**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](mailto:alyssa.kulpa@gwaar.org), GWAAR Medicare Outreach Coordinator, for assistance!

By the [GWAAR Medicare Outreach Coordinator](mailto:Alyssa.Kulpa@gwaar.org)

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

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