



“Working Harder To Make Aging Easier”

Service Standards **Title III-B Outreach**

The Outreach service provider must adhere to the Northeastern Illinois Area Agency on Aging General Service Requirements in addition to service-specific requirements listed below.

I. Definitions (IDOA/NEIL)

- A. Service Definition:** One-on-one contact initiated by an agency or organization for the purpose of identifying potential clients (or their care givers) and encouraging their use of existing services and benefits. The emphasis should be placed on conducting home visits for the initial contact. (IDOA 603.22 A)
- B. Unit of Service Definition:** A unit of service is any contact between a service provider and an elderly client or care giver. Outreach units are based on one-on-one contacts by a service provider. Client follow-up is counted as another Outreach unit of service. (IDOA 603.22 C)
1. For example: When a staff person from a provider agency does an uninitiated home visit to an older person who is not known to the local service network and provides information about services and resources that are available, this constitutes one unit of service. If the staff person does a follow-up visit or a telephone call is made to the client to provide additional assistance and/or encourage that person’s use of existing services and benefits, this follow-up contact will be counted as another unit of service. (IDOA 603.22 C)
 2. Outreach does not include program publicity (e.g., preparation of newsletters and press releases) and the development of interagency agreements. (NEIL)
 3. Unduplicated Count: The unduplicated number of individuals who have received services. (NEIL)

II. Service Activities (IDOA 603.22 B)

- A.** Conducting search and find activities (e.g., canvas door to door and personal contact with older persons whose names have been solicited from community resources) which seek out and identify hard to reach older persons and targeted populations;

- B.** Informing persons of benefits and services which are available;
- C.** Encouraging older persons to participate in senior programs;
- D.** Assisting older persons in gaining access to needed services;
- E.** Conducting follow-up activities with older persons and/or agency(ies) to determine whether services have been received and the identified need met following the formal referrals;
- F.** Providing client advocacy to secure needed benefits;
- G.** Arranging for and providing community presentations which link older persons and caregivers to needed services and benefits; and
- H.** Conducting disaster assistance activities: The older person has a decreased capacity to recover in times of disaster. Older persons are reluctant to seek help in a time of disaster or they may not know how or be physically able to seek assistance. Traditional means of identifying persons in need do not lend themselves to reaching the frail, the isolated, and the economically disadvantaged elder persons. These persons need to be sought out and adequately represented in order for them to receive the assistance to which they are entitled. Specialized outreach services should be conducted by case managers and/or outreach workers. Specified disaster related activities may include:
 - 1.** Conducting door-to-door canvassing to locate and identify older persons, assessing their needs and providing assistance in obtaining needed services (e.g., neighborhood searches to find isolated or "hidden" seniors, seek and identify older persons who have moved out of the area, etc.);
 - 2.** Encourage and assisting older persons in using the teleregistration system or the Disaster Application Center;
 - 3.** Providing on-going support and assistance through extended and repeated efforts to follow-up (older persons, must be recontacted in person and by telephone over an extended period of time to help older persons return to normalcy); and
 - 4.** Conducting follow-up on lists of affected older persons received from other providers and agencies to assure that they are receiving services.
- I.** Outreach to groups is not to be counted as units of service. This type of Outreach is a part of the general administrative responsibilities of an Outreach provider.

III. Service Standards (IDOA/NEIL)

- A. People with Limited English Speaking Ability:** If a substantial number of the older individuals residing in the service area are of limited English-speaking ability, the outreach service must utilize workers in the delivery of outreach services who are fluent in the language spoken by a predominant number of such older individuals who are of limited English-speaking ability. (IDOA 603.22 E1)
- B. Service Populations:** Outreach service efforts will identify individuals eligible for assistance with special emphasis on the populations identified in the General Service Standards Section II(B 1-9) and II(D). (IDOA 603.22 E2)
- C. Inquiry/Referral:** Procedures to respond to inquiry by referral to other appropriate agencies such as the CCU must be followed by each provider. Persons assessed for service must be informed of service options and limitations. (NEIL)
- D. Intake:** Intake procedures (standardized intake form/interview process) must be established for training staff at each office or site to identify the client's demographic information and to assess the client's needs. (NEIL)
- E. Follow-up/Monitoring:** Procedures to contact the client and/or an agency to determine whether services were received and met the identified needs, to determine the usefulness of provided services, and to assist the older person who was unsuccessfully referred or who may have developed additional needs must be followed. (NEIL)
- F. Record Keeping:** A record keeping system will be in place which keeps count of daily units of service provided. (NEIL)
- G. Resource Development:** Maintain current information with respect to the services and opportunities available to older persons, as well as disability issues. (NEIL)
- H. Access**
- 1.** Ensure that all older persons in the county have reasonably convenient access to the service. (NEIL)
 - 2.** Provide in home visits in order to accommodate persons who are homebound, frail or have disabilities, when feasible. (NEIL)
 - 3.** Agencies must provide no-cost phone access from all points within the area served. Outreach providers are required to have Directory assistance listings in phone book Yellow Pages under heading "Senior Citizens Service Organizations". (NEIL)

4. Agencies must be accessible outside of normal working hours; a telephone answering service or a recording device referring callers to an emergency number may be used. (NEIL)
 5. In areas in which a significant number of older persons do not speak English as their principal language, provide Outreach services in the language spoken by the older person. (NEIL)
 6. The provider must have staff, or contractual arrangements, to aid persons who are non-English speaking or deaf in obtaining services and demonstrate cultural competency (CPoE/NEIL).
 7. Provide that services be available during normal working hours. (NEIL)
 8. Disclose information by name about an older person only with the informed consent of the older person or his or her authorized representative. (NEIL)
- I. Service Population:** Persons age 60 and over, who require individualized face-to-face efforts to inform about and encourage the use of available services and benefits. (NEIL)
- J. Staffing (NEIL)**
1. Agencies funded to provide Outreach services must minimally:
 - a. employ a specially trained staff to inform older persons of the opportunities and services which are available and to assist older persons to take advantage of the opportunities and services. (NEIL)
 - b. recruit outreach workers with a special emphasis for older persons and program participants. (NEIL)
 - c. document reviews by Outreach workers of updated or new information from the designated Information and Referral resource file to become informed about all available services and opportunities for older persons. (NEIL)