**Medicare Outreach Idea of the Month**

July 2019

**Targeting Hard-to-Reach Medicare Beneficiaries**

As you work to share important Medicare information with Wisconsin beneficiaries, it is important to take extra steps to connect with those individuals who may be more difficult to reach. The Administration on Community Living (ACL) identifies hard-to-reach beneficiaries as those in the following groups;

* Low-income
* None-native English speaking
* Rural

Last month we focused on targeting people with Medicare who have low-income. This month we direct our outreach efforts toward other hard-to-reach beneficiaries, including those living in rural areas as well as those who are non-native English speaking. Several resources are available to help you with these efforts.

Many parts of Wisconsin are considered rural and even if your office is in a city, you may have rural parts included in your service area. Conducting outreach in these areas means dealing with challenges such as limited transportation, large land area to cover and an increased number of isolated individuals. Find tips and strategies to help you meet those challenges by viewing the 2018 Medicare outreach training: [Medicare Outreach in Rural Wisconsin](https://gwaar.org/medicare-outreach-in-rural-wi_1).

Your community may also include groups or individuals who are non-native English speaking. A beneficiary is considered non-native English speaking if English is NOT their first language, or if they are not fluent in understanding, speaking, reading and/or writing the English language. Check out the following resources for tips and materials that can help you reach them:

* + Medicare publications available in alternative languages: <https://www.medicare.gov/about-us/information-in-other-languages>

* + Social Security publications available in alternative languages: <https://www.ssa.gov/site/languages/en/>
  + Additional outreach materials, including videos, for Spanish language or other audiences can be found on the CMS.gov website at the link below:

<https://www.cms.gov/Outreach-and-Education/Reach-Out/Find-tools-to-help-you-help-others/Open-Enrollment-materials-for-Spanish-speakers.html>

* + National Hispanic Council on Aging (NHCOA): <http://www.nhcoa.org/>
  + Spanish language version of the Medicare website is <https://es.medicare.gov/>
  + SHIP TA Center Resource Library’s [*Toolkit for Outreach to Asian American Medicare Beneficiaries*](https://portal.shiptacenter.org/media/2848/aapi-toolkit-final.pdf)*.*

You can find additional materials available to help you reach *Hard to Reach Communities* in the Resources section of the GWAAR Medicare Outreach and Assistance Resources webpage.

**To view all the GWAAR Medicare Outreach and Assistance Resources, follow the link to our webpage:**

<https://gwaar.org/medicare-outreach-and-assistance-resources>

By the GWAAR Medicare Outreach Team