



Welcome!

ADRC Fridays: Talk, Learn, Connect
February 25, 2022

Meeting Logistics



- Participants will be **muted during presentations**; please **unmute/share video during general discussion times**
- Please use the **chat** feature to post questions and communicate your peers
- **Closed Captioning** is available.
- If dialing by phone, **press *9** to request to be un-muted, **press *6** to un-mute your phone.
- If there are technical issues or questions, please **email**. ADRC@aging.ca.gov and an ADRC Branch staff member will respond.
- **This roundtable is being recorded.**

Poll: Who's Here?

- What type of organization are you a part of:
 - AAA
 - ILC
 - Other ADRC partner
 - Other organization serving older adult/disabled populations
 - None of the above
- What part of California are you from?
 - Northern
 - Central
 - Southern
 - Statewide

• Salty or Sweet?

- Salty – there is no other!
- Sweet – always and forever!
- Both – preferably in the same snack.
- Neither!



Today's Topic

- Outreach and Awareness for ADRCs



Monterey County ADRC

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Area Agency on Aging

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**MONTEREY COUNTY AGING AND DISABILITY
RESOURCE CONNECTION (MCADRC)**





***Developing Outreach and Awareness
in Monterey County***

MONTEREY COUNTY DSS / AGING AND ADULT SERVICES/ AREA AGENCY ON AGING

CENTRAL COAST CENTER FOR INDEPENDENT LIVING

No Wrong Door System Infrastructure

Outreach &
Awareness

Streamlined
Access to
Public
Programs

Person
Centered
Counseling

Governance &
Administration



Monterey County ADRC's Outreach Model

- Outreach to Key Extended Partners through individual meetings / presentations
- Extended Partner Network Meetings through AFN / ADRC Connections group
- Community Outreach Presentations to existing networks and groups
- Direct Outreach to Consumers through community events and media

Outreach to Key Extended Partners



- Identified key Extended Partners and reached out to schedule meetings with leadership
- Presented on ADRC model and answered questions
- Invited them to be a part of our Extended Partner Network
- Invited them to pilot new elements of ADRC development, such as database portal referrals
- Developing MOUs with key healthcare partners for Transition Services

Extended Partner Network Meetings



- Created ADRC Connections Extended Partner network meetings
- Merged with existing Access and Functional Needs (AFN) group
- Hold regular hour-long meetings every 2 weeks
- Opportunities for agencies to present on their services, share announcements, and address challenges
- Average attendance of 25-30 agency representatives

Community Outreach Presentations



- Reach out to existing local agency networks and groups to provide trainings
- Take advantage of opportunities to present to local committees and providers about ADRC model
- Invite attending agencies to participate in Extended Partner network meetings
- Reach out to interested agencies individually for follow-up meetings and presentations

Direct Outreach to Consumers

BEST OF MONTEREY BAY®

Senior

BILINGUAL GUIDE

2021-2022

RESOURCE
GUIDE

Guía De
Servicios

PARA PERSONAS
DE LA TERCERA EDAD

Published by
MONTEREY COUNTY
WEEKLY
PRINT | WEB | MOBILE

aaa
AREA AGENCY
ON AGING

- Host information booths at community events, such as the County Fair
- Host community events – reached over 300 community members through an open house at our DSS One-Stop Community Center
- Media outreach through print, radio, and television ads as well as social media
- Released annual Senior Resource Guide in English and Spanish

Questions?

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An illustration showing two hands, one on the left and one on the right, holding up a rectangular orange banner. The banner is held by black vertical strips. The hands are wearing dark suit sleeves with white cuffs. The background is a solid light blue color. The text 'THANK YOU' is written in large, white, bold, sans-serif capital letters on the banner.

**THANK
YOU**

ADRC of the Mother Lode

ADRC of the Mother Lode

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Page #1

 <p>Food Resources</p>	 <p>Financial Assistance</p>	 <p>Legal Services</p>
 <p>Transportation</p>	 <p>Housing</p>	 <p>Disability Services</p>
 <p>Veteran Services</p>	 <p>Support Services</p>	 <p>Utilities</p>

ADRC of the Mother Lode



The new resource directory website is:

<https://adrcofthemotherlode.myresourcedirectory.com>

Area 12 Agency on Aging & DRAIL

Have created a new online resource directory!

This resource directory provides information on many services and programs available to older adults and people with disabilities in Alpine, Amador, Calaveras, Mariposa, and Tuolumne Counties.

Open your camera app point it on the QR code to be taken to the resource directory website.



for more information call

Area 12
Agency on Aging



800-510-2020
209-532-6272

DRAIL



209-521-7260

ADRC of the Mother Lode



ADRC OF THE MOTHER LODGE

This resource directory provides information on many services and programs available to older adults and people with disabilities in the following counties:

ALPINE
AMADOR
CALAVERAS
MARIPOSA
TUOLUMNE

Online Resource Directory 

<https://adrcofthemotherlode.myresourcedirectory.com>

Open your camera app and point it towards the QR code to be taken to the resource directory website. 

for more information  call

Area 12 - 209-532-6272
Agency on Aging - 800-510-2020

DRAIL - 209-521-7260

 **Area 12**
Agency on Aging
Your Senior Resource Connection

 **DRAIL**
Disability Resources Agency
for Independent Living

ADRC of the Mother Lode



Online Resource Directory

<https://adrcofthemotherlode.myresourcedirectory.com/>

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Questions?

Poll: Outreach Methods

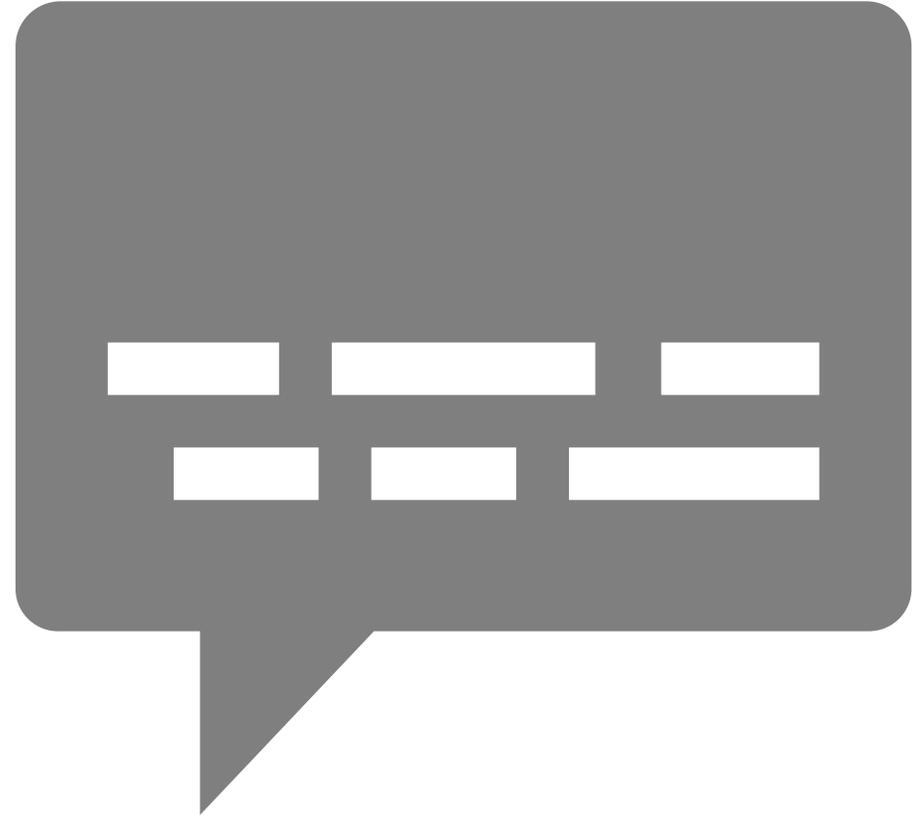
- What outreach methods work best for your ADRC?
 - Bulk mail
 - Newspaper articles
 - Marketing (following appropriate funding source guidance)
 - Flyers
 - Social media
 - Conferences/events/booths (following COVID guidance)
 - Media stories
 - Telephone outreach
 - Outreach through partnerships
 - Other

Talk, Learn, Connect

What is a successful outreach and awareness campaign your ADRC has done?

How do you measure the success of your ADRC's outreach and awareness efforts?

What can CDA do to support your efforts?



Thank you!

- ***Save the date!***
 - Next ADRC Fridays Roundtable:
Friday, March 25, 12:00-1:00pm
- ***Consider submitting an ADRC Promising Practice***
- Questions or comments:
ADRC@aging.ca.gov

