

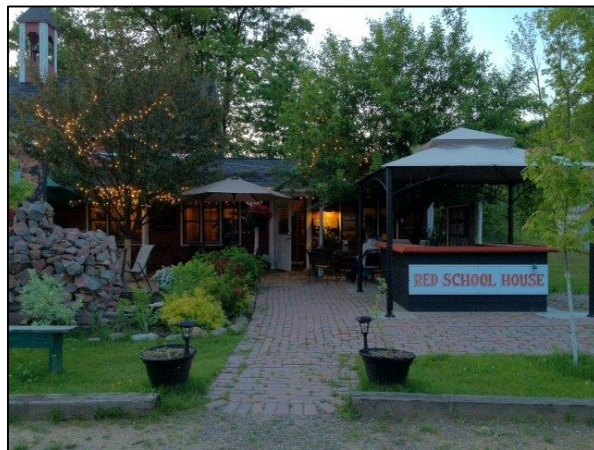
Bingo on the Road

- The **Senior Resource Center** is a MIPPA sub-grantee in Sawyer County
- Non-profit agency contracted to implement Older American Act programs
- Rural county in NW Wisconsin - population density = 13 people/sq. mi.
- Goal: to expand outreach to most rural parts of the county



What is Bingo on the Road?

- Weekly bingo offered by the Senior Resource Center at eating/drinking establishments in outlying communities
- Held Wednesday evenings throughout the summer from 6:00-8:00 p.m.
- Seven events held in 2016
- Advertise in local newspaper Flyers and Facebook








Implementation

- Senior Resource Center staff introduced themselves and their agency at the beginning of the night
- “Commercial Break” midway to share program information
- Staff was available afterwards to answer questions
- Get to know the locals



Sample Bingo Card

				
Medicare	Level of Care Requirement	Extra Help	Part D	\$1528-\$1879s (\$2050-\$2524c)
Medicaid	Advantage Plan	Medigap	Medicare Savings Programs	ABC
October 15th – December 7th	Colonoscopy		Fraud	Durable Medical Equipment
Mental Health	SHIP	\$1377-\$1528s (\$1847-\$2050c)	AAA	Volunteers
Annual Wellness Visit	Part A	Part B	SSA	Mammogram

Results

- Good attendance – 20-70 people each night
- New audience including younger people and families
- Gained new agency volunteers
- Expanded outreach to new geographical areas
- Strengthened connections in smaller communities

