

Building a Senior Provider Network



In several counties in Ohio, the citizens have passed tax levies on property to help fund services to seniors. While I am not proposing a tax levy at this time, we should start thinking about how to help seniors who cannot pay for the services they need to stay in their homes, which is a cheaper way to help than putting them in a nursing home. Al-

though we do have federal and state dollars to help fund these services, they simply are not enough, and seniors and their caregivers do not know how to access them. My column today is about building a network to help others in an "elder friendly" community.

Helping Seniors of Brevard, a nonprofit organization committed to educating and informing seniors about elder care resources, is now developing a "go-to" directory of community partners characterized by their honest, trustworthy, reasonably priced and quality service to seniors. This provider network will work together with Helping Seniors radio, television and print resources to help complete the care equation in Brevard, not compete with any established care program.

You can help identify organizations to be a part of this network. There will be a nominal charge for providers to join the network, but in return they will receive publicity via:

- Helping Seniors radio show each Thursday at 1 PM on 50,000 - watt AM 1060 WMEL; Helping Seniors TV shows airing on Space Coast Government TV, Bright House Networks, and on demand on You Tube;
- Helping Seniors newsletter published in center section of Senior Scene Magazine, plus columns in Hometown News, Spotlight Magazine, Ebony News, and Al Dia today;
- Helping Seniors social media network;
- Publication in provider directory for assisting seniors; and Participation in a TV program to spotlight provider services. Provider will receive DVD and digital copies of the show, which will be archived on Helping Seniors website.

The objective is to build a quality provider network that will match senior needs to solutions while upholding the trust and integrity that seniors deserve. Become a part of this outreach program by calling Kay at 321-473-7770 and telling her about a service provider you think would be a good member of this network. Help us build an elder friendly community in Brevard that can and will assist seniors and those in need. Please call Kay. To make this happen, we need all the help we can get. **SS**



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