



## **CAREGIVER** SERVICES CORPS

### Marketing Toolkit

#### **Program Overview**

The Maryland Department of Aging has implemented a new statewide Caregiver Services Corps (CSC), 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, such as: an older adult determines they won't have food to make it through the end of the week, or a family member who cares for their elderly loved one can't check in on them the next day.

- Older adults and people who assist older adults with everyday tasks can access the service by dialing 2-1-1. The 2-1-1 operators 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 can perform tasks such as, but not limited to:**

- Assist with the individual's self-administration of medications
- Help with ambulation or transferring
- Assist with bathing and completing personal hygiene routines
- Deliver essential groceries
- Aid with telehealth appointments

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

## **Official Press Releases:**

<https://governor.maryland.gov/2020/05/18/governor-hogan-announces-caregiver-services-corps-to-help-marylands-seniors/>

<https://aging.maryland.gov/SiteAssets/Pages/CSC/Press%20Release%20Caregiver%20Services%20Corps.pdf>

## **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 has been established to provide volunteer caregivers for older adults who need urgent assistance with everyday tasks because they do not have a family member or friend available due to the virus 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:

- **In-home tasks**
  - Assisting with the individual's self-administration of medications
  - Helping with ambulation or transferring
  - 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

- **Logistical support (through no contact)**
  - Transporting supplies
  - Delivering prescription medications and essential food

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](#) or the [Maryland VOAD DART 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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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.

## Marketing Resources:

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=1loqqaQl\\_SZ5VsndTjhZcQslzd4neOAvl](https://drive.google.com/open?id=1loqqaQl_SZ5VsndTjhZcQslzd4neOAvl)

## Suggested Social Posts:

### **General Program Information:**

Introducing a new statewide Caregiver Services Corps (CSC) program. The Caregiver Services Corps has been established to provide volunteer caregivers for older adults who need urgent assistance with everyday tasks because they do not have a family member or friend available due to the virus 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 center representative or to learn more, visit:

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

The Caregiver Services Corps has been established to provide volunteer caregivers for older adults who need urgent assistance with everyday tasks because they do not have a family member or friend available due to the virus crisis. Trained volunteers are ready and able to help with ambulation, picking up medicine, dropping off essential groceries, feedings, bathing, and more. If you, or someone you are caring for, is in need of assistance, call 2-1-1 to speak to a call center representative or to learn more, visit:

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

Twitter:

The Caregiver Services Corps has been established to provide volunteer caregivers for older adults who need urgent assistance with everyday tasks because they do not have a family member or friend available due to the virus 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 (CSC) program is in need of volunteers for in-home support and non-contact logistical support. You do not need a medical background. Assignments range from helping with ambulation, bathing and daily hygiene; picking up medications and essential groceries; transporting supplies; and more. If you are interested and would like more information, visit: <https://aging.maryland.gov/Pages/CSC.aspx>

### Social Media Cards:

Right click to download or share 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/>



**CAREGIVER**  
SERVICES CORPS

*"I have time and want to help."*

Learn more:  
[aging.maryland.gov/pages/CSC.aspx](http://aging.maryland.gov/pages/CSC.aspx)





**CAREGIVER**  
SERVICES CORPS

*"My grandson usually helps me and is now isolating. What will I do?"*

**Call 2-1-1, we can help you!**







**CAREGIVER**  
SERVICES CORPS

*"Temporary help when your family or  
friend is impacted by COVID-19"*

Call 2-1-1, we can help you!





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 new program introduced by the State of Maryland's Department of Aging called Caregiver Services Corps. This new program has been established to provide volunteer caregivers for older adults who need urgent assistance with everyday tasks because they do not have a family member or friend available due to the virus 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 volunteer assistance for in-home care and non-contact logistical needs.

Ways to help promote the program:

Share social media posts from any of the Maryland Department of Aging's social feeds. Social posts are currently pinned to the top of the pages below.

- Facebook <https://www.facebook.com/MarylandAging/>
- Twitter <https://twitter.com/marylandaging>

Share press release from our office and/or the Governor's office

- <https://governor.maryland.gov/2020/05/18/governor-hogan-announces-caregiver-services-corps-to-help-marylands-seniors/>
- <https://aging.maryland.gov/Pages/PressRoom.aspx>

Link the Official Webpage to your website as a resource:

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

Marketing Toolkit:

<https://aging.maryland.gov/SiteAssets/Pages/CSC/CSC%20Marketing%20Toolkit%20May%202020.pdf>

: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)