

Outreach to Vulnerable Populations

Division of Energy Assistance
Office of Community Services
Administration for Children & Families
U.S. Department of Health and Human Services



ADMINISTRATION FOR
CHILDREN & FAMILIES

Agenda

- Overview
- Vulnerable Populations
 - Panelist Presentations
- Questions



Overview

Before these panel discussions take place, we will review the purpose of outreach in LIHEAP.

Outreach Purpose

- ASSURANCE 3

- Conduct outreach activities designed to assure that eligible households, especially households with **elderly individuals or disabled individuals, or both, and households with high home energy burdens**, are made aware of the assistance available under this title, and any similar energy-related assistance available under subtitle B of title VI (relating to community services block grant program) or under any other provision of law which carries out programs which were administered under the Economic Opportunity Act of 1964 before the date of the enactment of this Act ...

Effective Outreach

- Make eligible households aware of programs for which they may be eligible:
 - Weatherization Assistance Program (WAP)
 - Utility-Funded Rate Assistance Program
- Effective outreach can streamline the following:
 - Application process
 - Enrollment process
- May be necessary to carry out some outreach activities more than once or continuously to ensure targeted populations are aware of LIHEAP



Discussion Panel

Outreach Techniques and Materials Development Geared Toward The Disability Community

Kelly Monroe

Executive Director, The Arc of Louisiana



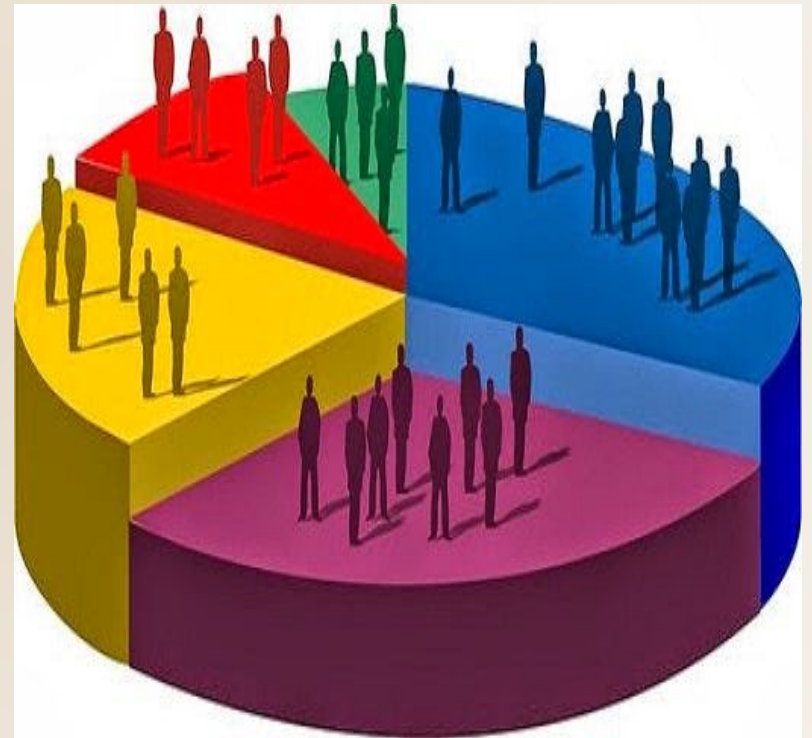
The Arc of Louisiana



- A grassroots organization of and for people with intellectual and developmental disabilities and their families
- Devoted to promoting and improving supports and services
- 6,000+ members
- 20 local chapters

Individuals with a Disability

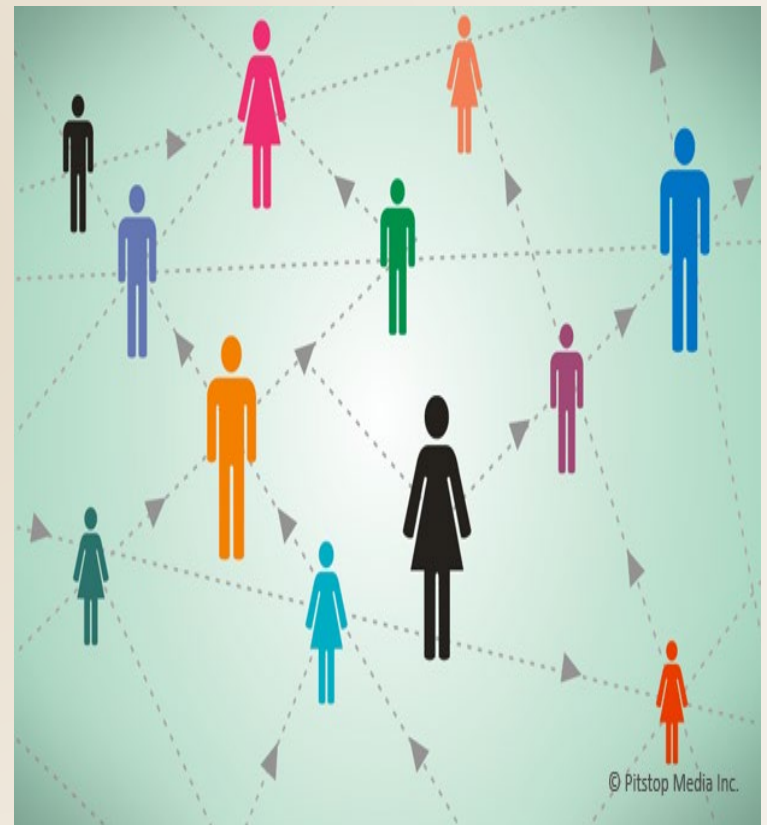
- Estimated 48.9 million people
- Estimated 24.1 million people have a severe disability.



Outreach Plan

Success begins with an outreach plan:

1. Organize your efforts.
2. Ensure support.
3. Develop a plan.



Strategies for Reaching Out to the Disability Community

Two key areas to focus on:

1. Education
2. Partnerships



Education

Understanding the disability community:

1. Gather information.
2. Educate your staff.



Partnerships

Partnerships are the key to successful outreach:

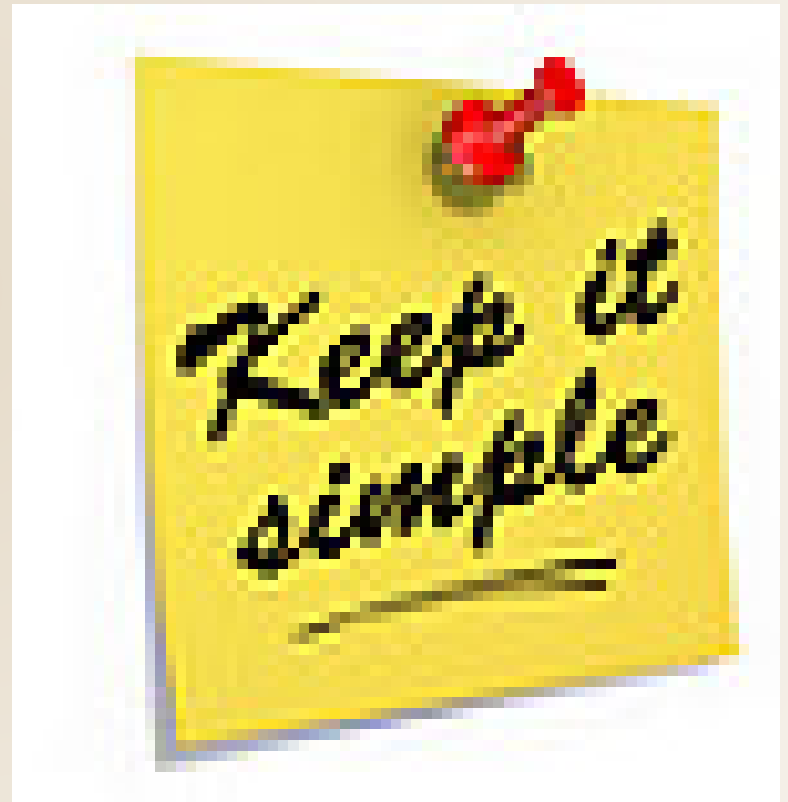
- Start early:
 - Develop the relationship before it is needed.
 - Initiate meetings with leaders of local disability organizations.
- Develop and maintain relationships with key leaders.



Successful Communication

Material development:

- Design outreach materials with accessibility in mind.
- Be direct and clear.
- Avoid wordiness and clutter on slides and documents.



Microsoft PowerPoint and Document Dos

Do:

- Use fonts like Arial, Verdana, and Tahoma.
- Use a dark font color with light background.
- Use a large font size:
 - Microsoft PowerPoint – 22-point font
 - Documents – 12 - 18-point font
- Keep the slide simple to avoid distraction.
- Number your slides.
- Include contact information on the last slide.



Microsoft PowerPoint and Document Don'ts

Don't:

- Do not use cursive or fonts with too much detail.
- Do not use a design, photo, or watermark behind the slide.
- Do not use graphs and charts if it is not necessary.
- Do not use sounds or animations.



Resources

- The Arc: <http://www.thearc.org/find-a-chapter>
- American Association on Intellectual and Developmental Disabilities: <https://aaidd.org>
- National Association on Councils for Developmental Disabilities: <http://nacdd.org/councils/>

The Arc of Louisiana



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Discussion Panel

Outreach to Vulnerable Populations: Seniors

Randy Feliciano

Program Manager, Center for Benefits Access



National Council on Aging

Improving the lives of 10 million older adults by 2020

About NCOA

- **Who We Are:**

Respected national leader and trusted partner to help people aged 60+ meet the challenges of aging



- **Our Vision:**

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

NCOA's Center for Benefits Access

- Web site: www.ncoa.org/centerforbenefits

- Funded by the U.S. Administration for Community Living (ACL)



- Help community-based organizations find and enroll low-income seniors and younger adults with disabilities into benefits for which they are eligible

Why Don't Seniors Apply for Benefits?

- Lack of awareness about programs
 - Misconception that some programs are only for households with children
- Assumption that a lot of paperwork is involved
- Do not know where to begin
- “Other people need more help than me”



Where Do Seniors Get Trusted Info?

- Top trusted messengers:
 - Medicare & Social Security office
 - Doctor/nurse
 - Local aging agency
 - Partner/spouse
- Top sources of news:
 - Local TV news
 - National TV news
 - Local newspaper
 - Internet news sites



About the Aging Network

- State Health Insurance Assistance Programs (SHIPs) are federally funded to provide free, impartial advice about Medicare to beneficiaries and families
 - Also offer Medicare Savings Programs/Extra Help application assistance
 - Find your local office at www.shiptacenter.org or call 1-877-839-2675
- Local aging organizations (Area Agencies on Aging, Aging & Disability Resource Centers) often offer benefits assistance
 - Seek them out using Eldercare Locator at www.eldercare.gov or call 1-800-677-1116
- Benefits Enrollment Centers (BECs): NCOA's network

Benefits Enrollment Centers (BECs)

- NCOA funds 59 BECs serving individuals in 31 states
- Provide comprehensive screening, application assistance, and follow-up for all of the programs for which a person might be eligible
- Welcome partnerships and referrals
- Web site: www.ncoa.org/becs

Successes From the Field

Examples of BECs successful outreach strategies:

1. Hosting large centralized enrollment fairs (e.g., farmers market in Tennessee, annual county fair in San Francisco, senior center holiday party in Dallas)
2. Drop-off box approach (Duke University BEC)
3. Prescription for Cost-Saving Benefits (Kentucky)
4. Building Trust through Peer-to-Peer Volunteers (New York City)

To learn more, visit:

<https://www.ncoa.org/centerforbenefits/promising-practices/>.

Contact Information

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Discussion Panel

Outreach to Vulnerable Populations

Alfreda Tillman Bester

Assistant Secretary of Family Support,

Louisiana Department of Children & Family Services



DCFS Outreach to Families

- Traditional News Media
- Community Partners (civic, social, faith-based)
- “Conversations with the Secretary”
- Social Media
- Toll-free helplines
- DCFS Web site



Web Site Statistics

- 3 million users (2016)
- 76.5% female (as of 1/1/17)
- Highest engagement: 25 – 34-year-olds (as of 1/1/17)



DCFS Services



DCFS Services Statewide

Child Welfare

4,419

children served in foster care each month in 2016, on average

8,262

children served in foster care from October 1, 2015 to September 30, 2016

735

Louisiana foster children adopted from October 1, 2015 to September 30, 2016

495

Louisiana foster children available for adoption each month in 2016, on average

In Federal Fiscal Year 2016, DCFS received **63,257** calls to its statewide, toll-free 24/7 child abuse hotline, **1-855-4LA-KIDS**.

Child Support Enforcement

In SFY 2016, there were **289,659** monthly child support cases on average in Louisiana.



More than **\$420.7 million** was collected in child support in SFY 2016.

Disability Determination Services

In December 2015, Disability Determination Services (DDS) determined medical eligibility for



157,310 workers and **34,728** children in Louisiana receiving disability benefits.

Economic Stability

Family Independence Temporary Assistance Program (FITAP)

In 2016, an average **9,454** Louisiana residents received FITAP benefits totaling **\$773,187** per month.

Supplemental Nutrition Assistance Program (SNAP)

In 2016, an average **914,202** Louisiana residents received SNAP benefits totaling **\$116.6 million** per month.



Kinship Care Subsidy Program (KCSP)

In 2016, an average **3,895** Louisiana children received KCSP benefits totaling **\$877,520** per month.

Disaster Supplemental Nutrition Assistance Program (DSNAP)

In the 2016 Louisiana floods and the February 2017 tornadoes, Louisiana residents who suffered adverse affects received more than **\$184 million** in disaster-related food benefits.

DCFS Economic Impact

DCFS employs approximately **3,400 staff** around the state. In FFY 2016, **4,975** retailers accepted SNAP benefits which put more than **\$2.45 billion** into Louisiana's economy.

DCFS toll-free helpline:
1-888-LAHELP-U

Report Child Abuse:
1-855-4LA-KIDS

Contact Information

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Questions?

