Rural Outreach Perspectives

NYSDOH Alzheimer's Disease Program
Contractors Meeting
Spring 2018
Albany

Panelists

James Hardman, Program Manager

Alzheimer's Association Northeastern New York

Mary Moller, MSW, CAS Program Specialist

Center for Excellence for Alzheimer's Disease (CEAD) at AMC

Ann Thayer, Program Manager and Rural Healthcare Advisor

Alzheimer's Association Northeastern New York

Gail Wentworth, Ed.D, Professor of Early Childhood Education

SUNY Cobleskill Institute of Rural Vitality

Goals

Participants will:

- 1. learn strategies to examine their communities and gain a better understanding of the people and areas they serve

- 2. be able to identify champions/community stakeholders in the communities they serve to help meet goals

- 3. be able to identify both best practices and barriers to effective rural outreach

Understanding Your Audience

- Geography
- Culture
  - Race
  - Ethnicity
  - Language
  - Religion/Belief Systems

- Income level
- Education level
- Health
- Employment status
- Available supports

Identifying Stakeholders

- Individuals who have been impacted by the disease
  - Persons with the disease
  - Caregivers (current & past)

- Professionals (wide variety)

- Long term care services

What else?

Think creatively …

Faith-Based Organizations

Health Care Providers

Office for the Aging

Schools and Colleges

Community Meal Sites

First Responders (EMS, Law Enforcement, Fire)

Volunteers

*Others …*

Best Practices & Barriers

Barriers

▶ Rural geography, weather

▶ Lack of internet, cell towers, technology

▶ Transportation

▶ Lack of supports (formal & informal)

▶ Perceptions held by stakeholders:

   ▶ Cultural differences

   ▶ Stereotyping

   ▶ Stigma

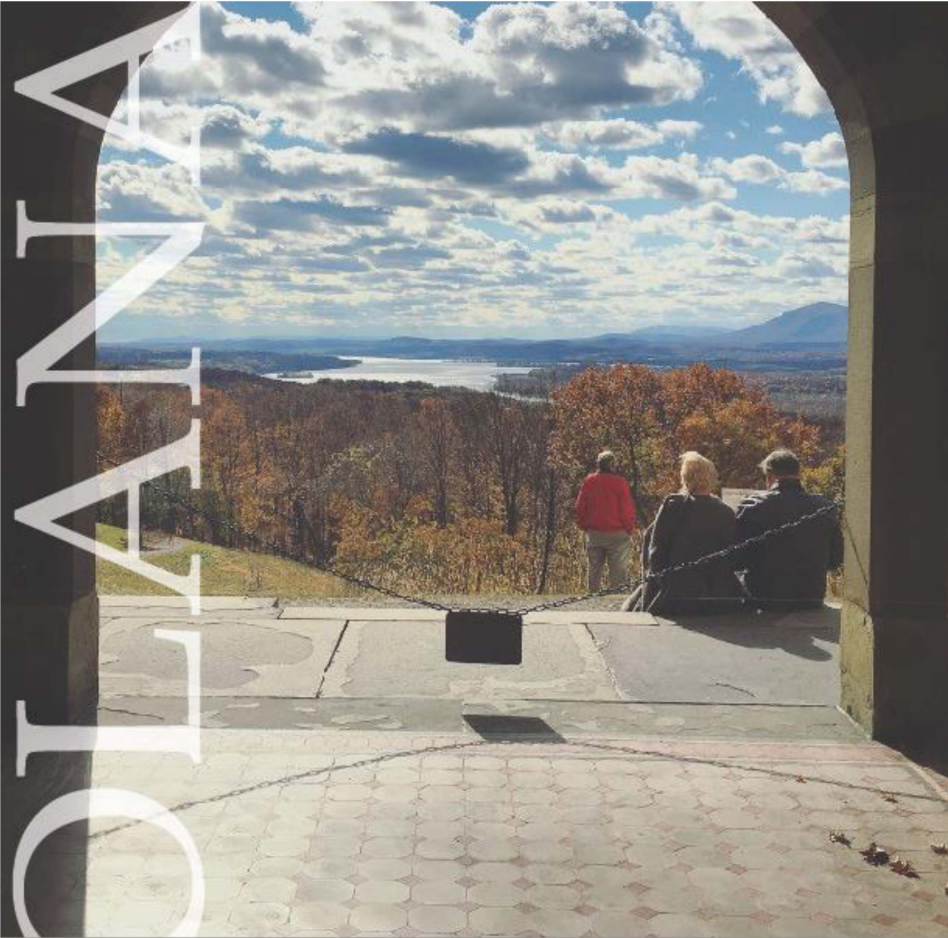# Best Practices

- Relationships

- Visiting stakeholders

- Partnering

- Advertising widely

- Ensuring each partner has a defined role and timeline

- Surveying stakeholders to assess and improve programming

- Keeping track of data
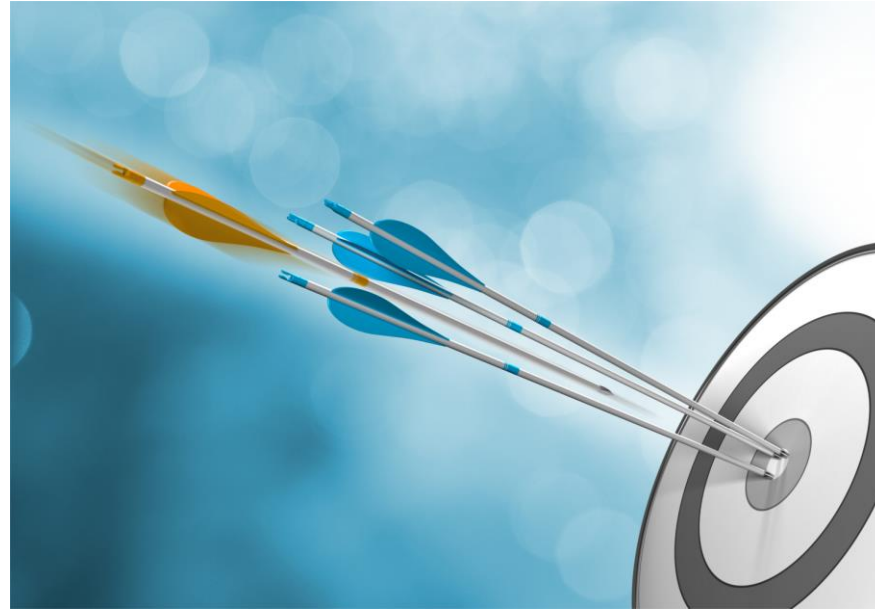
GRAY MATTERS

Connecting Alzheimer's & Dementia to Olana

1st & 3rd Wednesday of each month
Registration required, www.olana.org

A collaborative project

TIME TO SHARE...