



## **CAREGIVER** SERVICES CORPS

### **Marketing Toolkit**

#### **Program Overview**

The Maryland Department of Aging offers a statewide Caregiver Services Corps (CSC) program, with the goal of enabling older adults to remain in their homes with the support systems in place to do so.

#### **The objectives of the service include:**

- Providing back-up support to informal caregivers of older adults (family or friends) who are unable to provide care due to their own illness, exposure to COVID19, or other temporary constraint.
- Providing access to volunteers who can assist older adults who, due to the impacts of COVID19, have suddenly found they need help with everyday tasks.
- Preventing hospitalizations of older adults that may be a result of lack of needed care in their homes.

The service is designed to address pressing needs that are temporary, for example: an older adult's regular caregiver is temporarily unavailable to provide care for them such as preparing meals or monitoring their medication intake.

- Older adults and people who assist older adults with everyday tasks can access the service by dialing 2-1-1. The 2-1-1 call specialists will transfer the caller to the CSC call center.
- The CSC call center is staffed with trained specialists who are available 7 days a week and can quickly evaluate care needs for older adults and identify volunteer caregivers and other resources to deploy to their homes.

**The CSC volunteers can temporarily perform tasks such as, but not limited to:**

- Monitoring individual's self-administration of medications
- Helping with mobility needs in their home
- Basic food preparation
- Assisting with bathing and completing personal hygiene routines
- Educating older adults on how to use video technologies to connect with loved ones or healthcare providers

**Call [2-1-1](tel:211) to be connected to the program**

**A CALL FOR VOLUNTEERS TO HELP OLDER ADULTS**

The Maryland Department of Aging is asking healthy Marylanders to consider volunteering to help older adults across the state. The Caregiver Services Corps was established to provide volunteer caregivers for older adults who need assistance with everyday tasks because they do not have a family member or friend available due to the COVID crisis. The service is designed to address pressing needs that are temporary such as: an older adult determines they don't have access to their prescription medication, or a family member who cares for their elderly loved one can't check in on them.

Volunteers are needed to perform both in-home tasks for older adults as well as logistical support for the program. Examples include, but are not limited to:

- Monitoring individual's self-administration of medications
- Helping with mobility needs in their home
- Basic food preparation
- Assisting with bathing and completing personal hygiene routines
- Educating older adults on how to use video technologies to connect with loved ones or healthcare providers

You can help ensure older adults, friends, and neighbors in your community can remain in their homes and give them reassurance they have the support systems in place to do so.

Sign up today by going to the [Maryland Responds Medical Reserve Corps \(MRC\) website](#). You do not need to work in the healthcare industry in order to volunteer.



Frequently Asked Questions:

 [CSC FREQUENTLY ASKED QUESTIONS FOR VOLUNTEERS.pdf](#)

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## MARKETING RESOURCES:

We want to encourage our partner organizations and advocates to share information about the Caregiver Services Corps and the need for volunteers. Below are various resources to help spread the word.

Website: <https://aging.maryland.gov/pages/CSC.aspx>

:30 Second PSA on YouTube: <https://youtu.be/x8FOIRyOjzo>

:30 Second PSA downloadable .MOV or .MP4 format:

<https://drive.google.com/open?id=1loqqaQlSZ5VsndTjhZcQslzd4neOAvl>

## SOCIAL MEDIA

We encourage you to share our social posts using the suggested text below and graphics.

Suggested Social Posts:

### **General Program Information:**

The Caregiver Services Corps was established to provide temporary volunteer caregivers for older adults who need assistance with everyday tasks because they do not have a family member or friend available due to the COVID crisis. The goal is to enable seniors to remain in their homes with the support systems in place to do so. If you, or someone you are caring for, is in need of assistance, call 2-1-1 to speak to a call specialist or to learn more, visit:

<https://aging.maryland.gov/Pages/CSC.aspx>

The Caregiver Services Corps was established to provide temporary volunteer caregivers for older adults who need assistance with everyday tasks because they do not have a family member or friend available due to the COVID crisis. Trained volunteers are ready and able to help with mobility needs within the home, basic meal preparation, bathing and hygiene needs, and more. If you, or someone you are caring for, is in need of assistance, call 2-1-1 to speak to a call specialist or to learn more, visit: <https://aging.maryland.gov/Pages/CSC.aspx>

Twitter:

The Caregiver Services Corps was established to provide temporary volunteer caregivers for older adults who need assistance with everyday tasks because they do not have a family member or friend available due to the COVID crisis. If you need assistance call 2-1-1 or to learn more visit:

<https://aging.maryland.gov/Pages/CSC.aspx>

### **Volunteers:**

Do you want to help those in need? The Caregiver Services Corps is in need of volunteers. You do not need a medical background. Assignments range from helping with mobility needs around the house, bathing and daily hygiene, basic meal preparation, and helping with video technology. If you are interested and would like more information, visit: <https://aging.maryland.gov/Pages/CSC.aspx>

Social Media Cards:

Share content from any of our social feeds:

Facebook <https://www.facebook.com/MarylandAging/>

Twitter <https://twitter.com/marylandaging>

Instagram <https://www.instagram.com/marylandaging/>

LinkedIn <https://www.linkedin.com/company/maryland-department-of-aging/>

To access marketing materials, please request access to this Google Drive. The Google Drive contains social image cards, logos, and more.

<https://drive.google.com/drive/folders/1OGQyclsCr1xb70a38WEMldguhtf77JnN?usp=sharing>

## EMAIL

Draft email to your network, partner organizations. Please modify as needed to fit the voice and tone of your organization.

Hello –

I hope this email finds you well. My organization would like to inform you of a program introduced by the State of Maryland's Department of Aging called Caregiver Services Corps. This new program was established to provide temporary volunteer caregivers for older adults who need assistance with everyday tasks because they do not have a family member or friend available due to the COVID crisis. We encourage you to spread the word about this program with your partner organizations and contacts. We want to make sure our aging residents of Maryland have the support and care they need during the pandemic. There is also a call for volunteers across the state.

Ways to help promote the program:

- Share social media posts from any of the Maryland Department of Aging's social feeds.
  - Facebook <https://www.facebook.com/MarylandAging/>
  - Twitter <https://twitter.com/marylandaging>
- Link the Official Webpage to your website as a resource: <https://aging.maryland.gov/pages/CSC.aspx>
- Share the Secretary's :30 Second PSA Video:  
<https://youtu.be/x8FOIRyOjzo>

We thank you for your help in promoting this program. Should you have any questions or need additional materials, please contact

[MDoA.SocialMedia@maryland.gov](mailto:MDoA.SocialMedia@maryland.gov)