



pennsylvania

DEPARTMENT OF AGING

Aging Communications

Education & Outreach Campaign Updates



Programs & Services



Volunteer Opportunities



Community Resources



State Plan on Aging



Report Abuse



PACE - Prescription Assistance

Financial Exploitation Awareness Update

Phase One: The launch of www.aging.pa.gov/FE

- FE Task Force – Education and Outreach workgroup
- Gathered existing resources across Task Force member sectors
- Developed segments: What is Financial Exploitation? Why Focus on Financial Exploitation of Older Adults? Types of Financial Exploitation, What Can Older Adults Do?



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Learn more about...

Banking & Finance Resources



Caregiver Guidance & Resources



Dementia-Related Resources



Legal Assistance and Other Victim Services



Guidance and Resources for Professionals



File a Complaint



Learn More Expandable Menu

- Main Page intended audience is older adults
- Expandable Menu contains specific resources for older adults
 - Legal and Victim Services, Banking and Finance and How To File A Complaint
- It also contains resources for caregivers and providers



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Phase Two: Development of Original Resources

- Social Media Tool Kit
- Video Resource Library
 - Educational Content – Created in collaboration with FE Task Force Members
 - Real-life Stories and Podcasts



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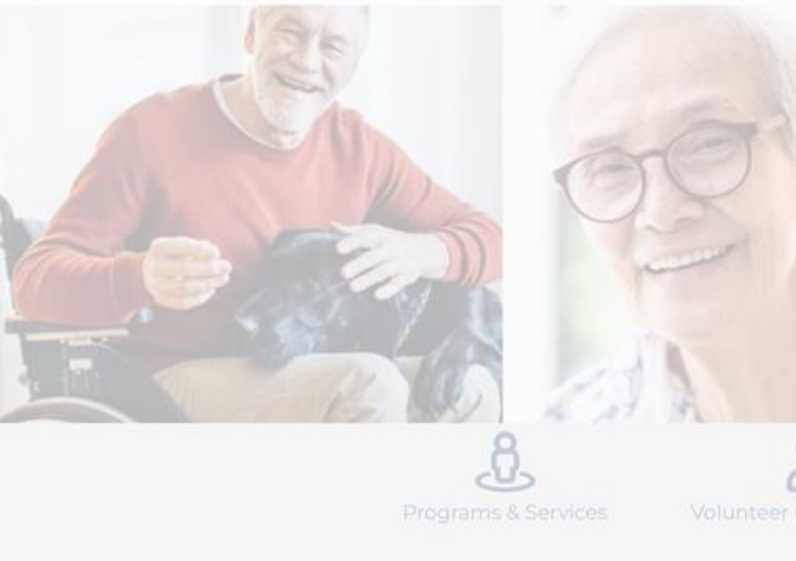
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Phase Three: Development of Paid Media Outreach

- Launch early November in conjunction with broader elder abuse campaign
- TV, video, digital, paid social media (Facebook, Instagram), outdoor
- Drive to FE webpage and educational content, and promote elder abuse hotline



PA Link to Aging and Disability Resources Campaign

- Launched 8/7, running through mid-October
- Aimed at older adults, people with disabilities aged 18-64 and their loved ones/caregivers
- TV, radio, digital, including paid social media





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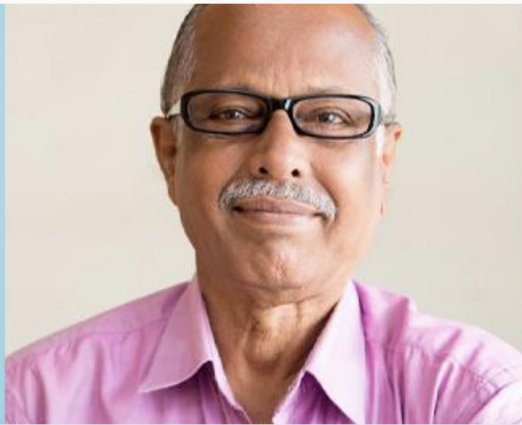


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PA Link to Aging and Disability Resources Campaign

Objectives:

- Raise awareness of the PA Link and variety of services and supports
- Promote availability of someone who can talk one-on-one and help consumer explore options and access services (Person-centered counseling)



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PA MEDI Campaign

- PA's Medicare enrollment benefits counseling program
- 2021: Rebranded from APPRISE as PA MEDI – Medicare Education & Decision Insight
- 2022: Initial media campaign – radio, digital to promote the new brand leading up to Open Enrollment (10/15 thru 12/7)

Questions?

Contact us by email: agingcomms@pa.gov
Website: www.aging.pa.gov | Find us on Facebook @PennsylvaniaAging