

Supplemental Grant Narrative
Grant No. 11-P-20218/4-12

The Florida Department of Elder Affairs (DOEA), working through the SHINE Program and its 450 volunteers located throughout Florida, plans to increase services to beneficiaries. This will be accomplished by focusing on the following four areas:

1. Individually counsel more beneficiaries,
2. Accept and serve more referrals for counseling from sources such as 1-800 Medicare,
3. Increase outreach and counseling to low-income and hard-to-reach beneficiaries,
4. Increase and enhance volunteer recruitment and training.

Florida SHINE is anticipating accomplishment of the above four goals by teaming with our primary partners, the eleven Area Agencies on Aging (AAA), which serve all sixty-seven Florida counties. By giving these partners the opportunity to submit work plans and funding requests in the form of contract amendments, it is anticipated that as much as 80% of the Supplemental Grant will go directly to these field agencies which have the best local knowledge of underserved persons and areas of great need.

Florida SHINE headquarters will reserve the remaining percentage of funds to support the field by enhancing staff and equipment resources in the area of technical assistance, outreach, training and prescription assistance. All program components will strive to provide clear and accurate information on the Medicare Modernization Act, and especially on the Medicare Prescription Discount Card/Transitional Assistance by presenting in rural areas and in underserved metropolitan areas such as Miami. While providing information to beneficiaries, the SHINE team will recruit new SHINE volunteers from local organizations currently serving these populations. These individuals will receive appropriate training in their native language, and information will be translated as is needed. Once counseling begins in hard-to-reach communities, locations for continued counseling would be sought. It is possible that mobile counseling units will be established, or shopping mall kiosk locations. These units will provide an appropriate confidential space for private assistance, and maintain a regular volunteer schedule in both rural and urban settings.

The Florida Elder Helpline services available through the AAAs may also be expanded in hours of service and the quality/completeness of the initial response if a local need exists. In the same way, web-based links on the Florida DOEA

website can be expanded and improved. Volunteers can be better trained to improve their computer agility.

Other initiatives the Supplemental Grant will enable SHINE to pursue include better partnering with professional associations already serving disadvantaged beneficiaries, such as the Visiting Nurse, Medical Office Manager, AIDS support and Farm Bureau Associations. Advertising will be selective and appropriate for non-English speaking populations in Florida, with a concentration on radio, billboards and ethnic/cultural events. Faith-based organizations may also be considered for bulletin articles and newsletters/meetings. Established public service organizations such as Rotary, Lions, VFW and other local groups of good character can be engaged to partner and their members to become SHINE volunteers.

Single event outreach initiatives such as Television Phonebank counseling is a way to saturate a market area with information, and provide both information and counseling using both staff and volunteers. Finally, some funds must be used to enhance the training and presentation resources for staff and volunteers. This can include the purchase of LCD projectors, laptops and printed supplies.

Florida SHINE believes the best, most locally relevant and creative ideas will come from the eleven AAAs and the volunteers that serve the population in that area. The AAA opportunities for increased funding will be based on each area's targeting criteria, and continued funding opportunities will be based on documented performance outcomes. DOEA has determined the percentage of persons in each AAA area who meet the various targeting criteria such as prevalence of Alzheimer's, poverty, rurality, disability, and medically underserved. This will represent a paradigm shift for Florida SHINE.

We look forward to the prompt receipt of these Supplemental Grant funds. We anticipate success accomplishing the four goals articulated above.