

APPENDIX D:

# CalFresh Outreach Resources for Reaching Older Adults

## CalFresh Outreach Materials for Older Adults (60+)

The following CalFresh outreach materials for older adults were developed by the California Department of Public Health *Network for a Healthy California (Network)* and the California Department of Social Services (CDSS) in coordination with the California Department of Aging. Use the links below to access the digital file.

### Senior Brochure (English and Spanish)

[www.calfresh.ca.gov/PG2460.htm](http://www.calfresh.ca.gov/PG2460.htm)



### Senior Posters (double-sided English and Spanish)

[www.calfresh.ca.gov/PG2460.htm](http://www.calfresh.ca.gov/PG2460.htm)



## Mini Flier (double-sided English and Spanish)

[www.calfresh.ca.gov/PG2460.htm](http://www.calfresh.ca.gov/PG2460.htm)



## Senior Flier (English and Spanish)

See the Consumer Fliers tab in this toolkit for additional fliers.



## Creating Partnerships

### Potential Partners for Reaching Seniors

Taken from the Supplemental Nutrition Assistance Program Community Outreach Partner Toolkit, this is a comprehensive list of trusted organizations and agencies that work with older adults. Outreach workers may want to consider collaborating with these organizations and agencies.

[www.fns.usda.gov/snap/outreach/toolkits/2011/resources/SNAP\\_SpecPop\\_PotentialPartnersSeniors.pdf](http://www.fns.usda.gov/snap/outreach/toolkits/2011/resources/SNAP_SpecPop_PotentialPartnersSeniors.pdf)



### Area Agencies on Aging – By County

The California Department of Aging contracts with and provides leadership and direction to Area Agencies on Aging (AAA) that coordinate a wide array of services to seniors and adults with disabilities at the community level and serve as the focal point for local aging concerns. You can locate an AAA in your area by calling 1-800-510-2020 or find your county phone number at the following website: [www.aging.ca.gov/ProgramsProviders/AAA/AAA\\_listing.asp](http://www.aging.ca.gov/ProgramsProviders/AAA/AAA_listing.asp). Also see *Older Adults Appendix B* for a listing of AAAs and CDSS CalFresh Outreach Plan Partners by county.

## Effective Communication with Older Adults

The following are resources outreach workers can use to successfully create print materials, websites, and presentations:

### Print Materials

#### Making Your Printed Health Materials Senior-Friendly – Tips from the National Institute on Aging

The National Institute on Aging compiled a list of tips of special considerations and guidelines that will help the outreach worker develop materials for the older adult.

[www.nia.nih.gov/sites/default/files/NIA\\_Health\\_Materials\\_TipSheet51308\\_0.pdf](http://www.nia.nih.gov/sites/default/files/NIA_Health_Materials_TipSheet51308_0.pdf)

**MAKING YOUR PRINTED HEALTH MATERIALS SENIOR FRIENDLY**  
 Tips from the National Institute on Aging

Health information can be particularly difficult to understand and act upon, even for the most capable person. There are some special considerations when developing written materials for older people. Alterations to learning and memory may affect an older reader's ability to absorb content, and the way information is presented may need to accommodate the cognitive and physical changes that often accompany old age.

Three variables influence the effectiveness of printed health materials for an older person. According to Shifley (1999), they are the reader's general aptitude (e.g., his or her reading level and subject knowledge); the clarity of communication (e.g., how the text is organized); and the feasibility of taking action (e.g., how well the reader can remember or follow instructions).

This tip sheet offers ideas for how to tailor health information so that it fits the needs of your older readers.

**Writing text for older adults.** You know what you want to say. You've decided that the best way to say it is with printed material. Now you ask, "What do I need to know about writing for older adults?"

Researchers on cognitive aging say that as people age there may be changes in how they read and interpret information. Older people may have to work harder to:

- process information quickly, such as recalling new facts and interpreting charts;
- understand text that is densely packed with new ideas or contains complex syntax;
- draw inferences;
- solve new problems;
- recognize different types of information at the same time; and
- focus on important new information without being distracted by irrelevant details.

Older adults also may be less able to change their long-held opinions to accept new information, a skill scientists call cognitive flexibility.

In addition, older adults may have a hard time remembering the content or source of information. This means that even new ideas or incorrect statements may be remembered as true, simply because the information

## Working with Individuals with Disabilities

Using People First Language is important when referring to people with disabilities. These resources from Disability is Natural provide basic information to make sure your language puts the person before the disability.

### A Few Words About People First Language by Kathie Snow

[www.disabilityisnatural.com/images/PDF/pfl-sh09.pdf](http://www.disabilityisnatural.com/images/PDF/pfl-sh09.pdf)



### Examples of People First Language by Kathie Snow

[www.disabilityisnatural.com/images/PDF/pflchart09.pdf](http://www.disabilityisnatural.com/images/PDF/pflchart09.pdf)



## Presentations

### Presenting to 50-Plus Audiences: A Practical Guide

The article “Presenting to 50-Plus Audiences: A Practical Guide” published in the *Journal on Active Aging* (2004) provides pertinent information on presenting to adult audiences 50 and older.

[www.activeforlife.info/newsroom/files/Presenting%20to%20adults.pdf](http://www.activeforlife.info/newsroom/files/Presenting%20to%20adults.pdf)



## Websites

### Making Your Website Senior-Friendly – Tips from the National Institute on Aging and the National Library of Medicine

The National Institute on Aging compiled a list of tips of special considerations and guidelines that will help the outreach worker develop websites that are friendly to the older adult.

[www.nia.nih.gov/sites/default/files/Sr\\_Web\\_tips\\_forweb\\_final\\_032509\\_0.pdf](http://www.nia.nih.gov/sites/default/files/Sr_Web_tips_forweb_final_032509_0.pdf)





## Senior Food Insecurity and Threat of Hunger Rates

### Senior Hunger in America 2010: An Annual Report

By Ziliak J.P., & Gundersen, C. (May 2012)

<http://www.nfesh.org/#/research/4570613631> – Click on full report for Senior Hunger in America 2010: An Annual Report, at the bottom of the page.

## Senior Hunger in the United States: Differences across States and Rural and Urban Areas

By Ziliak, J.P., & Gundersen, C. (2009, September) University of Kentucky Center for Poverty Research Special Reports

[www.mowaa.org/Document.Doc?id=193](http://www.mowaa.org/Document.Doc?id=193)

## The Causes, Consequences, and Future of Senior Hunger in the United States

By Ziliak, J.P., Gundersen, C., Haist C. (2008, March)

[www.mowaa.org/Document.Doc?id=13](http://www.mowaa.org/Document.Doc?id=13)



## SNAP Senior Participation Rates

### State Trends in Supplemental Nutrition Assistance Program Eligibility and Participation Among Elderly Individuals.

Final Report by Cunnyngham, Karen (2010, September). Mathematica Policy Research. This report provides state-level elderly SNAP participant eligibility data.

[http://mathematica-mpr.com/publications/pdfs/nutrition/SNAP\\_elderly.pdf](http://mathematica-mpr.com/publications/pdfs/nutrition/SNAP_elderly.pdf)

### Building a Healthy America: A Profile of the Supplemental Nutrition Assistance Program

By United States Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis (2012, April). This paper provides an overview of SNAP.

[www.fns.usda.gov/ora/menu/Published/SNAP/FILES/Other/BuildingHealthyAmerica.pdf](http://www.fns.usda.gov/ora/menu/Published/SNAP/FILES/Other/BuildingHealthyAmerica.pdf)

