

# NEW DIRECTOR TRAINING

February 21–22, 2024 | Washington, DC

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## *Making Inroads in Underserved Communities*

Maria Alvarez, AOR NY Senior Medicare Patrol

Executive Director

New York StateWide Senior Action Council

# NYS SMP Empowerment Council

**Learn how the NYS SMP leveraged its program resources and community relationships to create the SMP Empowerment Council.**

Elders in four distinct communities in New York City are learning to detect, prevent, and report Medicare fraud, errors, and abuse while identifying innovative ways to empower their communities to combat fraud and health care access barriers in their communities.

# Session Goals

**List 2-3 ideas, tools, or skills attendees will gain in attending this session:**

1. Identify Underserved Communities Using Population / Demographic Tools
2. Develop Community Specific Needs Assessments
3. Devise & Implement Plans of Action Tailored to Specific Communities

# 1. Identify Underserved Communities

## Population/Demographic Tools

**Environmental Justice (EJ) Zones** are defined as any census block group where 23.59% or more individuals live in poverty, and/or 51.1% or more of the population is minority.

[\(About NYC's EJ Zones\)](#)

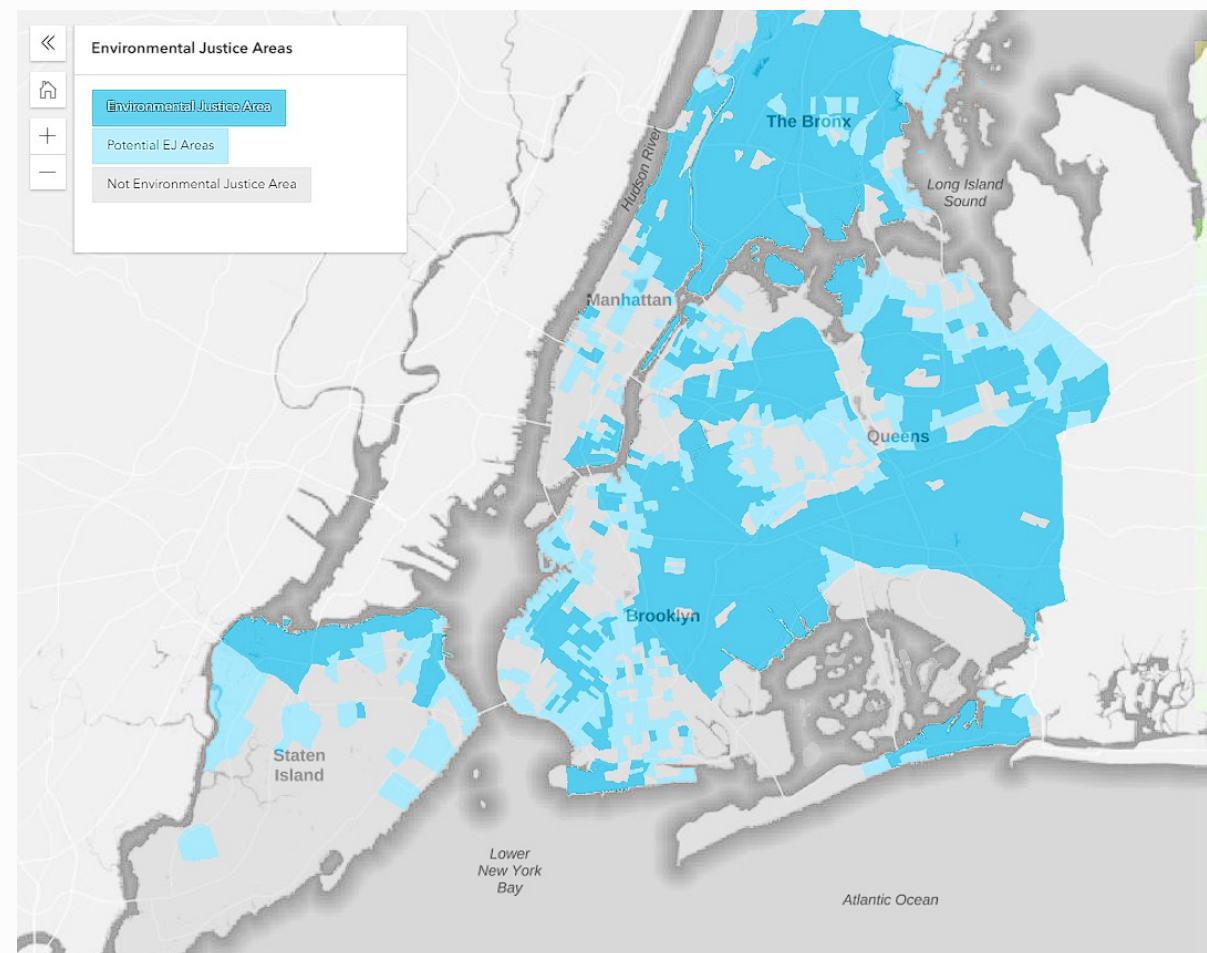
For More Information



[epa.gov](https://epa.gov)



[climate.cityofnewyork.us](https://climate.cityofnewyork.us)



# 1. Identify Underserved Communities

## **EJ Zones – Environmental Exposures**

- In NYC, EJ Zones may be in neighborhoods with industrial facilities, waste treatment plants, major transportation infrastructure, or other sources of pollution.
- These communities often face challenges such as poor air quality, contaminated soil, lack of access to green spaces, limited availability of fresh and healthy food options, and inadequate infrastructure for waste management and sanitation.

# 1. Identify Underserved Communities

## **EJ Zones – Health Risks**

*People who live within an EJ Zone community face much worse health outcomes because of environmental exposures.*

- More likely to report having poor health and have higher prevalence of chronic diseases such as hypertension and diabetes.
- Less likely to have one or more doctor's visits but have higher rates of hospital and emergency room admissions .

# 1. Identify Underserved Communities

## **EJ Zones – Lack of Resources & Targets for Fraud**

*People who live within an EJ Zone community:*

- Are overlooked for resources
- Tend to be distrustful of resources coming to them from outside their area
- More likely to be targeted by scammers

In 2019, researchers at Johns Hopkins University concluded that providers who were excluded from Medicare for committing fraud and abuse were most likely to be treating patients who were from a minority population, low income, or disabled.

# 1. Identify Underserved Communities

## EJ Zones – Isolation

*Other studies have shown that community members in EJ Zones:*

- Are less likely to engage in social activities further compounding the negative health affects of situations beyond their control.
- Lack social connections creating additional obstacles for older adults such as isolation and depression and puts them in direct opposition to the many benefits that are gleaned from having direct involvement in one's community.

Psychological studies on subjective well-being, life satisfaction, and having a large network of social support continue to highlight the connection between health and an older adult's community involvement.



# 1. Identify Underserved Communities

**Our initiative is structured in a way that will facilitate social connections.**

It will not only bring in diverse perspectives, but it will also improve wellbeing, life satisfaction, and increase social networks of community members who participate in the **Empowerment Council** and related SMP activities.



Location: **1297 Arthur Kill Rd, Staten Island, NY 10312; West New Brighton-New Brighton-St. George, Staten Island**

Total Population: **1,967**

Percentage Minority: **57.6%**

Percentage Below Poverty: **20.7%**

## JCC OF STATEN ISLAND

JCC is the largest senior adult provider on Staten Island overseeing the DFTA funded Senior Adult Network which provides services to approximately 600 senior adults a day. In addition, JCC operates the only NORC program in the borough of Staten Island, located in Community District One.

Funding provided through the NYC Council enables them to offer NORC services that include: Evaluation and Intake, Information and Assistance, Healthcare Management, Healthcare Assistance/Monitoring, Transportation, Outreach Activities and Public Information.



Location: **735 East 152nd Street, Bronx, NY  
10455 Melrose South-Mott Haven  
North, Bronx**

Total Population: **7,054**

Percentage Minority: **99.9%**

Percentage Below Poverty: **47.8%**

## NEIGHBORHOOD SHOPP

**Neighborhood SHOPP** is a non-profit social service agency founded in 1980 located in the heart of the South Bronx serving Black and Latino older adults, caregivers and those with disabilities seeking long term care support, information and assistance.

SHOPP's mission is to promote the independence and the mutual assistance of older adults, caregivers and the disabled by offering vital support services, educational training and engaging activities which empower participants to remain active, restore productivity, promote civic engagement and enhance the quality of life of individuals while remaining safe in their communities.



Location: **83-20 Queens Blvd, Elmhurst, NY, 11373; Elmhurst, Queens**

Total Population: **4,052**

Percentage Minority: **94.2%**

Percentage Below Poverty: **14.8%**

## **NEWTOWN SENIOR CITIZENS CENTER, INC.**

**Newtown Senior Citizens Center, Inc.** has served the community in which it exists since its inception in 1971. Located in the Elmhurst section of Queens (CD#4), which is the largest Asian community outside of Chinatown in NYC, Newtown has successfully sought to address the diverse needs of elders living in the community through services and activities which enhance their quality of life.

Newtown has continually grown over the years and now serves over 150 seniors daily.



Location: **Wyckoff Garden Neighborhood Senior Ctr.; 280 Wyckoff Street, Brooklyn, N.Y. 11217; DUMBO-Vinegar Hill-Downtown Brooklyn-Boerum Hill**

Total Population: **4,800**

Percentage Minority: **71.8%**

Percentage Below Poverty: **41.2%**

## RAICES

Founded and incorporated in 1978 by Latino older adults, the Spanish Speaking Elderly Council – **RAICES** is a 501(c)(3) not-for-profit organization that operates in New York City. RAICES' mission is to respond to the unmet needs of the Latino, African American, and low-income communities by improving their quality of life through advocacy and the direct provision of targeted services.

RAICES serves over 3,000 participants per year and currently operates eleven direct service sites, seven in Brooklyn and four in Queens.

# 2. Develop Community Specific Needs Assessments

- Each subcontractor has identified groups & initiatives that they would like to organize and implement according to the needs they experience in their communities.
- From their suggestions, we designed materials and organized activities that have proven to be successful.
  - ✓ We reach many community residents in a variety of languages. The SMP volunteers are active leaders and eager to bring information that benefit their peers.
  - ✓ We design materials in a variety of languages to help the NYS SMP become a trusted source of information, empowerment and advocacy for communities that do not necessarily access services in a traditional manner.

# 3. Devise & Implement Plans of Action Tailored to Specific Communities

- As of today, 100% of the sites have been trained. Adding 32 new volunteers to the NYS SMP Corps of Volunteers.
- We have trained in 2 languages (English & Spanish). The sites want to continue recruiting volunteers, so the number of volunteers as well as the languages in which they will be trained may increase.
- PR SMP provided us with the training kit translated into Spanish, and we also translated documents in Spanish and Cantonese to be disseminated into the community.



**DETENGA EL FRAUDE A MEDICARE**  
La Inspectoría General de EE. UU. informa de \$60 mil millones en pérdidas por fraude y uso indebido de Medicare y Medicaid a través de estafas y actividades ilícitas.

**¡Trabajemos juntos para prevenir, detectar y denunciar el fraude a Medicare en el estado de Nueva York!**

La Patrulla Medicare para Adultos Mayores faculta a las personas de la tercera edad, los cuidadores y los profesionales a luchar contra quienes cometen fraude, despilfarrar y uso indebido en el programa Medicare. He aquí cómo ayudamos:

PREVENIR	DETECTAR	DENUNCIAR
<b>StateWide proporciona:</b> <ul style="list-style-type: none"> <li>Asesoramiento personalizado</li> <li>Presentaciones</li> <li>Volantes, folletos, carteles y otro material promocional para sus eventos comunitarios</li> </ul>	<b>StateWide proporciona:</b> <ul style="list-style-type: none"> <li>Recreadores personales de atención médica</li> <li>Educación para detectar posibles problemas en su Resumen de Medicare (MSN) y la Explicación de Beneficios (EOB)</li> </ul>	<b>StateWide proporciona:</b> <ul style="list-style-type: none"> <li>Línea de ayuda GRATUITA para llamar con preguntas e inquietudes</li> <li>Remisiones a organizaciones externas para obtener ayuda cuando sea necesario</li> </ul>

Llame a la línea de ayuda de la SMP 800-333-4374

**SMP** Senior Medicare Patrol Preventing Medicare Fraud  
**STATE WIDE** New York StateWide Senior Action Council, Inc. 275 State Street, Albany, NY 12243 • 800-333-4374 • Fax 518-436-7642

Este proyecto ha sido financiado, en parte, por la subvención N° 90049P0003-01-00, de la Administración para la Vida Comunitaria de EE. UU., Departamento de Salud y Servicios Humanos, Washington, D.C. 20201. Se invita a los beneficiarios que realicen presentaciones bajo patrocinio gubernamental a que expresen libremente sus opiniones y conclusiones. Las pautas de ética y aplicación no representan necesariamente la política oficial de la Administración para la Vida Comunitaria.

**阻止医保诈骗**  
美国监察办公室报告说，通过诈骗和非法活动，医疗保险和医疗补助诈骗和滥用造成 600 亿美元的损失。

纽约州 StateWide 老年人行动委员会高兴地宣布一个最新的项目  
**老年医疗巡查组 (SMP)**

StateWide 获得了社区生活管理局 (ACL) 的拨款奖励，该奖励能够使老年人、护理人员和专业人员对抗医保计划中的诈骗、浪费和滥用行为。  
**让我们一起来预防、发现和报告我们州发生的诈骗行为!**

预防	发现	报告
<b>StateWide 提供:</b> <ul style="list-style-type: none"> <li>一对一的咨询</li> <li>讲座</li> <li>传单、宣传册、海报和其他材料</li> </ul>	<b>StateWide 提供:</b> <ul style="list-style-type: none"> <li>个人医疗保健日志</li> <li>教育：发现您医疗保险概要通知单 (MSN) 上的潜在问题</li> </ul>	<b>StateWide 提供:</b> <ul style="list-style-type: none"> <li>如果有疑问或疑虑，拨打免费帮助热线</li> <li>有必要时，推荐到外部组织寻求帮助</li> </ul>

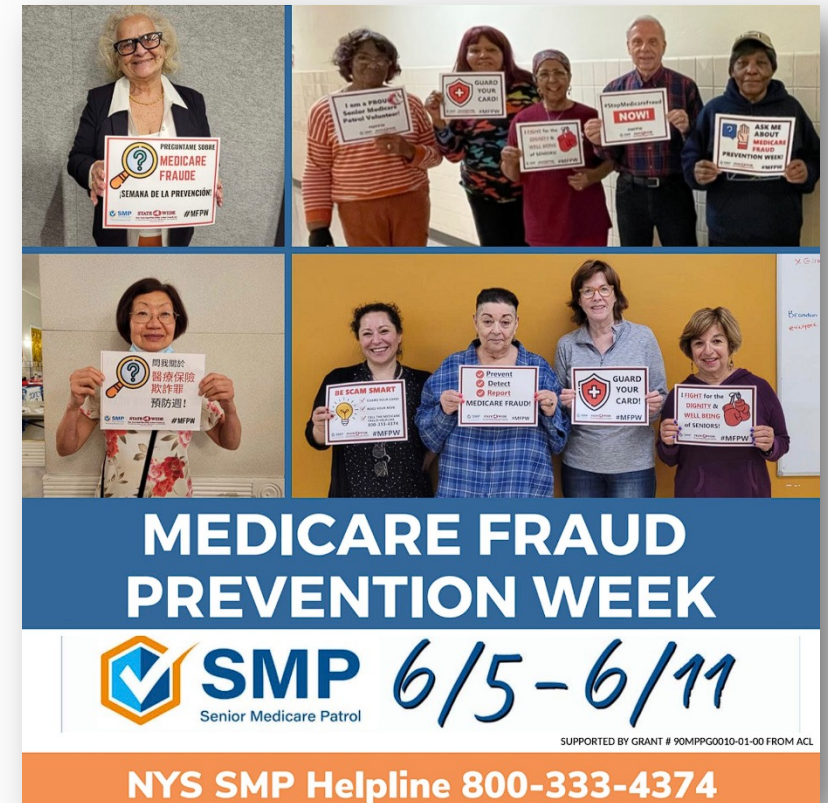
致电 SMP 免费帮助热线 800-333-4374

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此项目的部分资金来自于美国申报赠款项目人类服务部门社区生活管理局。项目拨款号 90049P0003-01-00。由政府资助下的项目负责人可以自由选择其调查的结果和结论。捐款和表彰不代表社区生活管理局官方的立场。

# 3. Devise & Implement Plans of Action Tailored to Specific Communities

- Volunteers are busy contacting their local groups to schedule presentations.
- Volunteers are making presentations and tabling at events disseminating SMP materials.
- All sites have successfully integrated into the NYS SMP Volunteer Corps by participating in our monthly Volunteer meetings where they receive updates and bond with SMP volunteers from around NYS.
- Each site participated in the recent Medicare Fraud Prevention Week through scheduled events and participating in our social media campaigns.





# 3. Devise & Implement Plans of Action Tailored to Specific Communities

- **Queens:** Hosted the US HHS Regional Director, Dr. Dara Kass for a Town Hall on Health Care & Senior Issues – conducted in English / Mandarin / Spanish.
- **Staten Island:** Sponsored the closing ceremonies of the Senior Olympics.
- **Brooklyn:** Participated in Senior Center Health Fairs and deployed volunteers to community events where there is high Spanish speaking participation.
- **Bronx:** Scheduled presentations and disseminated literature in English & Spanish to senior centers & Older Adult residences.



JCC Staten Island



RAICES



Newtown Senior Center



Neighborhood Shopp



JCC Staten Island



RAICES



Newtown Senior Center



Neighborhood Shopp

# Impact of the Program

**Newtown Senior Center, Queens** - “An increase in members’ self-advocacy/reliance: Able to review their MSNs/[EOBs], inquire about the medical need of prescriptions/tests, and ask their providers for further explanation when unsatisfied with an instruction/response.” (Maria C.)

**RAICES, Brooklyn** - “Members expressed feeling ‘empowered by the peer-education services’ and receptive to SMP initiatives.” (Lisete S.)

**RAICES, Brooklyn** - “They’re retaining what they’ve learned and sharing it with their family, friends, and faith groups.” (Meris P.)

**Neighborhood Shopp, Bronx** - “They can identify fraudulent calls/mailling/emails. Their Medicare acumen has increased so they know more services they qualify for.” (Willie D.)

**Jewish Community Center, Staten Island** - “They recognize SMP as a trusted source of information.” (Paloma W.)



# Moving Forward

- ✓ 6-month program extension - March through August 2024
- ✓ Hired a new Spanish speaking counselor – Harold Rivera
- ✓ Continue Volunteer Recruitment and Training
- ✓ Develop new partnerships with community organizations
- ✓ Plan future initiatives:
  - Senior Safety Summit in each location.
  - Empowerment Council Conference - Meet with CMS & ACL Regional Administrators
- ✓ Reproduce translated materials as we replicate this program in our new SMP grant cycle focusing on communities around the state including Central NY, Western NY, the Hudson Valley and Long Island.

# Any Questions?



# Contact the NYS SMP

Maria Alvarez

AOR; New York State Senior Medicare Patrol

Executive Director; New York StateWide Senior Action Council

Email: [maconsult@aol.com](mailto:maconsult@aol.com); Tel.: 1-800-333-4374

Tiffany Erhard

Director; New York State Senior Medicare Patrol

Email: [tiffany@nysenior.org](mailto:tiffany@nysenior.org); Tel.: 1-800-333-4374



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# Equity, Accessibility, & Outreach to Priority Populations

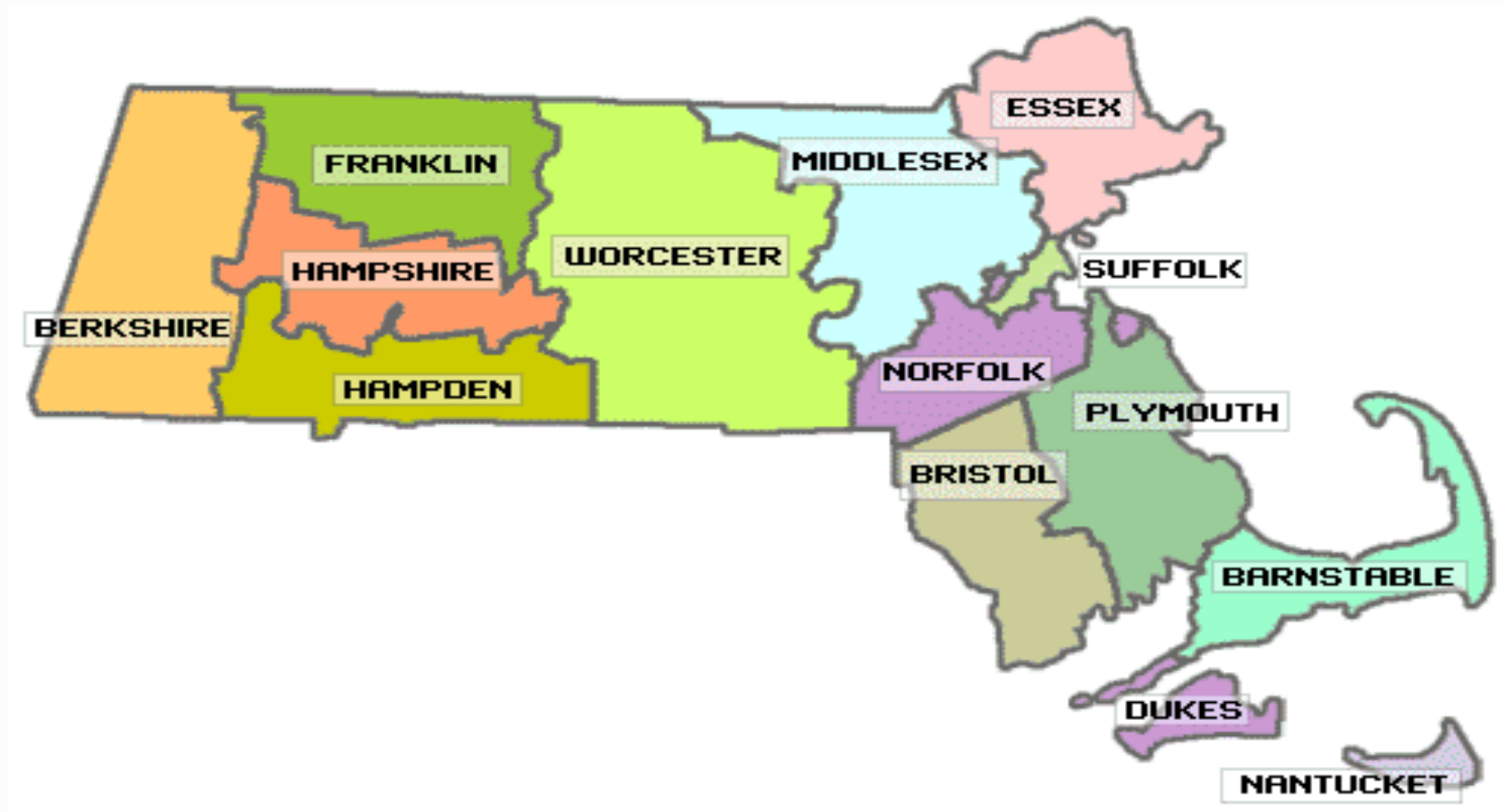
Lucilia Prates

# MA SMP Program

**Diversity + Inclusion = Equity  
(August 2022 to February 2024)**



# MA SMP Program's Diversity + Inclusion = Equity Project Statewide Coverage (all 14 counties).



# MA SMP Program's Diversity + Inclusion = Equity Project Statewide Advisory Committee

- **Ella Mae Blackowl**, North American Indian Center of Boston
- **Nichol Brewer Lowry**, Native American LifeLines of Boston
- **Leslie Diaz**, My Ombudsman, Disability Policy Consortium
- **Karen Hatcher**, Massachusetts Association for the Blind and Visually Impaired
- **Dennis Hohengasser**, LGBTQ+ Community and MA SMP Team Member
- **Nadia Montrond**, Benefits Service, Social Security Administration
- **Ruby Murphy**, Constituent Services, Office of Representative Seth Moulton
- **Anne Naimee**, Consumer
- **Chrys Peralta**, Occupational Therapist, Massachusetts Association for the Blind and Visually Impaired
- **Cindy Phillips**, SHINE State Director, Executive Office of Elder Affairs

# MA SMP Program's Diversity + Inclusion = Equity Project Statewide Advisory Committee— Page 2

- **Miriam Pollack**, MA SMP Volunteer Team Member
- **Helen Sanders-Dotson**, Veterans Administration
- **Lori Siedman**, My Ombudsman, Disability Policy Consortium and Massachusetts Association for the Blind and Visually Impaired

# MA SMP Diversity + Inclusion = Equity

## Regional Advisory Councils

- **Cape Cod and Islands**
- **Central Massachusetts**
- **Greater Boston**
- **Merrimack Valley and North Shore**
- **MetroWest**
- **Southeastern Massachusetts**
- **Western Massachusetts**

# Products

- **Translation of Materials:**
- Spanish
- Portuguese
- Chinese
- Haitian Creole
- Others per Mass Office of Refugees and Immigrants
- Personal Health Care Journal  
“My Health Care Tracker”  
printed in large format for the  
Blind and Visually Impaired
- Jar openers for those with poor  
dexterity.

# MA SMP Program's Diversity + Inclusion = Equity Project

- The Regional Advisory Councils offer an opportunity for all participants to view and listen to a vignette addressing DEI concerns and comment. This has proven to be a good conversation starter for all.
- Other trainings offered:
  - 11/30/2023**—Exploring Our Identities: The Stories we Carry
  - 01/31/2024**—Race, Class and Privilege: Historical Overview Past and Present
  - 02/14/2024**—Structural & Institutional Oppression, Dynamics of Power in the Workplace

# MA SMP Program's Work Group Model

- **Diversity + Inclusion = Equity Work Group**
- *Gisele Michel*
- *Patricia McMillen*
- *Maria Pimentel*
- *Milagros Polanco-Segura*
- *Lucilia Prates*
- **MA SMP Program's Statewide Multicultural and Multilingual Beneficiary Conference Planning Committee**

# Thank You!

*Díky*



*Vielen Dank*

*Merci*



*Ευχαριστώ*

*Hvala*

*Teşekkürler*

*Bedankt*

*ขอบคุณ*

*Grazie*

*شكراً*

*Obrigado!*



# Questions?



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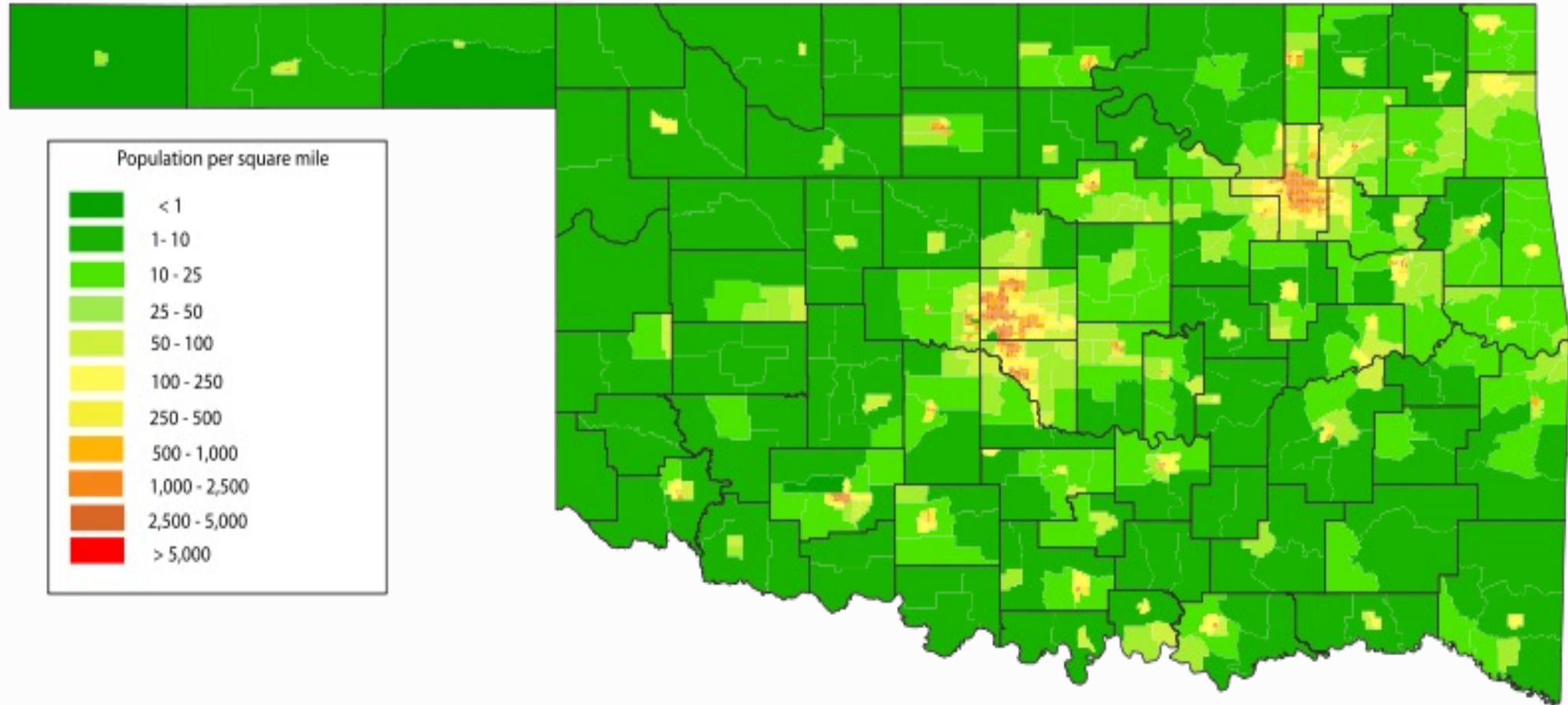
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# Oklahoma

# Some Basic Oklahoma Demographics

• Total Population	4,053,824	
• White	2,959,292	73.0%
• Hispanic or Latino	490,513	12.1%
• American Indian/Alaska Native	385,113	9.5%
• Black or African American	320,252	7.9%
• Asian	105,399	2.6%
• Native Hawaiian/Pacific Islander	12,161	.3%
• LGTBQ+	154,045	3.8%
• Oklahoma Population over 65	664,827	16.4%

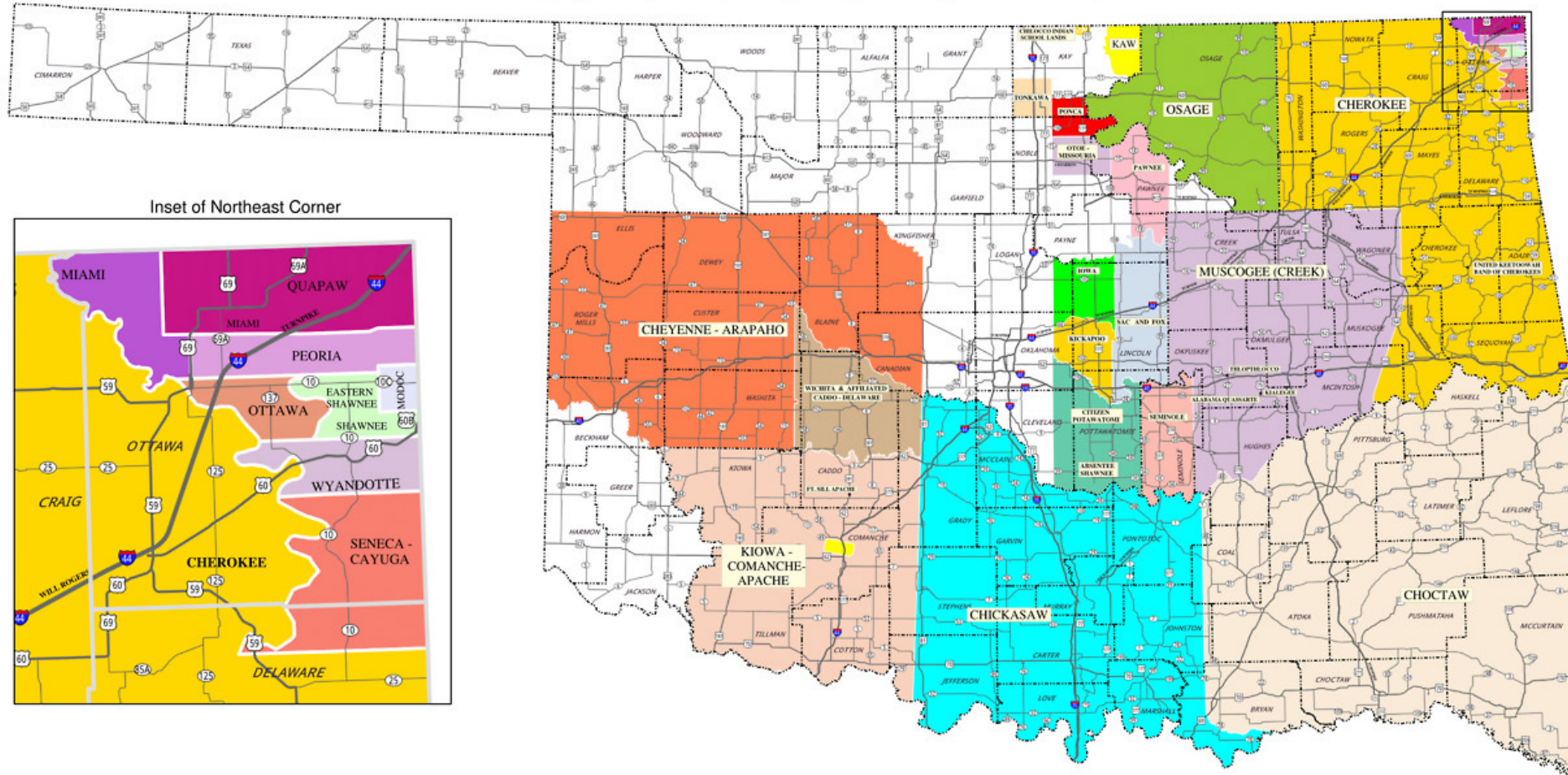
# Oklahoma Population Density



# Outreach in the Sticks

- Groceries/Pharmacies
- Churches
- Food pantries
- Congregate meal sites
- Senior Centers
- Area Agencies on Aging
- Community Action Agencies
- Other Assistance Programs
  - Rx for Oklahoma
- Medical Providers
- Counseling Centers

# TRIBAL JURISDICTIONS IN OKLAHOMA



OKLAHOMA DEPARTMENT OF TRANSPORTATION

## 37 FEDERALLY RECOGNIZED TRIBES

(Tribal Boundaries provided by the Bureau of Land Management)

ABSENTEE SHAWNEE TRIBE	CHOCTAW NATION	KAW NATION	OSAGE NATION	SAC AND FOX NATION	WICHITA & AFFILIATED TRIBE
ALABAMA QUASARTS TRIBAL TOWN	CITIZEN POTAWATOMI TRIBE	KIALEGEE TRIBAL TOWN	OTOMI - MISSOURIA TRIBE	SEMINOLE NATION	WYANDOTTE NATION
APACHE TRIBE	COMANCHE NATION	KICKAPOO TRIBE	OTTAWA TRIBE	SENECA - CAYUGA TRIBE	
CADDO TRIBE	DELAWARE NATION	KIOWA TRIBE	PAWNEE NATION	SHAWNEE TRIBE	
CHEROKEE NATION	EASTERN SHAWNEE TRIBE	MOHAWK NATION	PEORIA TRIBE	THLOTHLOCCO TRIBAL TOWN	
CHEYENNE - ARAPAHO TRIBES	FT. SILL APACHE	MOHOC TRIBE	PONCA NATION	TONKAWA TRIBE	



# Outreach to Tribes- One Size Does Not Fit All

- Trained MAP Counselors and invite us to participate in activities
- Trained but refers seniors to our program for counseling. Invite us to participate in activities
- Use our counselors. Invite us to participate in activities
- Allow us to participate in some activities
- Tribal staff meet with MAP to understand services. Contact us with questions
- Some contact achieved through multi-tribal events
- Relationships can change very quickly, so stay connected.
- Developing a structured plan to identify resources and needs within each tribe.

# Hispanic Outreach

- Peter White Senior Center
- La Puerta De Oro
- Hispanic Chamber of Commerce
- Telemundo
- Radio Stations
- Publications
- Outreach to towns with rapidly growing Hispanic populations
  - Typically communities with employers who have a significant Hispanic workforce.
  - Providing materials in Spanish
  - Assist with identifying local resources
    - Panhandle Counseling and Resource Center



# Outreach to Asian Groups


- No volunteers at this time
- Participate in chamber activities
- Network with other agency outreach programs with similar goals




**OKLAHOMA  
INSURANCE  
DEPARTMENT**


## Get Started with Medicare

 中文/**CHINESE**

 日本語/**JAPANESE**

 한국어/**KOREAN**

 **TIẾNG VIỆT/VIETNAMESE**

**OID WEBINARS** 

Medicare is health insurance for people 65 or older. You're first eligible to sign up for Medicare 3 months before you turn 65. Scan the QR code for information provided by CMS in your language.

# State Council on Aging



- 30 members
  - 4 over 60 from AAAs
  - 1 from DMHSAS
  - 1 State Nutrition Directors Assn.
  - 1 representing Tribal and Native American aging and quality of life interests
  - 1 Oklahoma AARP
  - 10 at-large members that assure ethnic, geographic, programmatic, and demographic balance

# Web-based Directories To Get Connected

- Mix and Mingle Business Networking Group <https://www.mnmbusinessnetworking.com/>
- Chambers of Commerce <https://www.uschamber.com/co/chambers/oklahoma>
  - [www.okchispanicchamber.org](http://www.okchispanicchamber.org)
  - <https://aiccok.org>
  - <https://okcblackchamber.org>
  - <https://asianchamberokc.com/>
- Rotary Clubs <https://www.rotary5750.org/ClubDirectory>
- Kiwanis Clubs <https://locator.kiwanis.org/FindAClub>
- Tribes <https://oklahoma.gov/libraries/resources/oklahoma-native-american-tribes.html>
- Legislators <http://www.oklegislature.gov/findmylegislature.aspx>