**Medicare Outreach Idea of the Month**

February 2024

**Preventive Benefits with Medicare**

Preventive services can help prevent illness and detect health problems early when treatment works best. Increase awareness of these Medicare services in your local community with a series of social media posts on prevention topics. You can get started by including the following message on your agency’s Facebook page:

*Take a step towards better health with Medicare’s Preventive Benefits, including cancer screenings and a yearly wellness visit. Watch this* [*video*](https://www.youtube.com/watch?v=3ljyLlaDUEU) *from the Centers for Medicare and Medicaid Services (CMS) to learn more. For local assistance with your Medicare questions, contact <YOUR AGENCY INFORMATION HERE>.*

Due to popular demand, the [SHIP TA Center](https://portal.shiptacenter.org/Portal/Default.aspx) is now sharing downloadable images and flyers that have been created from monthly Medicare Minutes. These [Medicare Minutes](https://portal.shiptacenter.org/Portal/Content/Toolbox/Training/Medicare-Minutes.aspx) monthly topic-themed graphics are presented in various formats to support your Medicare outreach. These can be used to post to your Facebook page, your website or printed as a flyer. Check out the [new announcement](https://portal.shiptacenter.org/Portal/News/News-Detail.aspx?NewsGUID=C2F4EE66-C555-41D6-9F84-A38B1B138489) from the SHIP TA Center that they are now sharing recent graphics that have been shared on their [Facebook page](https://www.facebook.com/SHIPTACenter) to assist with your outreach. They stated to check back as more will be added throughout the month!

Additionally, CMS has created a series of YouTube videos called [Medicare and You: An Informational Series for People with Medicare](https://www.youtube.com/playlist?list=PLaV7m2-zFKpjt7jXQYFjiy6fZ9qstPlxJ). Many of these videos focus on Medicare preventive services and can be incorporated into your social media posts by including a link to the video on each specific topic. Also, consider adding a section to your website to promote Medicare’s preventive benefits.

You can also continue to keep Medicare beneficiaries informed by using [articles for Medicare outreach](https://gwaar.org/articles) in your agency newsletter and press releases to the community from the [Medicare Outreach and Assistance Resources](https://gwaar.org/medicare-outreach-and-assistance-resources) webpage. Scroll to *Prevention* to view articles on this topic.

If you are needing help in your Medicare and MIPPA outreach, please contact Alyssa Kulpa, GWAAR Medicare Outreach Coordinator, for assistance!

By the GWAAR Medicare Outreach Coordinator

**Upcoming Optional SHIP trainings:**

**Medicare Outreach Basics**

* **Date:**Thursday, February 1, 2024, from 1–2 p.m.
* [Zoom link](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus06web.zoom.us%2Fj%2F87497752637%3Fpwd%3DTMr916bUZmVBQ7xxiRAJAepCrCyv0z.1&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280835799%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=WyALUvA2wy1Hj8MBIzRjLdbLti%2BEJCwDGnI4ukbNl6I%3D&reserved=0); [Outlook event](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcontent.govdelivery.com%2Fattachments%2FWIDHS%2F2023%2F11%2F29%2Ffile_attachments%2F2699154%2FOptional%2520SHIP%2520Training%2520-%2520Basics%2520of%2520Medicare%2520Outreach%25202024.02.01%2520-%2520Outlook%2520event.ics&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280842247%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=N7XYZuqeqjDN0tgYqcPDFgBGjlQ9DVs3YoDkDXVGbI0%3D&reserved=0)
* **Intended audience**: New SHIP counselors and anyone who wants to share outreach strategies of their own
* **Agenda**: Basics of Medicare outreach and ways to organize your outreach for the year

**Partnerships and Professional SHIP Volunteers**

* **Date:**Thursday, April 4, 2024, from 1–2 p.m.
* [Zoom link](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fus06web.zoom.us%2Fj%2F82854233636%3Fpwd%3Df2Da5qCXR5ATs0RrxlOSKhc8Rji7pq.1&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280849660%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4FKgIfwCz%2FvdNUXBA2QgTm5bTzEJJ%2F%2BNea9HkR%2Ff7Yc%3D&reserved=0); [Outlook event](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcontent.govdelivery.com%2Fattachments%2FWIDHS%2F2023%2F11%2F29%2Ffile_attachments%2F2699177%2FOptional%2520SHIP%2520Training%2520-%2520SHIP%2520Volunteer%2520Partnership%2520Training%25202024.04.04%2520-%2520Outlook%2520event.ics&data=05%7C01%7CAlyssa.Kulpa%40gwaar.org%7C63f8d5a521e346db908808dbf115f051%7C8e087664409d4c4ca6b47aa01020d6ea%7C0%7C0%7C638368849280856411%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=2ua8T2H2sCS9sMv77eUSznA2wxjkPraOo2sIpdgxlzs%3D&reserved=0)
* **Intended audience**: SHIP counselors and supervisors interested in expanding their partnerships and/or identifying when it is advantageous to invite partners to become SHIP volunteers
* **Objectives**
	+ Identify how to maximize the impact of a partnership
	+ Learn when and how to refer prospective professional SHIP volunteers
	+ Review conflict of interest rules regarding professional partnerships

**Continuing Education Hours (CEH) Opportunity**

DHS has partnered with the University of Wisconsin-Stevens Point to issue Continuing Education Hours/Units (CEH/CEU) to SHIP training participants. You must attend **LIVE** trainings to be eligible for CEHs/CEUs. Your attendance will be verified using Zoom attendance reports and completion of the survey after the live event.

Please email Alyssa Kulpa, GWAAR Medicare Outreach Coordinator, at alyssa.kulpa@gwaar.org with any questions regarding the trainings and please email Pam Watson, MIPPA Grant Coordinator, at pamela.watson@dhs.wisconsin.gov

with any questions regarding the Continuing Education Hours (CEH) Opportunity.