

# What has been your most successful outreach strategy to date?

Created a Money Tree to increase traffic at information events

Play money with our contact info on it

Ads in the utility bill (local power company, telephone, etc.)

Flyers in bags of groceries at pantry

Benefit potential eligibility letters

Magazine and newsletter ads

Flyers in meal deliveries

Ads in Magazine mailings

Hosting SNAP outreach events at our Adult Day Care Center.

Conversations in seminar format - sitting in a circle and conversing with beneficiaries.

Advertisements in local, trusted newspapers

Multi-pronged outreach, eg. letters from the state paired with outreach calls

Flyers everywhere!

rack cards everywhere. in mailings out to meals on wheels recipients etc

We are having success placing messages in local utility bills.

Providing good services, so that people refer a friend or family member. Best outreach is word of mouth!

Direct mailers targeted to low-income older adults in our county.

Facebook/New to Medicare classes/Health Fairs/Flyers in commodities at the food bank

Reaching out at aging conferences

Brief info-mercial before the meals at senior centers, then eat with seniors and have a table set up for questions and 1x1's after the meal.

Word of Mouth! Giving 2 business cards so that people who had good service can refer a friend.

Email invite to an event with additional "action steps" such as share with a friend, register, tell us who else we should invite

**Social Media**

Our Facebook page and County Fairs

Weekly Facebooks Lives!

Promoting SNAP and other benefits through our congregate meals program.

Attending Senior Citizens as some are gradually opening here on the Navajo reservation celebrating the People of Wisdom, beautiful People

Working directly with Native American elders and speaking with them in our native language.

Medicine cards for wallet

Medicare classes provided through Community Colleges!

Medicare Bingo!

MIPPA Bingo

Offering office hours at local senior centers!

Medicare Bingo and Welcome to Medicare webinars

Doing Medicare presentations (small breakouts) at the local community library

Partnering with other agencies

Partnering with other organizations. Ex: Farmers Market event with local food bank

Partnering with local centers and civic clubs

Various strategies depending on the local MIPPA sites geography - anything between flyers (rural) to television media ads (urban)

Partnering with lead community organizations!

Joining other outreach partnership opportunities

Partnering with state caregiver, OAA, HCBS, and health outreach specialists with events and materials.

Participating in outreach events in rural areas.

Partnering with free clinics and diabetic clinics for people turning 65

Radio campaign, billboards and pharmacy bags

Partnering with community partners serving older adults.

MIPPA Radio Ads

Using our local radio station

tagging along with other programs at all outreach events

Monthly non-profit meetings with other organizations to find out new outreach events!

Partnering with Senior Housing

Community events.