

BEST PRACTICES TO ENGAGE OLDER ADULTS: COMMUNITY HEALTH WORKERS

Older adults in low-income communities often struggle to access services for their health and social well-being. Community Health Workers can bridge this gap.



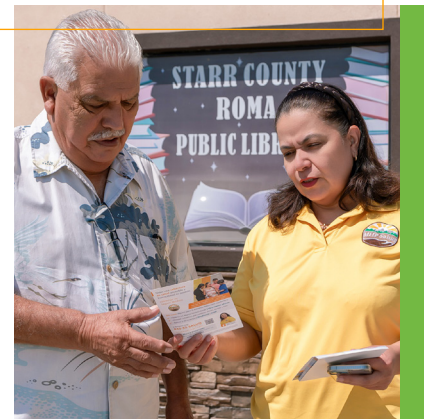
Read MHP Salud's full report evaluating the impact of CHW programming on older adults.

Effective Outreach Tactics

- Health/resource fairs and community events
- Door-to-door outreach
- Flyer displays at partner locations
- Presentations
- Engage and/or host presentations where older adults congregate
 - Restaurants and *comedores* (nutrition centers)
 - Community centers and adult daycares
 - Libraries and children's events

Potential Barriers to Engagement

- Misunderstanding or mistrust of services
- Discomfort sharing personal information
- Misconception that public benefits may impact immigration status
- Systemic barriers: Digital literacy, poverty, transportation



Solutions for Engagement:

Build Trust

- Demonstrate empathy and display appreciation
- Be reliable and knowledgeable
- Encourage a reciprocal relationship
- Schedule in-person and home visits
- Teach digital literacy skills to help participants access public benefits

Encourage Ongoing Engagement

- Communicate consistently and follow up
- Build trust and rapport
- Build partnerships with other organizations
- Offer social programming like Bingo and book clubs
- Offer connections and referrals to resources like churches, food pantries and application support



About MHP Salud

MHP Salud is a national nonprofit that helps community members access health resources and services, including affordable insurance, health and mental health care, nutrition, and more. At the heart of all we do are *Promotores de Salud* – Community Health Workers – who are caring, trained professionals from the communities they serve. Tapping into our 40+ years of experience, we also prepare the next generation of Community Health Workers through training, resources and support.