

Innovative Outreach Tactics

This resource page is designed to share ideas for innovative tactics partners can use to reach people with low incomes and limited resources.

FIVE TIPS FOR A SUCCESSFUL ENROLLMENT EVENT

1. Host small engagements.
2. Go where the people are — don't ask them to come to you.
3. Consider providing free transportation to increase attendance.
4. Provide one-to-one application assistance.
5. Assist with application process from start to finish, and provide follow-up if necessary.



OUTREACH TACTICS	POTENTIAL PARTNERS
Work with community organizations to establish phone banks for LIS eligible beneficiaries.	✓ Pharmacies
Disseminate Alternative Format and translated materials to reach populations with low literacy, limited English proficiency and disabilities.	✓ Health care providers
Host Medicare family reunion meetings and display LIS information on family reunion websites.	✓ Faith-based groups
Host "65th-birthday" parties to reach newly-eligible Medicare beneficiaries.	✓ Extension services
Utilize mobile van services of universities, faith-based organizations, hospitals, and community organizations to disseminate information.	✓ Heat/energy assistance programs
Post LIS information on Department of Motor Vehicle information screens while waiting for service.	✓ Housing and rental subsidy programs
Display Medicare information in check out lines at grocery stores that accept food stamps and WIC programs.	✓ Caregiver services
Utilize local population-specific organizations to disseminate translated materials and reach those who predominantly speak other languages.	✓ Credit Unions
Work with schools to disseminate LIS information to students at the beginning of the school year to coordinate with other low-income assistance forms sent out at the same time.	✓ Check-cashing establishments
Offer LIS sessions as part of adult education classes.	✓ Large employers
Print LIS information on bank withdrawal and ATM receipts, savings and/or checking bank or credit union statements, and utility bills.	✓ Free financial and tax services
Maximize the opportunity to reach LIS eligible beneficiaries during point of need at pharmacies and doctors' offices.	✓ Habitat for Humanity
Work with safety-net providers to increase awareness of how and where their members should refer potential enrollees.	✓ Disease groups
Engage local media for free placements of messages or drop-in articles, especially smaller "free" papers geared to the low income population.	✓ Health departments
Purchase advertising space/place ads on mass transit. Print LIS advertisements on bus passes.	✓ Nursing homes
Place articles in local newspapers near the coupon section, and/or feature LIS as a coupon for prescription drugs.	✓ Nutrition and counseling services