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The Linkages Program

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Senior Capstone Project

The Linkages Program

Keywords: Linkages Program, Office for Aging and Adult Services, Area Agency on Aging, California Department of Aging, Monterey County Department of Social and Employment Services, Monterey County, Salinas, CA.

Abstract: The Linkages Program is located within the Monterey County Department of Social and Employment Services, Office for Aging and Adult Services. It is a case management program that provides assistance with coordination of home-care services. Case managers assist individuals with their home-care needs through assessment, planning, service arrangement, and monitoring. Linkages serves the frail elderly and other adults with disabilities regardless of income.

Capstone Location: Monterey County Department of Social and Employment Services
Office for Aging and Adult Services
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Salinas, CA. 93905

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Executive Summary

The Linkages Program is located within the Monterey County Department of Social and Employment Services, Office for Aging and Adult Services (OAAS). It is a case management program that provides assistance with coordination of home-care services. Case managers assist individuals with their home-care needs through assessment, planning, service arrangement, and monitoring. Linkages serves the frail elderly and adults with disabilities regardless of income.

The population of the Linkages Program is consists of Monterey County residents, age 18 years or older, who are permanently disabled. It is a diverse population consisting of that includes citizens who are of Latino, Filipino, African-American, and Caucasian descent. The majority of clients enrolled in the Linkages Program are of Latino descent, some who speak little to no English.

The Monterey County Linkages Program was founded on November 11, 1985 and was one of 13 original sites in California. The newly formed program design required one Public Health Nurse, one Masters-level Social Worker, and two Resource Case Managers. In 1991 budget cuts caused a reduction in the number of Linkages staff, resulting in just two case managers serving the entire Monterey County. Within the last two years, the Linkages Program has had multiple staff changes, resulting in a lack of program continuity. Staffing has changed tremendously due to the retirement or promotion of case managers, supervisors, and managers. Until recently, there was no formal policies and procedures manual at the County level, which required new case managers to educate themselves on the job. This capstone addresses three main areas of concern:

First, the program did not submit quarterly reports to the California Department of Aging (CDA) regarding its arranged services for its clients. These numbers are needed to generate critical data that enables the State to pinpoint what services are being arranged for clients in Monterey County. The State also uses this information for funding purposes and monitoring contract compliance.

In the early 1980s, the Linkages Program was in compliance with CDA's reporting requirements. However, with the lack of written program policies and procedures, and the loss of staff who were familiar with the program's history and the intricacies of case documentations, the Service Arrangement Report (SAR) form was forgotten.

Second, training materials have been limited to a single page document describing the program. The OAAS Trainer currently uses this document in a curriculum for orienting new staff to the Division. Also, there has been no system for keeping records of historical information.

Third, the Linkages Program has outdated promotional materials. The information on the brochures, magnets, jar openers, and fact sheets provides an incorrect address, an incorrect phone number, and an obsolete area code. Most of the materials have not been updated in more than seven years.

This capstone project will accomplish three things:

First, it will create and implement a SAR form, which is of key importance to the Linkages Program and to this project. By producing a SAR form, the Linkages Program will be in compliance with CDA requirements.

Second, it will create a Power Point presentation that will expand the training curriculum and serve as a method of keeping records of historical information. The Power Point presentation can be used for training, as an educational tool for the OAAS staff and the local community. It is aimed at clarifying the purpose of the program and program eligibility. Finally, this Power Point presentation will give the Linkages and OAAS staff a chance to teach others about how the program works, who it serves, and other program data.

Third, it will review the promotional needs of the Linkages Program. Promotion might consist of pamphlets, magnets, notepads, jar openers, and fact sheets about the program. By

creating a five-question survey, the Linkages personnel and Division managers will be able to give input about how they would like to promote the current Linkages Program and in the future. This survey also supports good communication and collaboration between case managers, the supervisor, and Division managers.

The information generated by the survey may provide an opportunity to reevaluate the current Linkages budget, thereby possibly redirecting funds for promotional purposes. If no funds are available, recommendations will be made that will cost the program little or nothing.

Problems or Issues that Need to be Addressed: Agency, Specified Population, or Community

The Linkages Program is a case management program that provides assistance with the coordination of home-care services. Case managers assist individuals with their home-care needs through assessment, planning, service arrangement, and monitoring. Linkages serves the frail elderly and adults with disabilities regardless of income.

The Monterey County Linkages Program was founded on November 11, 1985 and was one of 13 original sites in California. The newly formed program design required one Public Health Nurse, one Masters-level Social Worker, and two Resource Case Managers. In 1991 budget cuts led to a reduction in the number of Linkages staff, resulting in just two case managers serving the entire Monterey County. Within the last two years the Linkages Program has had multiple staff changes, resulting in a lack of program continuity. Staffing has changed tremendously due to the retirement or promotion of case managers, supervisors, and managers. Until recently, there was no formal policies and procedures manual at the County level, which required new case managers to educate themselves on the job. There are main three main program issues:

1. The Service Arrangement Report (SAR) was not being used, which caused the Linkages Program to fall out of compliance with CDA regulations.
2. Training materials were limited and historical information was lost.
3. Promotional materials were outdated.

The clientele of the Office for Aging and Adult Services (OAAS) are the elderly, age 65 and older, and disabled adults, 18 years or older. The OAAS helps clients obtain the services they need in order to live at home safely. Such services may include: In-Home Supportive Services, Adult Protective Services, AIDS Case Management, The Multipurpose Senior Services Program, Supplemental Security Income (SSI) Advocacy Program, and the Linkages Program. The organizational chart within the OAAS is as follows: the Board of Supervisors for Monterey

County, the Director of Social and Employment Services, the Deputy Director of the Office for Aging and Adult Services, Program Managers, Management Analysts, Supervisors, and Social Workers. Each of these job designations provides services to community members in Monterey County.

As a student intern with the OAAS, my position originally fell under the supervision of one of the Management Analysts. My role was to provide the Management Analyst with assistance regarding Division projects. I have been involved, for example, in the Health Insurance Portability and Accountability (HIPAA) project, Key Indicators meetings, research and data collection, and I have also shadowed social workers and provided bilingual Spanish assistance within the Division.

Background/History of the Problem, Issue, or Need

One area of concern was that the Linkages program did not submit quarterly reports to the CDA regarding its arranged services for its clients. These numbers are needed to generate critical data that enables the State to pinpoint what services are being arranged for clients in Monterey County. The State also uses this information for funding purposes and for monitoring contract compliance.

In the early 1980s, the Linkages Program was in compliance with CDA requirements. However, with the lack of written program policies and procedures, as well as the loss of staff who were familiar with the program's history and the intricacies of its case documentations, the Service Arrangement Report (SAR) form was forgotten. Critical client data and information about completing the SAR form were also lost. The CDA has requested that Monterey County reinstate the use of the SAR form as soon as possible.

Training materials have been limited to a single page document describing the program. The OAAS Trainer currently uses this document in a curriculum for orienting new staff to the Division. Also there has been no system for keeping records of historical information.

The Linkages Program has outdated promotional materials. The information on the brochures, magnets, jar openers, and fact sheet provides an incorrect address, an incorrect phone number, and an obsolete area code. Most of the materials have not been updated in more than seven years.

Project Description

For this capstone project, I plan to accomplish three key activities. First, I plan to create a SAR form. By producing a SAR form and training the staff regarding its usage, the Linkages Program will be in compliance with CDA requirements.

Second, I will create a Power Point presentation. This Power Point presentation can be used in training as an educational tool for the OAAS staff and the local community. It is aimed at clarifying the purpose of the program and the program's eligibility requirements. Finally, this Power Point presentation will give the Linkages and OAAS staff a chance to teach others how the program works, who it serves, and other program data.

Lastly, I will review the promotional needs of the Linkages Program. Promotion might consist of pamphlets, magnets, notepads, jar openers, and fact sheets about the program. By creating a five-question survey, Linkages personnel and Division managers will be able to give input about how they would like to promote the Linkages Program now and in the future. This survey also supports good communication and collaboration between case managers, supervisors, and Division managers.

The information generated by the survey may provide an opportunity to reevaluate the current Linkages budget, possibly redirecting funds for promotional purposes. The Linkages Program has been unable to seek additional State or federal funds. Promotional efforts for the Linkages Program may not only result in client referrals but may also show the need for increased funding. If funding is not available, the staff and OAAS managers will receive a list of recommendations describing ways to update and maintain the promotional portion of the

program. Some recommendations will cost the County little or nothing. The recommendations also provide direction for future student interns or staff who are interested in pursuing the recommendations. A proper list of recommendations is found in the recommendation section of this paper.

In addition to addressing the three main issues of the capstone, I will create a portfolio for the Linkages Program containing all unfinished and finished works, such as the SAR form, the Power Point presentation information, and other materials. The portfolio will serve as a reference point for the program. If time permits, a presentation will be given to the Linkages Staff, the OAAS Trainer, and the Division managers regarding my capstone, its findings and recommendations.

Application of Project and Academic Requirements

This capstone project uses three Major Learning Outcomes: Information Management, Leadership, and Personal and Professional Communication.

MLO 5- Information Management

<u>Objective</u>	<u>Evidence</u>	<u>Outcome</u>
<p>Created a Power Point presentation that will be used for training purposes.</p> <p>Also created the Service Arrangement Form that will be used to collect information on services that were arranged.</p>	<p>Power Point information will be added to the end of this paper.</p> <p>The Services Arrangement Form will be included at the end of this paper.</p>	<p>Skill: learned how to create forms with Microsoft Word.</p> <p>Skill: learned to use Microsoft Power Point.</p>

MLO 7- Leadership

<u>Objective</u>	<u>Evidence</u>	<u>Outcome</u>
Created a survey with Case Managers and Supervisor. Asked questions about current promotion techniques.	Created surveys based on promotion. Surveys will be attached to capstone paper.	Skill: learned how to involve key stakeholders in making certain decisions.
Conducted interviews with former stakeholders. Asked questions about Linkages Program History.	Creation of the Service Arrangement Form. The former stakeholders are the reason for seeking specific information on the Service Arrangement Form.	Skill: learned to value knowledge in developing an accurate form with the help of former stakeholders.

MLO 8- Personal and Professional Communication

<u>Objective</u>	<u>Evidence</u>	<u>Outcome</u>
Conducted training for Case Managers and Supervisor about the Service Arrangement Form and Power Point.	Audience gave feedback on areas that were unclear or that they misunderstood.	Skill: learned to listen to criticism for learning purposes.
When using the Power Point occurs, orientation for a new staff member of Monterey County Department of Social Services Office of Aging and Adult Services will have a better understanding of the Linkages Program.	Audience will give feedback on the pros and cons of the training and how it can be improved.	

Description of the Capstone and the Reflection of the California State University

Monterey Bay, CSUMB Vision Statement

The CSUMB Vision Statement is echoed throughout this capstone project by providing an enriching and safe living environment for the community members of Monterey County. This capstone paper will also include culturally competent staff working within the Monterey County Department of Social and Employment Services, Office for Aging and Adult Services. The Linkages Program will provide a multilingual, multicultural setting for citizens in difficult times, especially for those citizens who are elderly, uninsured, undocumented, and poor.

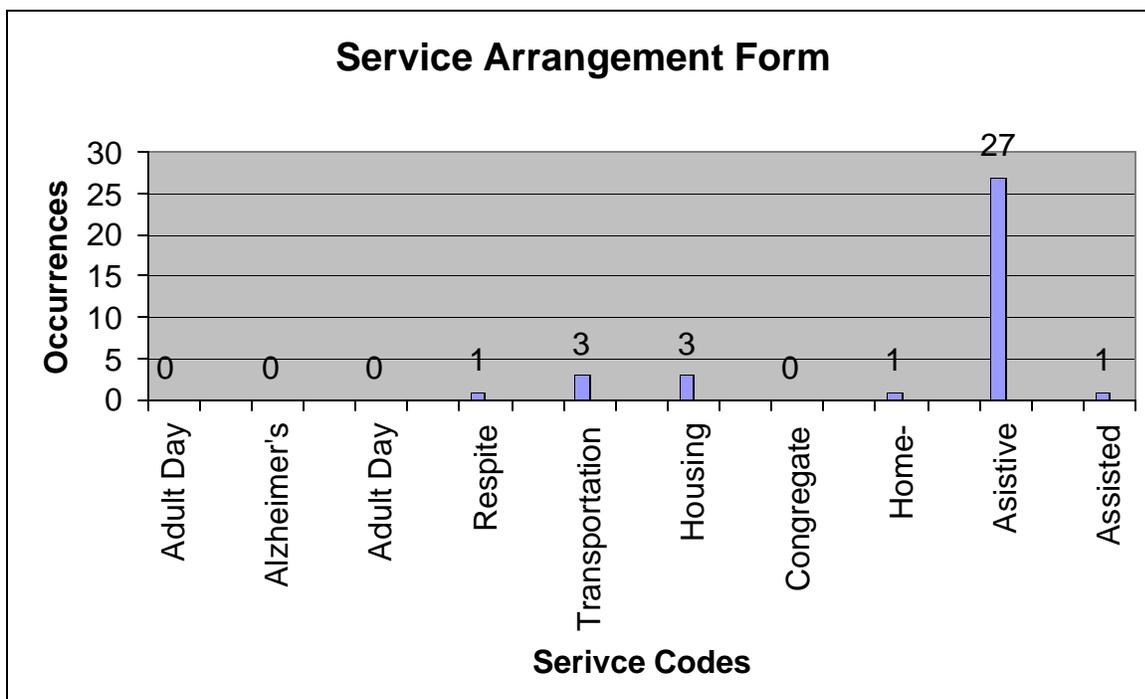
The three Major Learning Outcomes used in this capstone project are part of the California State University Monterey Bay Vision Statement, demonstrating the competencies

that were taught. Also, these Major Learning Outcomes are a reflection of what was learned from The Institution of Health Human Services and Public Policy (IHHSP). Lastly, this capstone will reflect what was accomplished and what still needs to be accomplished through recommendations.

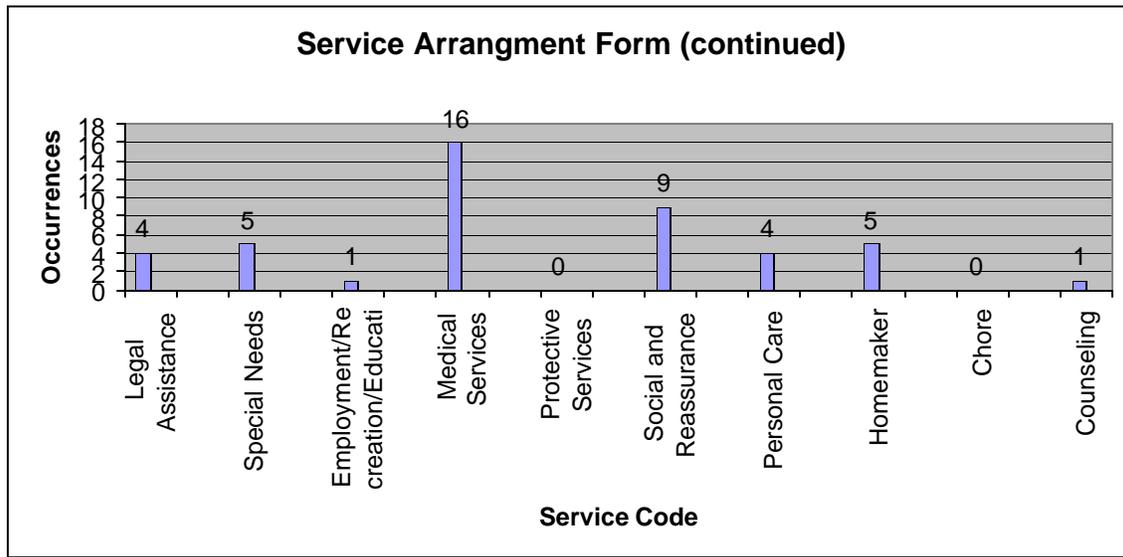
Capstone Findings

There are several ways to determine if the SAR, the Power Point presentation, or promotional materials have improved the program. First, meeting with the case managers and clerical staff to develop a series of questions pertaining to their knowledge of the arranged services for clients has led to the development of an accurate SAR Form that fits the needs of those who will use it on a regular basis.

In creating an accurate SAR Form, the newly generated numbers will paint a more accurate depiction of the arranged services for clients currently enrolled in the Linkages Program. The first two graphs show how within the last three months the Service Arrangement Form numbers have gone from zero arranged services to providing quite a few arranged services. First ten Service Codes:



Second ten Service Codes:



The Power Point training manual is a second way to determine whether these changes have improved the program. At this point in time, it is too early to determine the impact that the Power Point manual has had on the program, but according to the trainer manager, she has already started to work on a Power Point presentation for the OAAS division.

If the Power Point manual is going to be successful here, it may help the Linkages Program. It can serve to orient the new staff to the OAAS or train the community about the Linkages Program, so that everyone will have a better understanding of the Linkages Program.

The final way to evaluate if these new changes have produced results for the Linkages Program is through promotional avenues. Even before the research of potential promotional items was conducted, a survey was distributed to the Linkages staff. The purpose of the surveys was to find an answer as to how to promote the Linkage Program and to see if trends can be predicted from the different Linkages staff members. The results of the survey are as follows: brochures with up-to-date information was the most important factor in promoting the Linkages Program, and the informational packets given out to clients was the second biggest item for promotional concern. Other areas that were not as important to the Linkages staff but are still

necessary for the Linkages Program to continue were the magnets, the created Power Point manual, and a media campaign. (See survey results for further detail.)

After receiving the results of the survey, promotional materials needed to be researched in order to paint a better picture of the necessary items and to show examples of where to look for such promotional items. Promotional materials have not been used to help the program at this point in time. Research has been conducted in order to find different items such as catalogs, business companies, and various Internet sites that provide invaluable information for when funds and manpower are available to purchase the items.

Recommendations

My recommendations are as follows:

1. The Use of Power Point: Power Point can be modified to fit different purposes and audiences. For example, the OAAS trainer can use Power Point as an orientation tool for new staff. Or, a manager or a Linkages staff member can use it for a community presentation. A Power Point presentation is easy to create, modify, and use. It also provides a refreshing change from a “lecture only” presentation. Information from the Power Point manual can be used to create a website on the Linkages Program. It can also serve as a springboard for a Division-wide Power Point presentation that can be converted into the OAAS website.

2. Promotional Materials in Spanish: The creation of promotional materials in Spanish can serve as a method of outreach to the Latino community, a community that is so often underserved. Also, it helps build culturally competent communities.

3. Media Campaign: Creating a video or television commercial in Spanish and English for the Linkages Program (or OAAS) is an excellent method for reaching a larger audience. A media campaign may bring in new clientele or serve as a way to seek donations from suitable audiences.

A media campaign and web page may seem costly for the OAAS, but by recruiting other California State University Monterey Bay college students from Telecommunications, Multimedia, and Applied Computing (TMAC); Teledramic Arts and Technology (TAT); and World Languages and Culture (WLC) to fulfill internship hours or capstone requirements with the Linkages Program/OAAS Division, it may result in the creation of a promotional media campaign at no cost to the Department.

4. Survey Results: Of the responses given by the Linkages staff and OAAS managers, there were two main identified needs. The first need was to update the Linkages brochure. Since these brochures were created at least seven years ago, the management may want to consult with the supervisor at Printing Services, located at 1220 Natividad Road, to determine whether the project is fiscally feasible. A new, updated template of the brochure is necessary, and the cost for printing (a minimum of 1000 required) needs to be determined. This template may also be submitted to the Copy and Distribution Center (CDC), located at the Quadrangle, to determine if printing could be done at a lower fare. A way to minimize the cost is to begin with the resources available in the office. Assigning an OAAS staff person or a CSUMB student to create a new brochure is a good example of using existing resources.

Brochures are a powerful communication tool. They provide written information that can be easily distributed to clients and the community. It gives people insight into how the program might benefit them, their family, or friends.

The second need is for Linkages packets. These packets might include pens, notepads, post-its, refrigerator magnets, and other informational material pertaining to the Linkages Program. These packets are a good way of welcoming new clients and their families to the program. They will also serve as a method for keeping client paperwork organized; and they will provide the Linkages phone number, address, and case manager name handy at all times. Moreover, these packets will be an excellent advertising tool.

If money is available, the Linkages team may wish to seek promotional materials from such local agencies as “B Impressed,” located at 40 Clarke St. Suite B, Salinas, CA. B Impressed supplies an array of pens, notepads, post-its and other promotional materials. The Linkages team may also wish to seek the services of the Internet for promotional materials that cater to program needs. One particular website is www.viking.com. This website company provides a wide variety of promotional products. As previously mentioned, the Linkages Program may want to seek the services of the Monterey County Printing Services and/or the Copy and Distribution Services to help them find products within the County that would be cost effective (note pads in bulk).

5. **Seeking Alternatives Funding Sources:** Seeking grants to help promote the Linkages Program is a venture that would cost man-hours. There are grants available to anyone willing to devote the time to researching and participating in the grant writing process. Another recommendation is to set aside funds from the Linkages annual budget specifically for promotional materials. This will allow Fiscal personnel, Managers, Supervisor, and Case Managers to communicate and collaborate on the best methods for updating and maintaining program materials. Another alternative is to ask existing clients to make a small donation to the program to cover promotional costs. Soliciting donations from clients is a common practice at other Linkages sites (see PASSAGES Adult Resource Center result for further detail).

6. **Portfolio:** The final recommendation is to update the Linkages Portfolio every time a new lecture/training Power Point presentation is created, when the SAR is modified, or when someone completes an unfinished project. This portfolio also allows every Linkages staff member to access the latest updates and keep critical information in one central location within the Department.

In summary, these recommendations are intended to be viewed as ways to improve the Linkages Program and a way to boost program morale. This capstone serves as a foundation for

the Linkages Program to move forward into the future. Incorporating updated promotional materials will bring the Linkages Program into the twenty-first century.

Conclusion

In the past, the Linkages Program was plagued with budget cuts, staff reduction, loss of critical information, lack of training materials, and outdated promotional materials, but the program has made tremendous efforts to gain an identity and recognition as a program with a bright future.

By providing the Linkages Program with the Services Arrangement Report (SAR) Form, the Linkages Program can generate numerical data. This numerical data has been entered into the Program's database, resulting in compliance with California Department of Aging (CDA) requirements. This has also allowed the Linkages supervisor, case managers, and management to receive information about the types of services being arranged for clients.

Furthermore, the Power Point presentation will assist the Linkages Program by providing educational and training material. It will allow the OAAS staff or trainer to educate the local community and to teach newly-hired OAAS staff about Linkages. This Power Point presentation is currently designed to be modified to fit various training needs and audiences, and can serve as a method of networking with other agencies. The Power Point presentation may also result in more appropriate community referrals. Even if there are more referrals, some clients may not need the Linkages Program, but may be able to take advantage of in-home supportive services, multipurpose senior services, adult protective services, or AIDS case management. Finally, the Linkages Supervisor can ask for more funding and resources, or for a larger staff. By providing these benefits, the quality of health and human services in Monterey County will improve.

Lastly, the research of promotional materials for the Linkages Program has helped in several ways. First, from the survey results, the Linkages staff and management now have information concerning how they want to promote the program. Second, researching the cost of

various promotional items via the Internet or local retailers, and the list of recommendations assist the staff and managers in the decision-making process (i.e., to budget money for promotional materials, what to buy, how to update materials, etc.). Finally the capstone has laid the groundwork for a new person to carry out recommendations through his or her capstone.

Benefits to the Monterey Department of Social Services OAAS occur in several ways. First, members of the community will benefit from these services and the strong networks created between people and the local agencies. Second, community members may refer others to these services, creating a greater need, possibly more jobs, and more public or private funding.

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APPENDICES

SURVEY RESULTS

Appendix One

These results of the five-question survey are being presented in written format. Upon completion of the surveys the results were similar in some areas and tremendously wide-ranging in other areas. This may have varied dependent on the level the staff member is within the Linkages Program. As soon as this analysis is complete the reader will have a better understanding of what the priority has become to promote the Linkages Program, to a simple conclusion that will help guide management to focus on which approach to steer the Linkages Program. Finally the analysis is broken down chronologically from case managers, to management.

Case Managers:

1) In the past as Linkages Case Managers, which if the following promotional/informational items have you used?

Answers:

- A) Linkages Brochures: Sometimes, Often
- B) Linkages Fact Sheet: Never, Never
- C) Your Business Card: Often, Often
- D) Tips for Caregivers: Never, Sometimes
- E) Notepads: Sometimes, Often
- F) Magnets: Never, N/A

2) Are there any of the above items you would use or use more often, if they were updated?

Answer: Linkages Brochure: Linkages Brochure and Linkages Fact Sheet

3a) Currently, what items are you using on a regular basis to promote the Linkages Program?

Answer: Brochure and Business Card: Brochure and Business Card

3b) Of the items listed in 3a, do any need to be updated or modified? Yes: Yes

Answer: We have some brochures with old adult service numbers: Brochures contain old address

4) In the future what kind of promotional material would you like to see used?

Answer: Note Pads and Brochure: Packets to hold Linkages documents that contain notebook/pads/post-its and pens.

5) If there were funds to promote the Linkages Program, please list your top three priorities for promotional materials.

Answer: Brochure, Business Card and Notepad: Folder/packets as noted above, Pad/pen as noted above, and brochure same or similar to current one.

Additional comments: Linkages at this point, does not have a great need to promote itself. Enough people know about our program and we receive more referrals than we can handle. An updated brochure would be helpful. And although we probably (with and overhead screen etc.) the information gathered for it would be useful as noted to speak from for our occasional speaking engagements.

Supervisor:

1) What item mentioned above would be valuable tools for the promotion of the today's Linkages Program?

Answer: The Linkages Program does not need promotional tools as we did when the program was first started. We would benefit from having client folders, notepads, and a current brochure.

2) Of the items you've listed in question 1, which ones need to be updated or modified?

Answer: Brochure

3) Currently, what items do you and your staff use to promote the Linkages Program?

Answer: Brochure

4) In the future what kind of promotional material would you like to see used in the Linkages Program?

Answer: Client folders, notepads to place in folder with a pen or pencil.

5) if there were funds to promote the Linkages Program, please list your top three priorities for promotional materials.

Answer: Client folders to hold important documents "Information," notepad to lace in folder, and brochure.

Additional Comments: The Linkages Program is currently receiving more referral than it can process. While, promotional tools were once very important, they are no longer necessary. I

would like to see functional tools that serve the current needs of the program and clients. We would also benefit from a current brochure. We really have no need for the attached, "Fact Sheet" as long as the brochure is up to date. Further, we are unable to use a power point presentation as we really have speaking engagements we do not have the technical equipment or know ho to run it.

Trainer:

1) What items mentioned above would be valuable tools for the promotion of the today's Linkages Program?

Answer: Linkages Brochure, note pads, possibly fact sheet and magnets.

2) Of the items you've listed in question 1, which ones need to be updated or modified?

Answer: Linkages brochure, fact sheet and magnets

3) Currently, what items do you use to promote the Linkages Program?

Answer: Brochure's and as part of my curriculum, an information or fact sheet that describes the Linkages Program.

4) I the future what kind of promotional material would you like to see used in the Linkages Program?

Answer: From the training perspective, I'd like to see a power point presentation for orienting new staff, new case managers, or at other presentations. If it works well to expand the power point to all programs (i.e. IHSS, APS, Linkages, MSSP, etc..) Also, website that describe Linkages but other programs.

5) If there were funds to promote the Linkages Program, please list your top three priorities for promotional materials.

Answer: Brochures, Note Pads/post-its and a nice folder for putting information such as brochure, pads, magnets, Linkages papers, etc. which have Linkages name but also county and possibly AAA logo.

Additional Comments: In general the brochure which is a powerful tool for education and promotional purposes, needs updating and us used at all levels (worker to the three managers). As a trainer, I am looking for methods that assists with the learning process and break up the monotony of a lecture format. Methods that are easy to use and can be modified to fit each groups need. A power point would be one of those methods. On occasion, there are events such as senior day a the fair where it would be nice to have items to give to seniors such as magnets, pens. Etc. we seen weak in the are of setting up a table that in general promotes our agency. As an old Linkages worker, there is value in the magnets, it was a way to keep Linkages in mind a business card could be misplaced but a magnet could be put on the refrigerator for easy reference (to make a call to the worker.) Also, it was away of letting other agencies or even family know that we were involved. In today's Linkages magnets were not used because the magnets were outdated and no funds were available to update them. I'm not sure in today's Linkages Program that such an item would serve the same purpose or value.

Managers:

1) What items mentioned above would be valuable tools for the promotion of the today's Linkages Program?

Answer: Linkages Brochures, Note Pads, and Jar Openers: Brochure and Magnets: Refrigerator magnets, Linkages Brochure, Linkages Fact Sheet, Tips for Caregivers and Jar Openers.

2) Of the items you've listed in question 1, which ones need to be updated or modified?

Answer: Linkages Brochure, fact sheet and notepads for correct contact information. Tips for Caregivers is a nifty item, but is copyrighted. As a marketing tool- can we add Linkages contact information?: Brochure: Magnets, Brochures

3) Currently, what items do you use to promote the Linkages Program?

Answer: I'm not using magnets (everybody advertises with magnets) nor do I use the caregivers brochure (not because I don't think they are valuable but I think those brochures best and are distributed by Linkages case managers): Division (OAAS) fact sheet: Brochures.

4) In the future what kind of promotional material would you like to see used in the Linkages Program?

Answer: types listed with parents are suitable for different audiences. I'd support continuing the use of those listed at top of page in addition to website, power point, etc: I would prefer a division wider promotional OAAS programs and services: Should be on the website, Packets should have all material in item #1, and along with case managers card.

5) If there were funds to promote the Linkages Program, please list your top three priorities for promotional material.

Answer: Linkages Brochure, 8 x 11 magnetized sheet used by client to record emergency contact number, prescription times, caregiver instruction, etc: Jar openers, and note pads: Brochure, magnets and media campaign (cable and print media): Magnets brochures and fact sheet.

Additional Comments: I like the promotion product developed by Contra Costa county aging and adult services *See attachment. Linkages fact sheet and Tips for caregivers should be on colored paper to facilitate easy assembly of packets. Information such as magnets, that is always available to the consumer worker very well. Additionally, they magnets alert other providers that Linkages is involved in a salutation.

In conclusion these survey provided a wide variety of answers. They also provided positive feedback to the program. Finally this is a good way to open communication between the different levels in the Linkages Program.

Some of the biggest concerns for the Linkages Program had to be the Brochures. It seems that the over all consensus was that the brochures needed to updated as soon as possible. The other major concern was the information packets. By providing these packets Linkages Staff are able to provide the client with proper documentation that helps (clients) feel more secure. This also helps keep clients maintain a good storage for record keeping. Finally these packets are a good way of promoting the Linkages Program.

Other areas that were mentioned but are not of much concern were the magnets. It seems that people who started with the program realize that the magnets worked for their clients. Also there was the issue of power point presentation. Maybe this issue has to do more with staff and the Linkages Supervisor. Since the staff and supervisor are not in constant contact with upper level like management.

Linkages



Services

Linkages professional staff help coordinate the care of people who, because of age, illness or disability, have difficulty arranging services on their own behalf.

Linkages Professionals

- Evaluate the needs and strengths of the client,
- Work with the client and family to coordinate needed services,
- Ensure that services are obtained, and
- Monitor Client's well-being on an ongoing basis.

In some cases, services or equipment can be fully or partially paid for by the Linkages program on a short term, gap-filling basis.

Eligibility

The Linkages Program provides these care coordination services to:

- People who live in Butte County.
- People who are over the age of 18 years.
- People who have difficulty performing activities that are necessary to function in their homes.

These activities include:

- | | |
|-----------------|-------------------------|
| ▶ eating | ▶ bathing |
| ▶ dressing | ▶ laundry |
| ▶ housework | ▶ shopping |
| ▶ toileting | ▶ transportation |
| ▶ telephone use | ▶ medication management |
| ▶ walking | |

Donations

Linkages' clients are encouraged to donate for these care coordination services, but payment is not required in order to receive services.

The Linkages Program is one of many services available to seniors, adults with disabilities and caregivers through PASSAGES Adult Resource Center. Call (530) 898-5923 (Chico/Paradise) or (800) 822-0109 for more information on these services.

Testimonials

“My case manager helped me get equipment installed in the bathroom after I had a stroke. Now I feel safer when I take a shower and I can do it by myself.”

“I was worried that my mom would have to go into a nursing home. So far, with the help of the Linkages Program, she's been able to stay in her own home. That makes me happy and it surely makes Mom happy.”

“It was nice to have someone to call when my worker stopped coming and I needed help arranging for a new one. I wouldn't have known where to begin, but my case manager knew just who to call!”

[Other Linkages Programs in California](#)

[To contact Linkages by E-mail](#)