

Senior Assistance for Brevard County



Now that we are coming up on our five-year anniversary, the timing is right to update seniors and those who care for them about the progress of Helping Seniors of Brevard, Inc., a non-profit whose mission is to inform, educate, and help connect seniors and those who care for them to available resources. Our services are designed to assist all in Brevard County and are intended to complete rather than compete with others in the care giving business. Unfortunately, the scarcity of local, state and federal funding does not ensure that the entire county receives an equal share of the elder care services provided by publicly-funded agencies. Moreover, there simply is not enough to go around, a problem that is exacerbated by the continued reduction of Community Based Operational funding. What is needed is a better advocacy machine to promote senior needs throughout Brevard.

Helping Seniors is primarily an information program. Go to www.helpingseniorsofbrevard.org to see what we are doing to raise awareness of the resources available in Brevard for seniors. We also have an information specialist who helps connect callers to programs of assistance. Where we differ from others is that we listen carefully to callers and follow up to ensure that help has been received. Although not every problem can be resolved, we do return each call and try to point the person in the right direction.

Many know that I started a radio show in 2000. That same show continues today as "Helping Seniors," broadcast every Thursday at 1 PM on WMEL 1060 AM. We produce six new television shows



monthly, airing on Channel 499 at 8:30 AM, 4:30 PM, and 5 PM Monday through Friday, and on Channel 199 at 7PM on Monday, 6:30 on Tuesday, and 7:30 PM on Thursday. Our monthly print columns appear in Hometown News, Al Dia Today, Ebony News Today, Spotlight Magazine, Senior Scene Magazine (with an 8-page newsletter insert), and now Barefoot Bay Tattler. All programs are archived on our website. The assistance is there, but people must be made aware of it. Consider for a moment the number of widows of WWII veterans who live in Brevard and have not remarried. Most do not know that they could be receiving financial assistance from Veterans Aid and Attendance. This is just one example of the helpful things we post on our website and discuss in

our monthly columns. If you need help or want to be on our advocacy council, call our information specialist, Kay Keyser, at 321-473-7770. If she is busy, please leave a message for the call will be returned shortly. All calls are logged on three computers so we will not lose your call.

I recently appeared before the Brevard Community Development Block Grant Program requesting funds to expand our awareness program southward. At the meeting a Board member from Micco, commented on the need for more information in the Micco area. He asked why we did not publish in the Barefoot Bay Tattler, and I told him we would be doing just that. For information visit us at www.helpingseniorsofbrevard.org or call Kay at 321-473-7770. Find out about the many wonderful resources that are available to you.

Joe Steckler is the President of Helping Seniors of Brevard, a non profit organization designed to advocate, educate, and fundraise on behalf of Brevard's senior citizens. Feel free to contact us at: info@helpingseniorsofbrevard.org or calling: 321-473-7770. **SS**