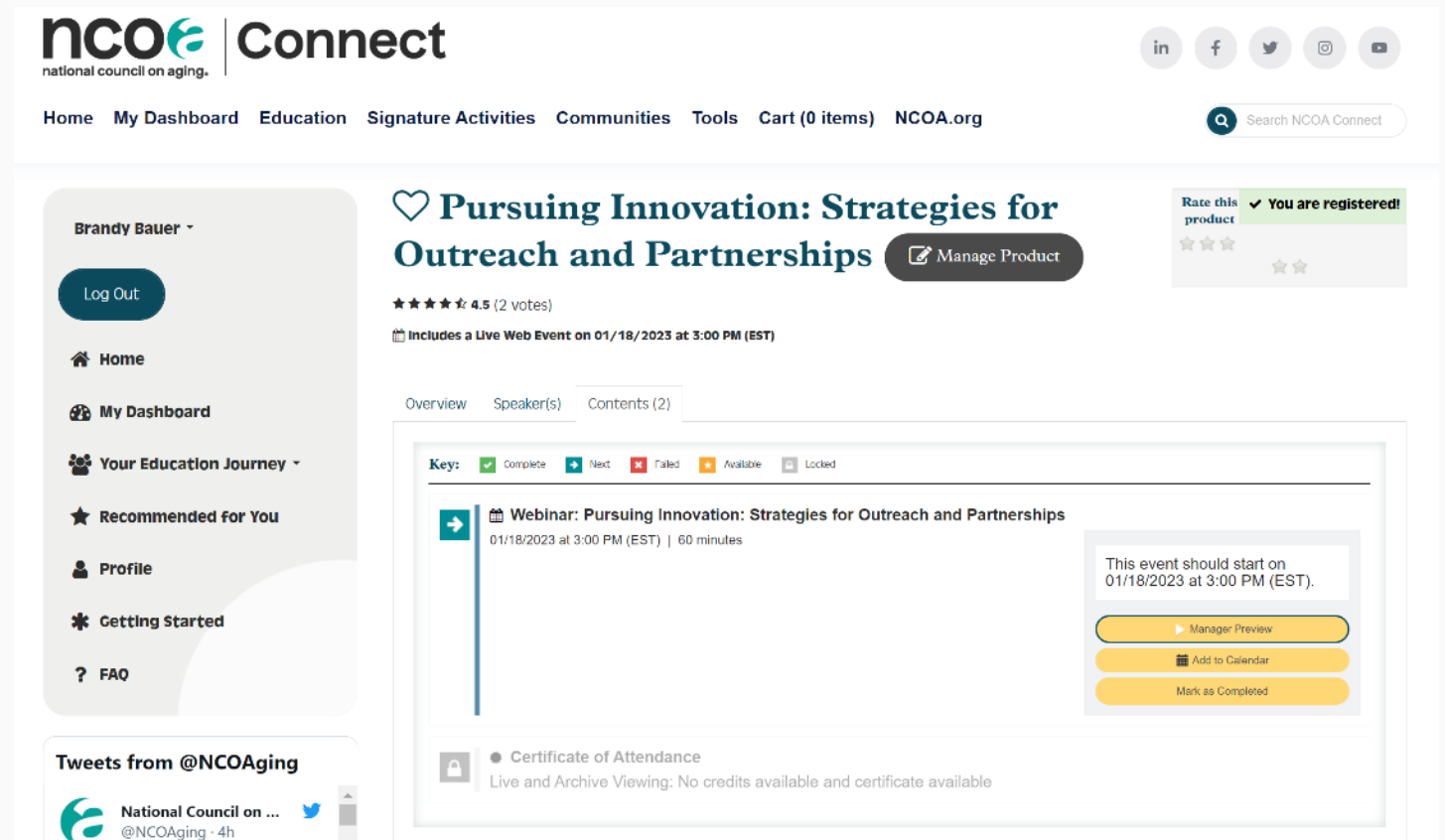
January 18, 2023



Where to Find Today's Webinar

Download the slides and find the recording after the event at:

<https://connect.ncoa.org/products/pursuing-innovation-strategies-for-outreach-and-partnerships>



The screenshot displays the NCOA Connect website interface. At the top, the logo for NCOA Connect (National Council on Aging) is visible, along with navigation links for Home, My Dashboard, Education, Signature Activities, Communities, Tools, Cart (0 items), and NCOA.org. A search bar is located in the top right corner. The main content area features a sidebar for user Brandy Bauer with options like Log Out, Home, My Dashboard, Your Education Journey, Recommended for You, Profile, Getting Started, and FAQ. The main content area highlights a webinar titled "Pursuing Innovation: Strategies for Outreach and Partnerships" with a 4.5-star rating and a "Manage Product" button. Below the title, it indicates the event includes a live web event on 01/18/2023 at 3:00 PM (EST). The webinar details section shows a key for the event status (Complete, Next, Failed, Available, Locked) and a list of items including the webinar itself, which is scheduled for 01/18/2023 at 3:00 PM (EST) and lasts 60 minutes. Action buttons for "Manager Preview", "Add to Calendar", and "Mark as Completed" are provided. A "Certificate of Attendance" section notes that live and archive viewing are available, but no credits or certificates are available.

Innovations in Outreach and Partnership



Presenters



Candace (Young) Nakamoto, Volunteer Coordinator & MIPPA Director at Hawaii SHIP



Dianne Stone: Associate Director, Network Development & Engagement at NCOA

Foreign Language Materials

Multi-language resources:

- Chinese
- Chuukese
- Ilocano
- Japanese
- Korean
- Marshallese
- Laotian
- Samoan
- Spanish
- Tagalog
- Tongan

Interpretation through Language Link

- 3-way calls
- In-person counseling

Presentation translation through State of Hawaii - Office of Language Access

- 2023 Medicare & You Handbook
- General information program brochure
- CMS Medicare publications
- Medicare basics video
- Counseling and volunteering flyers



社会保険庁を通じて Medicare に加入する

ご自分の Medicare の加入申請は、社会保険庁 (SSA) の方法で社会保険庁を通じて加入申請が可能です。

特定の社会保険料支払い義務のない Medicare に加入する 特定の社会保険料を払っていない場合は、申請して Medicare に加入する場合があります。手続が完了すると通知されます。

任意の時点で申請される場合は、社会保険 800-772-1234 に電話してください。任意の時点で申請される場合は、<https://www.ssa.gov/medicare> にアクセスしてください。

オンラインで加入申請 利用できる場合は、Medicare オンラインで加入申請が可能です。Medicare オンラインは、24時間いつでも利用できます。

- Medicare Part A と Part B を同時に申し込む場合は、このオンライン申請に利用してください。 <https://www.ssa.gov/medicare>
- Part D Special Enrollment Period (SEP)、特別加入期間を利用して、Medicare Part D 加入を申し込む場合は、このオンライン申請をご利用ください。 <https://www.ssa.gov/medicare/part-d/medicare-application>

電話による加入申請 電話で Medicare に加入を申し込む場合は、社会保険 800-772-1234 に電話してください。

加入申し込み期間が過ぎてしまっている Medicare に加入が必要でも、加入申し込み期間が過ぎてしまった場合は、この State Health Insurance Assistance Program (SHIP) 登録、登録認定員があなたの健康と、支援を助けてくれます。

SHIP
State Health Insurance Assistance Program
Navigating Medicare

2023 Medicare 登録認定員	
登録認定員電話番号: 1-808-586-7299	
登録認定員ウェブサイト: www.shiphawaii.org	
登録認定員センター: 1111 Ala Moana Blvd #202, Honolulu, HI 96813	

TULONG A LOKAL

PARA KADAGTI TATTAO NGA ADDAAN TI MEDICARE

Ti Hawaii SHIP kei ma'ua a programo nga uigama'i i pumona ti pedani a tumaliang kadagti benepi'uan, dagi parawala, dagi mampungia i pamarigato (counseling) kei dagi kama'au uigama'i nga addaan pariki ti Medicare.

LIBRE kape'a a serbisio kei mapungia ti adda'uan a kei uia ma'i i uigama'i nga addaan pariki ti Medicare.

Dagi'i ma'ama'ama'i i Medicare ti Hawaii SHIP kei ma'ua uigama'i kadagti ma'ama'ama'i nga uigama'i, pamarigato, kei pama'ungia para ti:

- Oka'ua a Medicare
- Serbisio ti Medicare
- Pama'ama'ama'i Kadagti Ma'ama'ama'i nga Agri
- Oka'ua a Tulong Para Kadagti Benepi'uan ti Sio'ua
- Programo ti Uigama'i ti Medicare
- Kama'au Kadagti Benepi'uan
- Dagi'i Serbisio ti Pama'ama'ama'i kei Pama'ama'ama'i
- Dagi'i Para ti Ma'ungia

ILOCANO

BAKODNA PNY A PAKAARAW

Medicare nga
1-800-633-4227
www.medicare.gov

Admission Center ti Supportal Serbisio
(Serbisio Kadagti Benepi'uan)
1-800-772-1234
www.shiphawaii.org

Division ti Medicare ti Hawaii SHIP
(Ma'ama'ama'i Kadagti Benepi'uan)
808-586-7299
1-800-633-4227
www.shiphawaii.org

APOC (Office) ti Medicare ti Hawaii SHIP
(Pama'ama'ama'i Kadagti Benepi'uan)
808-586-7299
www.shiphawaii.org

Division Kadagti Pama'ama'ama'i Kadagti Benepi'uan
(Kadagti Benepi'uan)
808-586-7299
www.shiphawaii.org

Division ti Kadagti Benepi'uan ti Hawaii SHIP
(Pama'ama'ama'i Kadagti Benepi'uan)
808-586-7299
www.shiphawaii.org

Division Kadagti Ma'ama'ama'i Kadagti Benepi'uan
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808-586-7299
www.shiphawaii.org



PROGRAMO TI PAKAARAW TI SERBISIO TI SAL-SALAT TI SERBISIO TI HAWAII

ESTADO TI HAWAII

EDIFICIO TI HAWAII
SHIP
808-586-7299
1-800-633-4227
www.shiphawaii.org

Division ti Kadagti Benepi'uan ti Hawaii SHIP
(Pama'ama'ama'i Kadagti Benepi'uan)
808-586-7299
www.shiphawaii.org

Division Kadagti Pama'ama'ama'i Kadagti Benepi'uan
(Kadagti Benepi'uan)
808-586-7299
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Social Media Presence

Hawaii SHIP blog

- Post minimum of 2 blogs per month

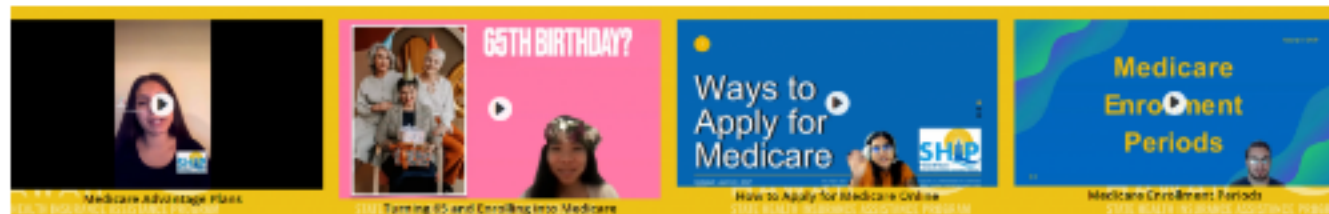


Hawaii SHIP YouTube:

- SHIP Commercial advertisements
- Medicare basics in foreign languages
- Educational Medicare Tiktok videos
- Radio podcast interviews
- Video tutorials on how to apply for Medicaid and Extra Help online

Medicare Tiktok Videos

- Created by the students of University Medicare course
 - How to enroll into Medicare
 - How to apply for Medicare online
 - Medicare enrollment periods
 - ESRD & Medicare
 - Part D
 - Part C



Hawaii SHIP Twitter & Facebook:

- Post blogs
- Event announcements

Medicare Quick Bites

- Short digestible Medicare information
- Different topics per month
- Posted to the Hawaii SHIP blog, Facebook, and Twitter



SHIP
HAWAII
NAVIGATING MEDICARE

Medicare Quick Bites

Making Medicare Digestible

What is an Annual Notice of Change?

- Notice sent from Part C & Part D plans to beneficiaries each fall
- Includes changes in coverage, costs, provider networks and service areas
- Review changes to decide if the plan meets your health care needs in the upcoming year

Want to learn more about this topic?

REQUEST NOW

Request a free Medicare & You handbook, counseling assistance and presentations on the Hawaii SHIP website: hawaiiiship.org



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NAVIGATING MEDICARE

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Medicare Quick Bites

Making Medicare Digestible

What is a Preferred Provider Organization?

- PPO is a type of Medicare Advantage Plan
- Member gets care and services from in-network and out-of-network providers
- Don't need to choose a primary doctor
- In most cases:
 - Prescription drugs covered
 - Don't need referral to see specialists

Want to learn more about this topic?

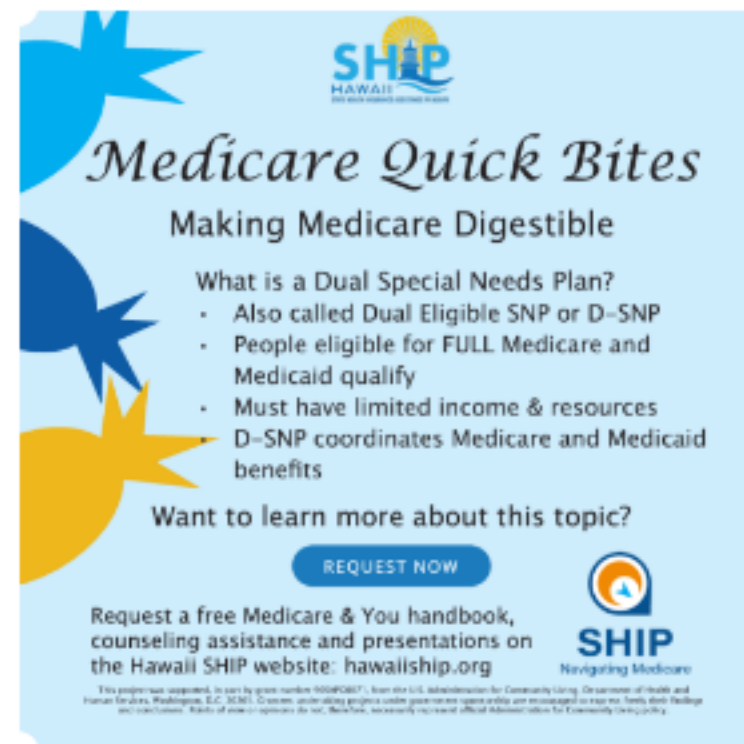
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SHIP
HAWAII
NAVIGATING MEDICARE

Medicare Quick Bites

Making Medicare Digestible


What is a Dual Special Needs Plan?

- Also called Dual Eligible SNP or D-SNP
- People eligible for FULL Medicare and Medicaid qualify
- Must have limited income & resources
- D-SNP coordinates Medicare and Medicaid benefits

Want to learn more about this topic?

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SSA Partnership

Project Grad 65 (joint presentation)

- Target demographic: beneficiaries graduating into Medicare
- Initiative started in 2020
- Multiple offerings scheduled throughout the year
- SSA presents information about Social Security benefits and Hawaii SHIP presents information about Medicare basics
- Attendance per presentation over 100+ beneficiaries

Online SSI focus group

- Invited to provide feedback during the creation of an online platform to express intent to file for SSI appointments

Get Informed About
Medicare & Social Security
Project Grad 65



Event: Project Grad 65 presentation
Date: February 24, 2023 (Friday)
Time: 10 AM-12 PM
(SSA from 10:00 AM-11:00 AM & SHIP from 11:00 AM-12:00 PM)
Medicare basics: Hawaii SHIP volunteers
Social Security 101: Jane Burigassy, SSA Public Affairs Specialist
Registration link:
<https://us06web.zoom.us/join/join?code=9257r0u2uY24ghd1joeuce1P1xX>
You will learn...

- ✓ What are the different parts of Medicare?
- ✓ How and when to sign up for Medicare?
- ✓ What are the different penalties you could incur?
- ✓ When are you eligible to receive retirement benefits?
- ✓ When should you file for Medicare?
- ✓ How do you get the most from your benefit?

Real-time captioning is provided. If you need auxiliary aid/service or other accommodations, call 808-586-7299 at least one week before the presentation. Arrangements will be based on availability of services.

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National Institute of Senior Centers

SENIOR CENTERS



January 18, 2023

NCOA's Role With Senior Centers

Leadership



NCOA is the voice of senior centers, trusted by the aging network as the authority on senior centers.

NISC – Building the Network



NISC is the largest (and only) national organization dedicated to senior centers.

Modernizing Senior Centers Resource Center



Building capacity through training, technical assistance, and a clearinghouse of resources, funded by ACL

Piloting Innovation



NCOA connects to older adults through the senior center network, delivering innovative programs and connecting to business.

NISC Affiliate Membership

The National Institute of Senior Centers

The National Institute of Senior Centers (NISC) is the largest national membership organization dedicated to serving senior center professionals. Free to join, NISC supports senior centers with best practices and innovations in programming, as well as networking and training opportunities.

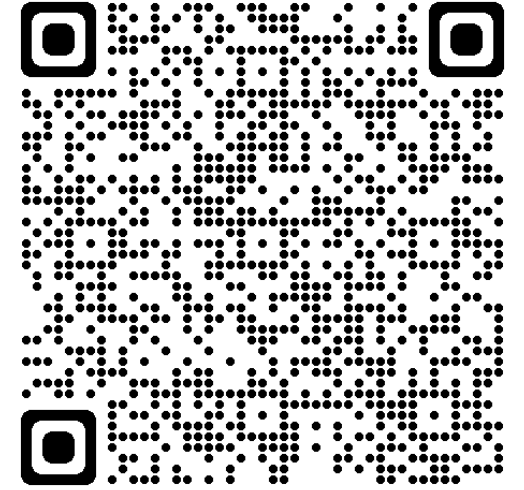


NISC Affiliate Membership

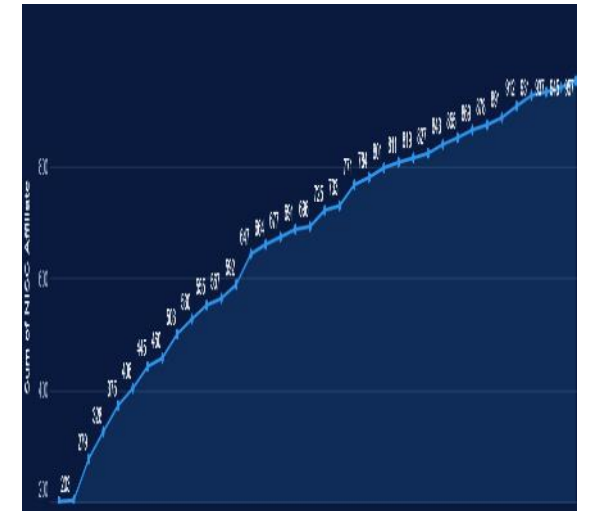
Become a NISC Affiliate Today

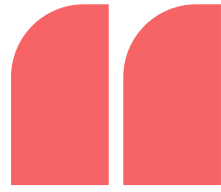
Join the nation's only membership organization dedicated to supporting senior center professionals.

Explore More



<https://www.ncoa.org/page/nisc-membership-application>





*If you've seen one senior center,
you've seen one senior center.*



Senior Centers – Modernizing for 80 Years



Townsend Clubs



Recreation Centers

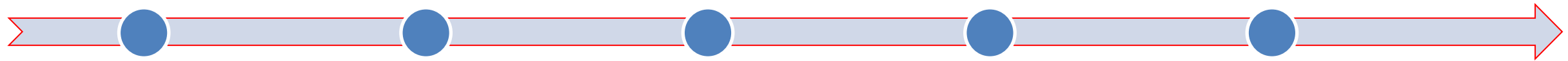


Traditional Senior Center



Multipurpose Senior Centers

Today's Senior Center



Continued Evolution of Senior Centers



Today there are more than 10,000 Senior Centers across the country. They come in all shapes and sizes – no two look alike – and reflect the community they serve.

Senior Centers continue to evolve. Drivers of change include:

- *Shifting Generations*
- *Longevity*
- *Aging in Place*
- *Establishment of evidence-based interventions*
- *COVID*

Shifting Generations

Greatest Generation Born between 1901-1924

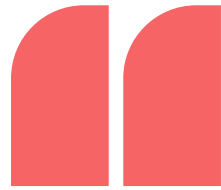
- Youngest are now 98
- Valued collective organization, patriotism, neighborliness
- Experiences include: WWI, Great Depression, America's first Boy Scouts and Girl Scouts,, worked easily in groups
- No television
- Translation:
 - Potlucks
 - Sing-alongs
 - Games
 - Pitching in

Silent Generation Born between 1925-1945

- They are 77-97 now
- Value more individual focus, rules and policies, price conscious
- Experiences include post WWII, Cold War, Korean Conflict, Civil Rights
- Television
- Translation:
 - Congregate meals
 - Organized clubs
 - Free classes

Boomers Born between 1946-1964

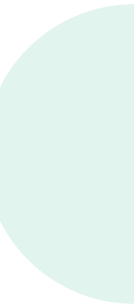
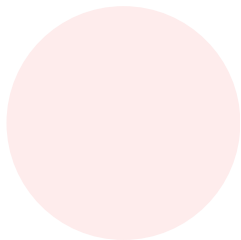
- They are 58-76 now
- The largest cohort in the U.S. Ever. Best Educated. Most affluent. Healthiest
- Value choice, quality, making a difference.
- Experiences include Vietnam War, Beatniks/Woodstock, Civil Rights
- Television, video, dawn of personal computers
- Translation:
 - High quality programming
 - Short-term/focused commitments
 - Demonstrated impact
 - Choices in everything



***The first person to live to 150 has already
been born.***

David Sinclair, PhD

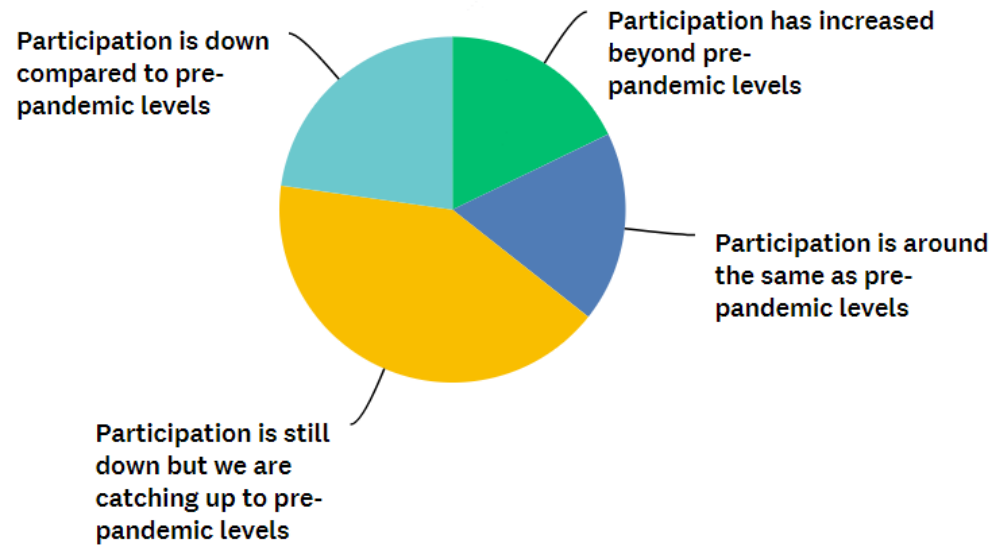
The Paul F. Glenn Center for Biology of Aging Research





Come Home to Your Senior Center

As we learn to live within a pandemic, senior centers began their return to in-person engagement. NCOA supports their efforts.



Modernizing Senior Centers Resource Center for Professionals

How Senior Centers are Bringing Back Older Adults

How Senior Centers Improve Lives



- Meal and nutrition programs
- Health Promotion - fitness, and wellness programs, including evidence-based health promotion and disease prevention programs
- Transportation services
- Social Services – I&R, Benefits Counseling, Housing

- Emergency Response
- Employment support
- Community events
- Volunteer and civic engagement opportunities

- Social and recreational activities
- Lifelong learning - educational and arts programs
- Intergenerational engagement
- Creative Self Expression

Profile of Senior Center Participants

- Approximately 70% of senior center participants are **women**.
- **Single or widowed**.
- Half of participants **live alone, at risk for isolation and loneliness**.
- The majority are **Caucasian**, followed by African Americans, Hispanics, and Asians.
- Peak participation – **75-84 years of age**.
- **Mid and low income**.
- 75% of participants visit their center **1 to 3 times per week**.
- They spend an average of **3.3 hours per visit**.

Challenges/Opportunities

Capacity and Resources

Creating a new image

Ensuring quality

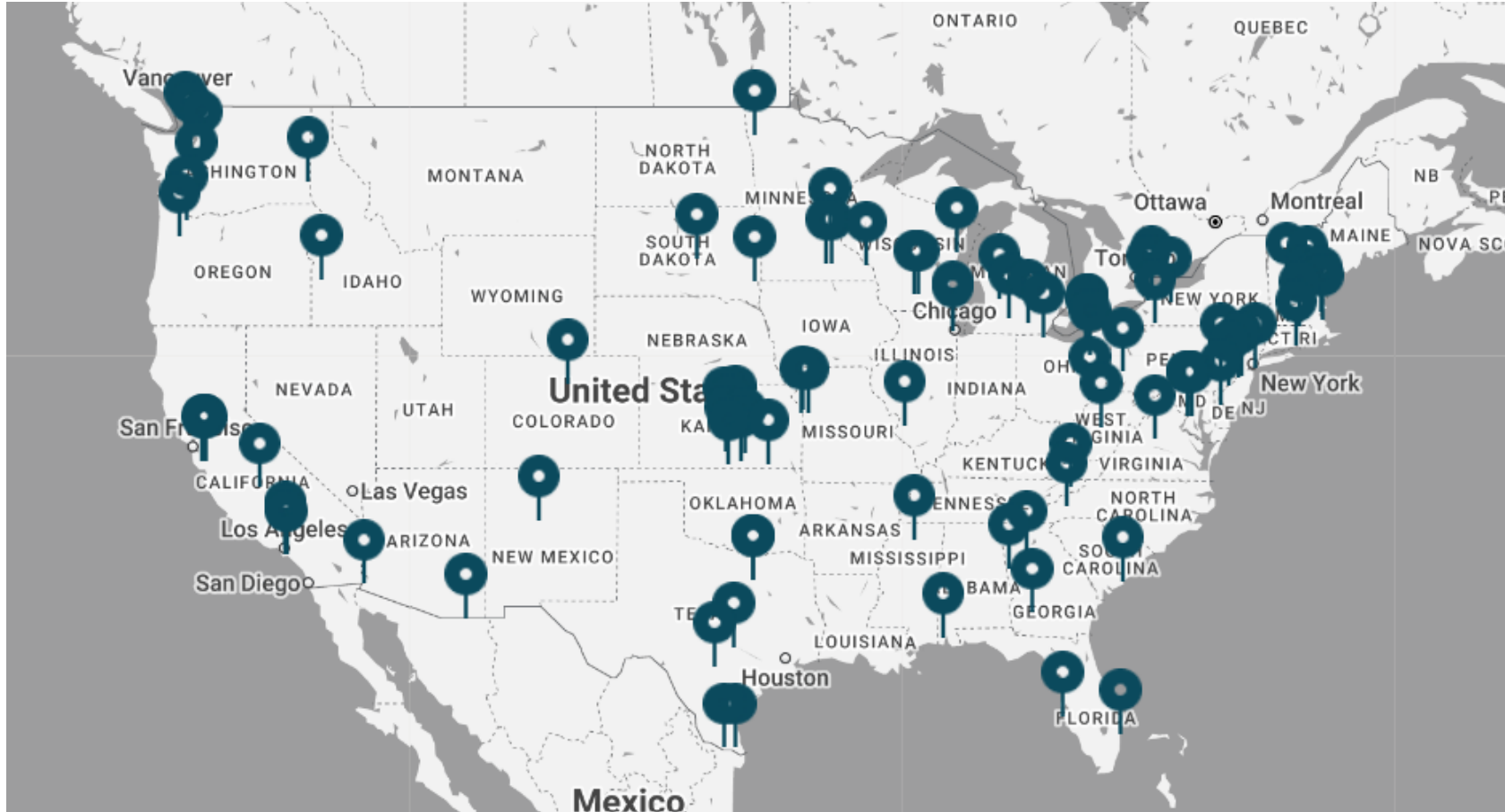
**Offering variety and choice across generations,
cultures, needs and preferences**

**Impact and evaluation; evidence and outcome-based
service**

Visibility



Where are Senior Centers?



- Municipal resources
- Aging network (eldercare.acl.gov)
- Parks and Recreation
- ncoa.org

Modernizing Facilities



Modernizing Health Promotion



Modernizing Communication

Newington Senior & Disabled Center
 120 Cedar Street • Newington, CT 06111 • 860-665-5778 (voice)
 HOURS OF OPERATION: Monday - Friday 8:30 AM—4:30 PM
 Website: www.newingtonct.gov

APRIL
2022



CONNECTION

MISSION STATEMENT - The mission of the Newington Senior and Disabled Center is to improve the wellbeing of older adults and adults with disabilities in the Town of Newington.

Accredited by
National Institute of Senior Centers

APRIL 2022 NEWSLETTER

A MESSAGE FROM THE DIRECTOR - WELCOME BACK!

Hope springs eternal - Alexander Pope. As we enter the spring season, hopefulness abounds at the Senior & Disabled Center. We are hopeful (and optimistic) that we will continue to reopen our doors to more in-person activities and hopeful to find some semblance of normalcy as we move into the warmer months. This month's newsletter is jam packed with programs and activities plus info you should know to stay active, stay safe, stay connected and have fun! In addition, Center staff is working hard to bring back many of the programs we've missed over the past two years. The daily congregate lunch program is tentatively set to return on April 25. Info will follow for members, participants and those who are interested in joining. Setback, the Coffee Shop and more will also return in April! Stay tuned for details.

- Help Us Stay Open Safely This Spring!**
 We are committed to holding in-person activities as safely as possible during this phase of the COVID-19 pandemic. You can help by doing the following:
- When required, preregister for activities or programs.
 - Scan in at the member kiosk or sign in at the main office upon arrival.
 - Stay home if you are feeling unwell.
 - Masks are optional but encouraged.

As always, stay safe, be kind, and stay active! We're here for you and can't wait to see you soon. - Jaime

SPECIAL

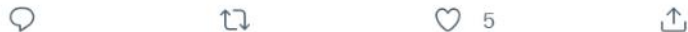


India Home, Inc. @indiahomeusa · Mar 30

WALK YOUR WAY
 Kickoff on National 11
 Challenge runs from

Walking is one of the best health. Last year we saw across the State, but in United States! This year Center is challenging r

We did tai-chi exercises together today at Hindu Center in Flushing, Queens. #indiahomeusa #taichi #seniorcenter



TikTok
@swseniorcenter

Introducing the Senior
Advisory Council!

Modernizing Nutrition



Greenberry's Coffee Co. provides a modern, inviting space to grab a coffee and socialize at The Center at Belvedere in Charlottesville, Virginia. Credit: Virginia Harwick Photography. Image courtesy of The Center at Belvedere

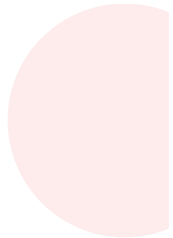
Modernizing Creative Expression



Intergenerational Connections



Connect with a Senior Center Today!



Contact information

Name	Program	Contact Info
Candace (Young) Nakamoto	Hawaii SHIP	Candace.Young@doh.hawaii.gov
Dianne Stone Associate Director of Network Development and Engagement	National Council on Aging	Dianne.Stone@ncoa.org

NCOA Resources

- [Getting the facts on senior centers](#)
- [Facts-and-benefits-about-senior-centers-you-probably-didnt-know](#)
- [Senior-centers-reach-the-hard-to-reach](#)
- [Senior-center-spotlight-intercultural-senior-center-evolves-to-serve-seniors-with-language-barriers](#)

NCOA resources

- [Mapping low-income older adults by race, language and technology](#)
- [Facebook advertising guide](#)
- [Conducting-benefits-outreach-in-highly-trafficked-areas](#)