

May 12, 2015 12:30-1:45
Panel On Outreach To Vulnerable People And Diverse Populations

Goal of Panel: How Villages can reach out to vulnerable and diverse populations

Take aways:

- Partner with other community organizations
- Consider sliding dues schedule for low income individuals
- Challenging to get people to ask for services; try lots of different strategies

Panel Facilitator: Martine Brizius, Silver Spring Village

Panelists:

Lisa Walker, Hyattsville Aging in Place

- Serves whole county
- Knew dues would be a barrier to membership; annual dues \$20; 80 paying members, serving 35 people directly
- Budget \$6,000- covers insurance and background check
- Provides direct services: transportation, picking up prescriptions, delivering food, phone tree.
- Reach vulnerable populations by: contact with senior housing; contact council members can help to identify isolated individuals; contact with Meals on Wheels and senior programs

Catherine McCallum, Chevy Chase At Home

- Offers dues waivers for low income residents
- Have focused on getting more males involved; providing home adaption and repair services is a draw; serving as drivers

Peggy Gervasi, Silver Spring Village:

- 97 members; wants to add 60 members per year.
- Working with Diversity Task Force in Silver Spring
- They have gotten people to ask for help by meeting with new members to explain services--schedule services as part of that meeting, and membership handbook explains services available.