



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

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)



Programs & Services Volunteer

PA Link to Aging and Disability Resources Campaign

AGING AND DISABILITY RESOURCES 800-753-8827

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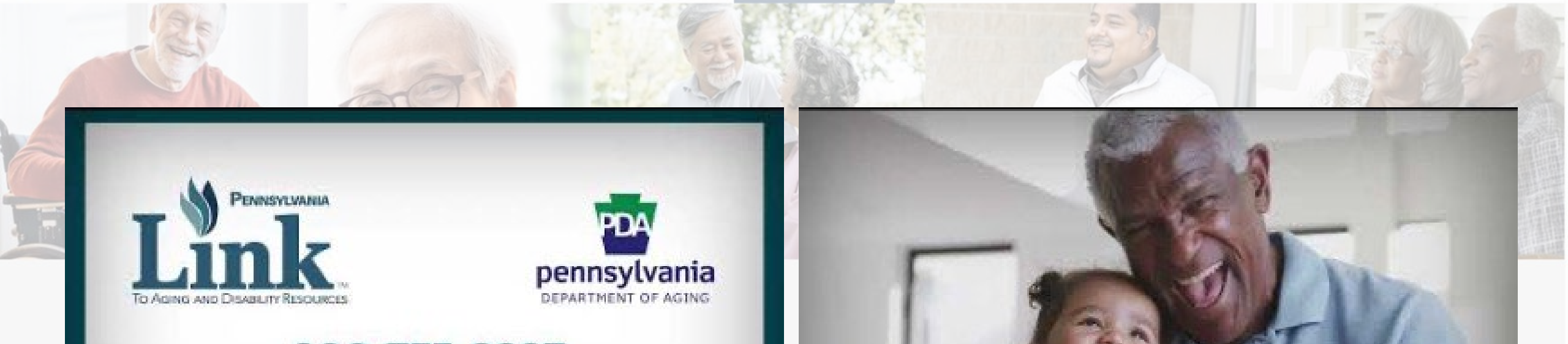
Click to Learn More

PA Link to Aging and Disability Resources Campaign

Some results: - Phone calls up 50 percent
- 147,000 hits to website (average time spent was close to 4 minutes!)

Radio: Help at Home

Radio: Caring for Dad



A screenshot of a 30-second TV advertisement. The background is a light, neutral color. On the left, the "PENNSYLVANIA Link" logo is displayed in a dark blue font, with a green leaf icon above the word "Link". Below the logo, the text "TO AGING AND DISABILITY RESOURCES" is written in a smaller, dark blue font. On the right, the "PDA" logo (a green and blue square) is positioned above the text "pennsylvania DEPARTMENT OF AGING" in a dark blue font. In the center, the phone number "800-753-8827" and the website "aging.pa.gov/PALINK" are displayed in a large, bold, dark blue font.

TV 30 Second: I Can Connect



TV 15 Second: Dad and the Steps



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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)

PDA Pennsylvania Department of Aging

It's Medicare Open Enrollment time! PA MEDI counselors help make Medicare options easy to understand. Call 800-783-7067.



Medicare Open Enrollment Period

OCT 15 - DEC 7

PA MEDI can help.

Supported by the Administration for Community Living (grant #90SAPG0059-03-00). Paid for with Pennsylvania taxpayer dollars.

Like Comment Share

Write a comment...

PDA Pennsylvania Department of Aging

It's Open Enrollment time and you have questions. PA MEDI counselors help to make Medicare options easy-to-understand.



Questions about your Medicare?

Call 1-800-783-7067

PA MEDI can help.

Supported by the Administration for Community Living (#90SAPG0059-03-00). Paid for with Pennsylvania taxpayer dollars.

Like Comment Share

Write a comment...



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PACE - Prescription Assistance

PA MEDI Campaign

- Facebook and Instagram Posts



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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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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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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 promote elder abuse hotline



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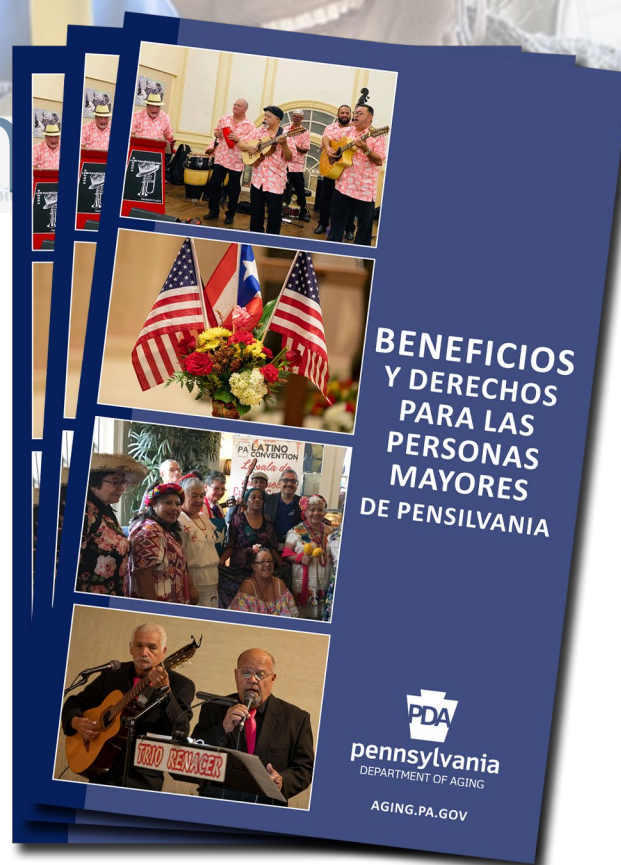
PACE - Prescription Assistance

Education and Resource Video Preview:

- [Early Warning Signs](#)
- [Early Detection and Diagnosis](#)
- [Prevention and Risk Reduction of Financial Exploitation](#)
- [Alzheimer's Resources and Support](#)



- Publications & Reports
- Aging Program Directives
- Alz. & Related Disorder Plan
- Annual Budget Hearing
- Annual Reports & Summaries
- Benefits and Rights**
- Financial Exploitation Study
- Inside Aging Newsletter
- PDA Council Updates
- Policy & Procedure Manual
- State Plan on Aging



Benefits & Rights Booklets

- Printed in English & Spanish
- Available for download under Publications & Reports at www.aging.pa.gov

Questions?

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