**Medicare Outreach Idea of the Month**

January 2022

**Bring Help and Hope to Those Struggling with Rising Costs**

This year, seniors saw a nearly 6% increase in their social security benefits. Yet, the continued rise in the cost of living makes it more difficult for those who live on a fixed income. According to data from Feeding America, 63% of seniors visiting food banks say they must choose between food and medical care. Increase awareness of programs that can help by partnering with your local food pantries.

In addition to sharing your flyers and brochures, consider setting up a table at a food pantry to share information about Medicare Savings Programs, Extra Help and SeniorCare. This outreach activity provides an opportunity to speak to guests as they wait to go through the food pantry. Let them know how these programs can help eligible people afford their healthcare and prescriptions.

Learn more about Feeding America and the state of senior hunger in America [here](https://www.feedingamerica.org/research/senior-hunger-research/senior).

You may also use this [MSP article](https://gwaar.org/api/cms/viewFile/id/2006493) in your agency newsletter to let people know how the Medicare Savings Programs can help them keep more of their money. The article is available in English, Spanish and Hmong and you are encouraged to share the Spanish and Hmong versions with appropriate local community partners. P*lease note the income and asset limits in the MSP article are based on 2021 federal poverty guidelines.*

As you begin the new year, consider these outreach activities that may bring help and hope to consumers in your communities for a brighter 2022!

**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