

2007 Innovations Awards Program APPLICATION

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ID # (assigned by CSG): 07-W-01COSENIORSOURCE

Please provide the following information, adding space as necessary:

State: COLORADO

Assign Program Category (applicant): AGING (Use list at end of application)

1. Program Name: Senior Source
2. Administering Agency: Aging and Adult Services, Colorado Department of Human Services
3. Contact Person (Name and Title): Jeanette Hensley, Director
4. Address: 1575 Sherman St., 10th Floor, Denver, CO 80203
5. Telephone Number: 303-866-2636
6. FAX Number: 303-866-2696
7. E-mail Address: Jeanette.Hensley@state.co.us
8. Web site Address: <http://www.cdhs.state.co.us/aas/>

9. Please provide a two-sentence description of the program. Senior Source is a dedicated multimedia initiative utilizing television, the Internet, call-in lines and onsite outreach to educate and encourage Colorado residents about important aging issues and available resources for older adults. It is a public, private non-profit partnership that utilizes the assistance of the state's largest media sources and community leaders, to address a recognized information deficit in Colorado by bringing data into the homes and community centers of its target audience, older adults (age 60+), their caregivers, and others in need of services.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on April 2, 2007, to be considered. Senior Source was implemented in late October of 2005 and is now half way through its second year of operation.

11. Why was the program created? What problem[s] or issue[s] was it designed to address? Results of a September 2004 Strength and Needs Assessment illustrated clearly that a sustainable resource with important information for older adults, their caregivers and others in need of services was difficult to find. Information, while available, was often found to be so overwhelming to locate that it was seldom accessed. There was a strong need to increase awareness of available resources through educational campaigns designed specifically for older adults and those in need of services. The lack of information is especially prevalent in communities comprised of underserved and isolated individuals across the state. The Senior Source project was designed to aggregate and distribute content that was previously supplied in a somewhat fragmented manner. When asked how they acquire information, both older adults and Baby Boomers identified television and the Internet as important resources. The program elements were designed to capitalize on these critical information sources to increase awareness of issues facing older adults and the resources available to help them.

12. Describe the specific activities and operations of the program in chronological order.

April, 2005 – Grants submitted

June, July 2005 - Additional information submitted to Rose Community Foundation

June 2005 – ongoing – Advisory group meetings to develop website and vignettes

September 2005 – Focus groups with seniors and Baby Boomers on the ease of the website

October 2005 – Project goes live

13. Why is the program a new and creative approach or method? Senior Source is the first elder outreach effort that combines public, private, and non-profit resources, in a coordinated, statewide multimedia public interest campaign geared specifically toward older adults and their families. The Colorado Department of Human Services (CDHS), the Denver Regional Council of Governments (DRCOG), Rose Community Foundation, The Colorado Health Foundation, the Centers for Medicare and Medicaid Services have partnered with KUSA-TV 9 NEWS and 9NEWS.COM to bring data into the homes and community centers of its target audience, older adults (60+), their caregivers, and others in need of services through the use of television and the Internet. KUSA-TV is the NBC affiliate for the Denver Metro area and Northern Colorado and is the strongest reach medium in the state covering 47 of the state's 64 counties, with cable carriage throughout the remainder of the state. 9NEWS.COM is the most visited media web site in the state of Colorado and the 4th most viewed TV site in the country. Senior Source intersects both of these mediums reaching well over 3 million viewers each month. Input from DRCOG and the Colorado Department of Human Services furnishes Senior Source with all available resources, allowing them to aggregate, not duplicate, the information, creating an easily accessible portal for the plethora of available data. Senior Source includes four primary message delivery vehicles, working together to create an effective educational campaign targeted at older adults and Baby Boomers in Colorado:

- a. Educational Broadcast Campaign on 9NEWS and 9NEWS Weather Plus.
 - Senior Source is driven and supported by 9NEWS Consumer Reporter and 4PM anchor, Mark Koebrich. Monthly, a new message is featured on a topic affecting older adults and their families. The broadcast campaign airs a minimum of two weeks each month of the program via three 30-second educational vignettes. These vignettes also run on 9NEWS Weather Plus, a 24/7 weather channel featuring up to date local and national weather information.
 - The broadcast campaign makes up 90% of the public awareness for the Senior Source program including consistent on-air support of all other elements (online resource, call-in lines and community outreach).
- b. Online resource at 9NEWS.COM.
 - Senior Source has a dedicated section on 9NEWS.COM to serve as an information resource 24/7 for older adults and Baby Boomers on key issues regarding aging. This web area is accessible via a static color title and animated leaderboard, both on the Home page of 9NEWS.COM.
 - The Senior Source section contains information about the monthly featured topic and houses fixed navigation to the most commonly sought information regarding aging, such as transportation, health, Medicare, housing, food and nutrition, arts/recreation, etc.
- c. Senior Line 9 Call-ins on KUSA-TV.
 - As part of Senior Source, a minimum of four Senior Line 9 events air in 9NEWS newscasts over the course of a 12-month period. Experts versed in

timely subject matter are on hand in the studio during these events to answer calls from viewers.

- These events have been received with a floodgate of participation, response, and inquiry from viewers.

d. Community outreach throughout the metro area

- Senior Source is heavily involved in community events including, but not limited to, 9Health Fair, Salute to Seniors, Senior Law Day, Health S.E.T., Senior Tea and Roses. Booths are set up at these events providing information, as is appropriate per event, including collateral material on Senior Source and its available information. These events receive support online and on air through the Senior Source project.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.) Start up costs for Senior Source was minimal, as KUSA-TV did not have to make any purchases specific to this project. The appropriate technology was already in place, as was the staff assigned to implement the Senior Source project, which includes the Director of Aging and Adult Services Division within the Colorado Department of Human Services, the Area Agency on Aging Director of the Denver Regional Council of Governments (DRCOG), and four staff members from KUSA-TV.

15. What are the program's annual operational costs?

This year the total annual operating cost is \$770,600. The operating cost varies depending upon the number of grantees.

16. How is the program funded? Senior Source is funded through in-kind and grants from three non-profit organizations. For each year of the two years of the project, the Rose Community Foundation has provided \$250,000, the Colorado Health Foundation has provided \$95,000, and this year Caring for Colorado has provided \$50,000. Funds are leveraged by grouping monies received from these resources together for the promotion of the whole. In-kind contributions from KUSA-TV are \$321,000, DRCOG and CDHS in-kind is \$54,600, for a total of \$770,600.

Each 30-second vignette would normally cost \$4,500 for production, but this was reduced to \$36,000 for all 12 vignettes and was included in the in-kind from KUSA-TV. The normal rate for online services is \$7,500 per month with a one-time \$1,000 set up fee. These fees were waived and the airtime was complimentary. The total broadcast amount for the 12 months is \$338,400.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number. No.

18. What equipment, technology and software are used to operate and administer this program? Senior Source relies on the state-of-the art technology used by 9NEWS in broadcast media via the television, as well the Internet. The Nielsen Station Index provides statistical data in reports for the market.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address. Yes, this program originated in Colorado. Jeanette Hensley and Lorii Rabinowitz are the innovators. Jeanette

can be reached at 1575 Sherman St., 10th Floor, Denver, CO 80203, 303-866-2636, Jeanette.Hensley@state.co.us. Lorii can be reached at 303-871-1452.

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ? No, to our knowledge, Colorado is the first state to implement an outreach effort this expansive that uses the multimedia elements of which Senior Source is comprised.

21. Has the program been fully implemented? If NO, what actions remain to be taken? Yes, the program is currently in its second year of operation.

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The program has had some very good successes in the first year of operation. Of the older adults and Baby Boomers who had heard about the information by 9News, more of the Baby Boomers tended to find the information on Healthy Aging very helpful (40%) whereas older adults (44%) found the information only somewhat helpful. Both age groups found information on hospice care, caregiving and Medicare to be somewhat helpful. When we asked what topic areas they were interested in, most Baby Boomers and older adults reported that they were interested in finding out more about health, food and nutrition and Medicare. What we did find was that many of the focus group participants and surveys expressed information about services in health care (diabetes, dementia, diets/nutrition, affordable exercise programs, screenings, and home health care); insurance and Medicare; access to several services (transportation, social events, legal, hospice/end of life, basic needs, and respite care). While the program is providing some much needed information, the need for additional information is endless. At this rate, we will never run out of topics to cover on Senior Source.

23. How has the program grown and/or changed since its inception? As originally incepted, Senior Source planned to conduct quarterly seminars throughout the Denver Metro Area, where experts were to lead round table discussions, host panel exchanges, and answer general questions. As Senior Source became a recognized name in the community, the on-site seminars broadened in scope and were repurposed into true community outreach, with booths and expert representatives set up at actual events, as described in question 13. In addition, as Senior Source entered its second year of operation, a heavier emphasis was placed on *multi-cultural* outreach efforts. For example, outreach has occurred at several events targeting African American, Latino, Russian, and Asian communities.

Our Spanish speaking audience can now link to a trans-created version of the 9NEWS.COM resource *en Espanol*. A smaller, but completely dedicated section of the website is updated regularly and maintained for Spanish speaking users. This area contains several links to Spanish language websites in addition to 3-5 articles in Spanish per month.

Most recently, with the assistance of CDHS and DRCOG, Senior Source has implemented an extensive grass roots outreach effort to a variety of minority populations. A key aspect of this plan utilizes assistance from a myriad of service providers (grantees) funded by DRCOG throughout the 8-county Denver metro region as well as the partnership provided by the Area Agencies on Aging and CDHS. All DRCOG grantees are required to conduct outreach to the socially and economically need older adult and caregiver populations as part of their contracts. Some of these agencies carry out intensive multicultural outreach that constitutes the unique features of their programs. With monthly subject matter provided by DRCOG and CDHS, these agencies are publicizing the Senior Source Project to their clients, particularly those who are multicultural, through the agency's newsletters, informational brochures, websites, and other media. Area Agencies on Aging and other projects supported by CDHS have been asked to disseminate information in a similar fashion. The subject

matter is further provided to newspapers, newsletters, radio and TV stations whose primary audience is older adults. This includes multicultural and multilingual publications and broadcast affiliates. KUSA has also produced 15-second radio and television Public Service Announcements in Spanish, which are the translation of a 15-second web driver airing on KUSA. These pre-produced radio and television announcements are provided in completed form to all Spanish language radio and television stations respectively.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program? Colorado was fortunate to have a good working relationship with the media and our local philanthropic agencies and to have KUSA-TV interested in providing a large amount of in-kind funding for the project. Funding could be an obstacle for others interested in adopting a program such as Senior Source.

2007 Innovations Awards Program Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations

- Administration
- Elections
- Public Information
- Revenue

Health & Human Services

- **Aging**
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2007
The Council of State Governments
2760 Research Park Drive, P.O. Box 11910
Lexington, KY 40578-1910

Contact:

Nancy J. Vickers, National Program Associate
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The Council of State Governments
E-mail: nvickers@csg.org

This application is also available at www.csg.org, in the Programs section.

Deadline: April 2, 2007