

## **AoA Older Americans Month 2008 Program Champion**



**Project:** Community Based Enrollment Campaign for the Low-Income Subsidy

**Organization:** Area Agency on Aging of Luzerne and Wyoming Counties

### **Project Description:**

In partnership with the National Association of Area Agencies on Aging (n4a), the U.S. Administration on Aging and the Centers for Medicare and Medicaid Services, the AAA of Luzerne and Wyoming Counties has been developing innovative and targeted outreach strategies for the potentially eligible Low-Income Subsidy (LIS) population within Medicare Part D. By utilizing a diverse set of outreach strategies in media, event promotion and messaging, the AAA is helping seniors and their caregivers obtain the tools and education they need to make better informed decisions about their prescription drug access in Luzerne County, Pennsylvania. The goal of the program is to identify as many beneficiaries as possible who are potentially eligible for LIS, providing group education and individual personalized counseling and to assist in applying for the subsidy.

Luzerne AAA has had considerable success reaching Medicare beneficiaries through large group events and event promotion. The events, taking place in familiar public settings such as senior centers and senior housing, are supported by campaign partners such as local Social Security representatives, volunteers from RSVP (Retired Seniors Volunteer Program) and APPRISE staff members (Pennsylvania SHIP program).

Luzerne AAA has made a lot of effort with local media to ensure group event and outreach success. Close partnerships with local weekly and daily newspapers have resulted in editorial articles and multiple advertisement opportunities. Local parishes were heavily targeted for newsletter announcements. Educational and event flyers were distributed in paycheck envelopes for local home health aide agencies. In all media efforts, LIS messaging was kept short and simple. All of these activities have lead to almost 30 group events with attendance over 1,000 individuals, 420 individual counseling sessions and 140 LIS applications submitted to SSA.

For more information on this project contact Anne Rappaport at (570) 822-1158 or via e-mail at [ARappaport@aging.luzerne-wyoming.org](mailto:ARappaport@aging.luzerne-wyoming.org).