



# Welcome!

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



Welcome!

A white speech bubble graphic with a thin outline, containing the word "Welcome!" in a white, sans-serif font.

# Meeting Logistics



- Participants will be **muted during presentations**; please **un-mute/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](mailto: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

**Monterey County**  
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



- 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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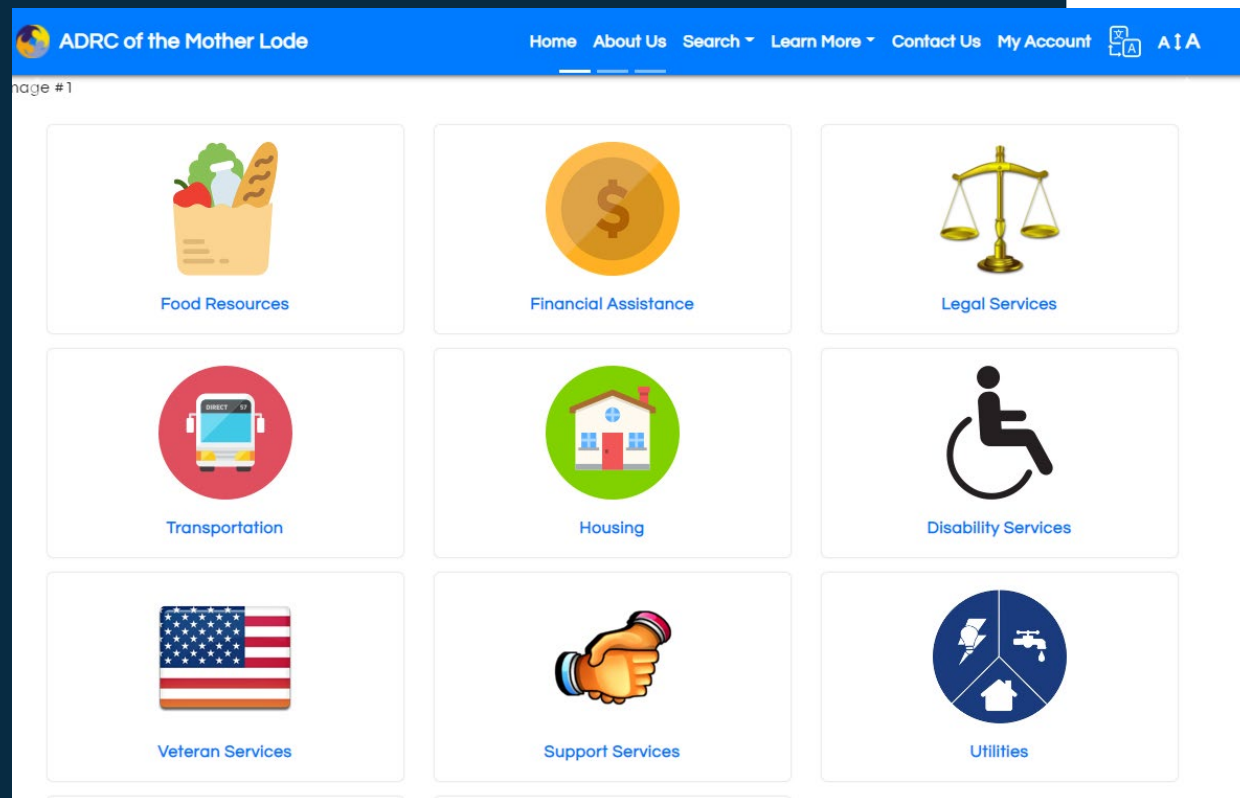




**THANK  
YOU**

An illustration featuring two hands holding a rectangular orange sign with the words 'THANK YOU' in white, bold, sans-serif capital letters. The hands are positioned at the bottom corners of the sign, with the fingers wrapped around black vertical bars that serve as handles. The hands are light-skinned and are wearing dark grey or black suit sleeves with white cuffs. The entire scene is set against a solid light blue background. The sign itself has a slight gradient and a soft shadow, giving it a three-dimensional appearance.

# ADRC of the Mother Lode



# 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



ADRC of the Mother Lode



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.



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**

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/>

# ADRC of the Mother Lode

Questions?

# Poll: Outreach Methods

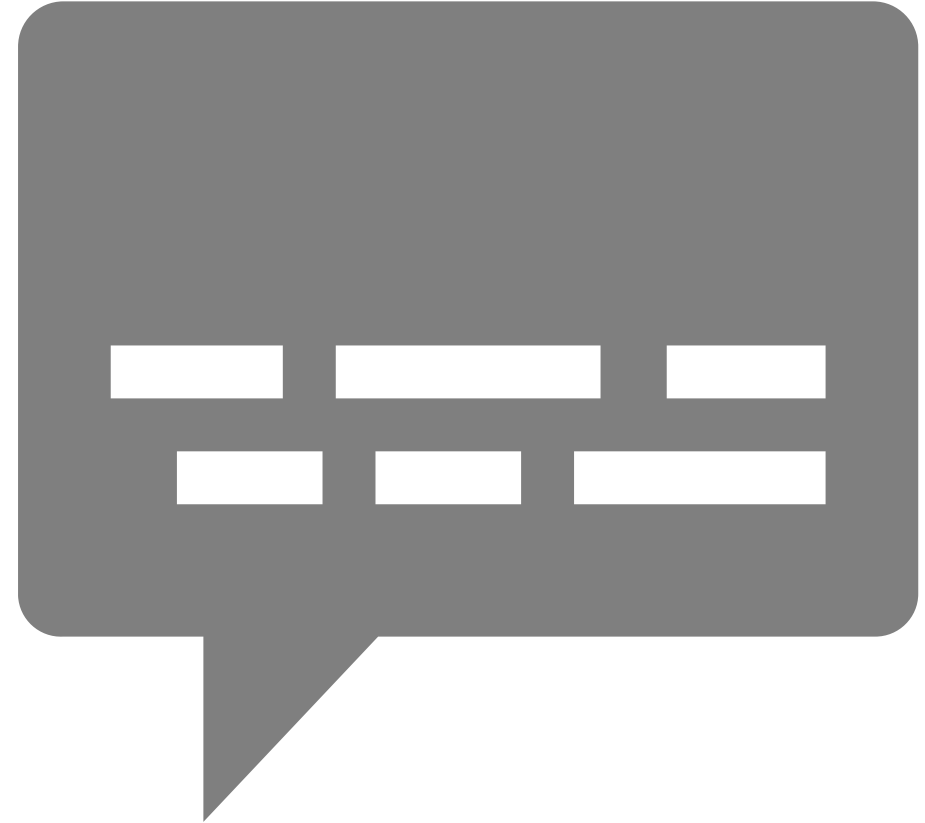
- What outreach methods work best for your ADRC?
  - Bulk mail
  - Newspaper articles
  - Marketing (following appropriate funding source guidance)
  - Flyers
  - Social media
  - Conferences/events/booths (following COVID guidance)
  - Media stories
  - Telephone outreach
  - Outreach through partnerships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

