



JEB BUSH
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MEMORANDUM

TO: AAA Directors **NOTICE:** 100103-1-I-OVCS

FROM: Terry White
Secretary

DATE: September 30, 2003

SUBJECT: Notice of Instruction: Sunshine for Seniors Work Plan and Budget

The purpose of this notice is to request a work plan and spending plan for the Sunshine for Seniors Prescription Assistance Program. As discussed on the recent conference call on September 13, 2003, \$10,000 General Revenue Funds have been allocated for each PSA for implementation and provision of services. It is required that this amount be used by June 30, 2004. Both plans are to be completed and submitted to the Department of Elder Affairs SHINE Director, John D. Chreno, by October 17, 2003. It is recommended the Area Agencies on Aging use the same format used for the SHINE Program plans. Plans should encompass actions, needs and expenses to ensure the success of this prescription assistance program through June 30, 2004.

Basic areas to be addressed in the work plan and spending plan:

- Assurance of targeting underserved groups
- Use of census data and previously identified areas for outreach
- Recording results of all outreach efforts for future reference
- Specifying each type of outreach intended
- Frequency of contacts with clients anticipated
- Capability of in-person contacts and telephone counseling at each location
- Obtaining the additional equipment required to accomplish quality and effective counseling services (CPU, hardware, software, printer, internet access charges, etc.)
- Public awareness initiatives (radio spots, newspaper ads, etc.)
- Travel expenses for staff and volunteers for events and distribution of materials
- Expenses associated with partnerships formed with area resources
- Additional funding for salary/fringe based on extra hours of work

Other initiatives and/or expenses should be included based on local needs.

If you have any questions, please contact John Chreno at (850) 414-2157.

TW/bjp

<http://elderaffairs.state.fl.us>