

Senior Community Services Midyear 4.22

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Project: Increase diversity in Caregiver Support Program through outreach

SCS expanded its Advisory Council to include more diversity. Sought people with multicultural capacity not fundraising. Next meeting is tomorrow. Hope they will help build relationships. There is also a multicultural integration center in Upper Darby. Hope to find partners at upcoming Senior Expo. May need more time to achieve goal.

Had first Caregiver Academy program last week. 10 enrolled, 2 attended. Not sure why, but will give reminder calls next time. Attendees may be good ambassadors. Working on offering programs in Spanish. Have translated print materials into Spanish, Korean, Vietnamese, Chinese and Japanese. May post on Youtube so can watch any time.

Many are grandparents caring for grandchildren. I noted that this is a very different issue than caring for a parent or spouse in later years. Need specific group and focus.

Funding is not an issue for this program (well funded with public funds). AAA has increased funds for case managers. Problem is outreach/marketing. SCS is short staffed and no one has time to do this. Hope for new hires in Spring.

In addition to groups, each family has a case manager. Key service is reimbursement for services family pays for. Also provide education.