**Medicare Outreach Idea of the Month**

May 2021

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

In your efforts to share important Medicare information with Wisconsin beneficiaries, extra steps are often needed to connect with those individuals who are more difficult to reach. Use this [Hispanic/Latino Outreach TIP SHEET](https://gwaar.org/api/cms/viewFile/id/2006745) in your efforts to reach these beneficiaries in your community.

There may also be groups or individuals who are non-native English speaking living in your community. 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:

* + 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>

* + 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/>
  + [SHIP TA Center](https://www.shiptacenter.org/): Search “Spanish” or other languages in the SHIP TA Center website to find resources available in those languages.
  + [NCOA’s data visualization](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpublic.tableau.com%2Fprofile%2Flauren.popham%23!%2Fvizhome%2Fshared%2FWSFBKSN9D&data=04%7C01%7C%7C9e9a7a4ad01e47e4416908d9069a8250%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C1%7C637548082967692408%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=KrLmbOlCd2wKudDPgROaamfGi3kwpN25sDOlfkVX834%3D&reserved=0) : Use this tool for a breakdown of English Second Language low-income Medicare beneficiaries by state and by county.

Another group of hard-to-reach beneficiaries includes those living in rural parts of the state. Many parts of Wisconsin are considered rural and conducting outreach in these areas means dealing with the challenges of 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 a past Medicare outreach training on the topic: [Medicare Outreach in Rural Wisconsin](https://gwaar.org/medicare-outreach-in-rural-wi_1).

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