

## Medicare Outreach Idea of the Month

### Partnering with your local Nutrition Program

May 2025

As you are thinking about possible outreach locations, consider working together with your local nutrition program. Your local nutrition program continues to be essential in serving your community, whether providing meals at congregate sites or to home delivered meal participants. By partnering with your local nutrition program, you can extend your outreach efforts and inform the community about the services you offer.

Promoting your services and the assistance you offer is crucial for effectively connecting with Medicare beneficiaries. The [Local SHIP Flyer – Customizable](#) informs Medicare beneficiaries about the SHIP program and the unbiased resource that is available to them locally. To help advertise your services you will find many resources on the [Medicare Outreach and Assistance Resources](#) webpage under “Other Printable Outreach Materials”. This will include Medicare placemats and table tent featuring Medicare Savings Plan, Extra Help (low-income subsidy) and SeniorCare You may also insert your agency contact information into these [Brochures and Posters](#) and distribute at meal sites and to home delivered meal participants.

In-person presentations serve as an excellent method for outreach at nutrition program sites and building connections with community members. To find a list of nutrition program sites, please click the link below: <https://www.dhs.wisconsin.gov/aging/nutrition.htm>

*By the [GWAAR Medicare Outreach Coordinator](#)*

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Navigating Medicare