

Appendix D
Coordination of Work Supports Benefits Workgroup

Outreach and Marketing Strategies

Agency	Program(s)	Contractor(s)	Current Role(s)	Potential Involvement
Banking	Toll-free consumer hotline	N/A	Handles consumer complaints, makes referrals for credit counseling and other services	Could include referrals to other agencies for public benefits, depending on nature of consumer inquiry
	HALT Summits	N/A	The Governor's HALT Task Force, which the Superintendent of Banks chairs, has held 3 day-long Summits on mortgage issues	Future HALT Summits could include a booth with resources on other public benefit programs
	Banking Development District (BDD) Program	N/A	The program provides incentives for banks to open branches in underserved areas	Consumer outreach and financial education are typical activities for BDD branches
	Speakers Bureau	N/A	Department staff gives presentations on a variety of financial topics	Could include a speaker at an outreach event geared for benefits recipients
DOH	Medicaid/Family Health Plus/Child Health Plus	DOH contracts with 42 community-based organizations.	These organizations provide application assistance to families interested in health insurance.	These organizations could be trained to provide information about other work supports.
	Public Health Programs	DOH contracts with many organizations to provide information and/or services.	These organizations provide information or public health services in a number of areas.	Same as above

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DOL	<ul style="list-style-type: none"> • WIA Adult & Dislocated Worker Programs • Disability Program Navigators • Displaced Homemaker Program • Adult Ex-Offender Initiative • Contextualized Learning/Limited English Proficiency 	<ul style="list-style-type: none"> • Services provided through One-Stop Centers and affiliate sites in 33 local workforce areas in the state, overseen by Local Workforce Investment Boards • Services administered by grant funded dedicated staff at One-Stop Centers across the State • Services provided by contractors at 16 different service sites across the state • Services provided by 5 contractors in different areas of the state • Services provided by 4 contractors in different areas of the state 	<ul style="list-style-type: none"> • Provides workforce relates services (employment and training assistance) to unemployed workers and services to assist businesses workforce needs • Provides services to disabled population (many of which are also low income or TANF) seeking assistance through the One-Stop system • Provides workforce services and a variety of other social supports to displaced homemakers (many of which are also low income/TANF) • Address work related issues and other re-entry issues impacting ability to work faced by released ex-offenders • English training in a contextualized work setting for workers with limited English proficiency 	<ul style="list-style-type: none"> • Within the scope of providing workforce services, the public workforce system is positioned to provide customers (many of which are low income) with information on other available work supports • Can incorporate information on other work support benefits available within the services they currently provide • Can incorporate information on other work support benefits within the services currently provided by the program • Can incorporate information on other work support benefits within the services currently provided by the program • Can incorporate information on other work support benefits within the services currently provided by the program

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<i>DOS</i>	Division of Community Services – Administers and monitors the federal anti-poverty “Community Services Block Grant” Program.	After RFPs are reviewed every 3 years, grants are awarded to 52 Community Action Agencies throughout New York State.	The Community Action Agencies grant these funds to various private and public not-for-profit organizations that administer programs that combat poverty.	The Community Action Agencies and their not-for-profit organizations can act as conduits to disseminate information and provide assistance for families that are eligible but not receiving certain State and federal benefits.
<i>OCFS</i>	<p>Child Care Resource and Referral</p> <p>Healthy Families Home Visiting Program</p>	<p>Various programs around the state</p> <p>Contracts with programs across the state</p>	<p>Provide information regarding daycare services to parents seeking services. Also provide registration and training to licensed and legally exempt providers.</p> <p>Provide home based education and support services to parents with babies. Focus is to prevent child abuse and neglect, and support healthy development of children.</p>	<p>Could house referral information for parents and for providers who may qualify for programs.</p> <p>Could provide information to parents who may be eligible for programs.</p>

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<i>OCFS</i>	Community Service Teams	OCFS offices around the state, but primarily in NYC	Goal is to support youth on discharge from juvenile justice facilities. Provide support to families and linkages to necessary services.	Could be a resource for referral and information.
<i>OTDA</i>	<ul style="list-style-type: none"> • Nutrition Outreach and Education Program (NOEP) • Food Card Access Project (FCAP) • Eat Smart New York 	<ul style="list-style-type: none"> • Administered by Nutrition Consortium of NYS – conducted by 39 CBOs statewide • Administered by United Way of NYC – conducted by 9 NYC CBO subcontractors • Cornell Cooperative Extension, other CBOs 	<ul style="list-style-type: none"> • Grassroots Food Stamp Outreach efforts • Grassroots FS Outreach using computer based prescreening tool • Nutrition education to FS eligible population 	<ul style="list-style-type: none"> • Facilitators for online FS application and expanded role in educating clients about other available work supports • Including other work support benefits in outreach tool • TBD
<i>SOFA</i>	<p>Health Insurance Information Counseling & Assistance Program. Over 500 trained volunteers & staff across NYS provide information and counseling on Medicare, Medicaid, EPIC and private insurance plans.</p> <p>Nutrition Programs, including congregate meals, home delivered meals, nutrition counseling, Senior Farmers' Market Nutrition Coupon Program, health fitness and wellness programs, and linkage to food stamps.</p>	<p>Area Agencies on Aging and subcontracted not-for-profits in every county.</p> <p>Area Agencies on Aging and subcontracted not-for-profits in every county.</p>	<p>Provides outreach, education, and individual counseling on health insurance and prescription drug programs, including the Medicare Savings Program for low-income seniors and disabled.</p> <p>The aging network administers and operates these programs through senior centers and other venues, and provides linkages to meet the needs of seniors in the community.</p>	<p>These programs and counselors have regular contact and the trust of older persons with other supports such as HEAP, food stamps, Medicaid services, employment services, home care, transportation, and other community supports.</p> <p>Seniors (and sometimes caregivers) partaking of meals in congregate settings or home, can be provided information and education on additional benefits and services that help provide the security needed to stay in the community.</p>

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<p>SOFA</p>	<p>Legal & Financial Assistance. Persons aged 60 years of age and older may access legal services by contacting the AAA in their county. A range of services are available, including help with age discrimination, consumer fraud, powers of attorney, and assistance in applying for School Tax Relief and real property tax credit programs.</p> <p>Local Support Services. Every AAA offers an Expanded In-home Services for the Elderly Program (home-based case management and personal care services), senior center programs, and linkages to various housing and home supportive programs, including HEAP and weatherization.</p> <p>Transportation. A priority service under the Older Americans Act, every AAA provides for transportation services for the elderly to access shopping, errands, medical appointments and other services.</p>	<p>Area Agencies on Aging and subcontracted not-for-profits in every county.</p> <p>Area Agencies on Aging and subcontracted not-for-profits in every county.</p> <p>Area Agencies on Aging and/or subcontracted not-for-profits in every AAA provide for transportation services.</p>	<p>Through funding provided under the Older Americans Act, every county provides a legal service program for the elderly and linkages to tax assistance programs.</p> <p>Each county has a different configuration of specific services, designed to meet the needs of constituents in that county, but each will have a similar array of support services.</p> <p>Depending on the county, transportation may be accomplished by special vans, busses, volunteer drivers, or other creative means designed to meet the needs of seniors in that county.</p>	<p>Contact through these programs affords the opportunity to provide information on further programs and services that help provide the security needed to stay in the community.</p> <p>It is the goal of these programs to provide a “one-stop-shop” model in order that contact for one service or benefits assures linkage to other relevant services.</p> <p>The transportation experience is often enhanced by providing education on additional services, programs, and benefits, including assistance in how to access.</p>

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SOFA	<p>Employment. Title V of the Older Americans Act provides funding for part-time community employment for low-income persons 55 years of age and older, providing training and transition to unsubsidized employment.</p>	<p>Thirty-six Area Agencies on Aging administer Title V employment programs directly, and every county offers these services through national sponsors under the Title V Program.</p>	<p>Provides outreach, counseling, employment training and education on benefits, services and entitlements for older persons.</p>	<p>Title V training programs present an excellent opportunity to educate low-income individuals in additional benefits that can assist them in achieving economic security.</p>
	<p>Caregiver Assistance. Under Title III e of the Older Americans Act, every county sponsors outreach, counseling, and linkage to services for caregivers, those family members or others who informally provide an estimated 80% of care needed by elderly or disabled persons.</p>	<p>Area Agencies on Aging and subcontracted not-for-profits in every county. In addition, 17 counties receive State funding to operate Caregiver Resource Centers.</p>	<p>Provides respite, counseling, education on programs and benefits for older persons and linkages to such services.</p>	<p>Programs are designed to package benefits to meet the needs of the caregiver/older or disabled person relationship, helping to keep both parties functioning in the community.</p>
	<p>-NY Connects: Choices for Long Term Care. This collaboration includes the State Department of Health, NYSOFA, County Departments of Social Services, County Offices for the Aging (AAAs), and other stakeholders.</p>	<p>-This collaborative, led by NYSOFA, is currently being implemented in 56 counties and new York City.</p>	<p>-This effort affords access to long term care services and mirrors the goals of the Economic Security Cabinet by linking older persons and caregivers with the array of State, Federal and Local Programs, services, entitlements and benefits that provide the security needed to remain in the community, thereby, avoiding costly institutional care.</p>	<p>-NY Connects will lead to a less fragmented community-based long term care system offering individuals choices, information, and a trusted, unbiased placed to get help.</p>

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SOFA	Long Term Care Ombudsman Program. Under the Older Americans Act, provides nursing home and adult home residents and families with assistance in filing/ resolving complaints	Every county is covered by a program, operated by AAA, a not-for-profit, or central coverage by SOFA.	Staffed largely by volunteers, the LTCOP provides a link for nursing home residents to their community and to legal services.	Can assist institutional residents and their families in accessing community supports, enabling a return to the community.
Tax & Finance	<ul style="list-style-type: none"> • Issue periodic press releases on filing season tips and availability of tax credits for low and moderate-income New Yorkers. • Issue annual publications on tax topics of particular concern to low- and moderate-income taxpayers. • Create custom webpages for low- and moderate-income taxpayer tax issues (e.g., Free file). • Review outreach materials for Noncustodial Parent New York State Earned Income Tax Credit (EITC). • Review outreach materials for low- and moderate income taxpayer relief prepared by NYS Community Action Association. • Partnership with OTDA to support their Child Support Enforcement efforts. 	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p>	<ul style="list-style-type: none"> • Create in-house, publish to web and release to media outlets. • Create in-house, publish to web. • Create in-house, publish to web. • Edit annual draft of OTDA material. • Create in-house, publish to web. • Statutory partnership. 	<p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p> <p>N/A</p>

SED/ VESID	Cultural Education Public libraries	755 public libraries 1100 facilities statewide.	Book and resource lending, children’s programming, public Internet access in many high need communities.	Information dissemination via public libraries (posters, brochures, flyers). Information dissemination via listserv to New York State Librarians.
	Cultural Education Education Television and Public Broadcasting	Public Broadcasting TV and radio stations statewide.	Regulatory oversight for public broadcasting TV and stations statewide.	Air underwriter paid sponsorship announcements and to facilitate production all public service announcements through local stations. Highlight benefit options on local public education programming.
	VESID Toll-free number & web site	N/A	Provides information and referral/technical assistance to consumers and employers.	Provide information and referral to low/moderate income consumers and potential employers.
	VESID Marketing Unit	N/A	Administers employer focused marketing and outreach efforts.	A comprehensive marketing strategy targeting New York state employers to promote hiring of New Yorkers with disabilities.
	VESID District Offices	15 District Offices statewide.	Provides vocational rehabilitation counseling, planning, sponsorship for college/vocational training and supports for New Yorkers with disabilities pursuing employment.	Information dissemination targeting low/moderate income New Yorkers with disabilities (posters, brochures, flyers). Information dissemination via listserv to New York Vocational Rehabilitation Counselors.

	<p>VESID Independent Living Centers</p>	<p>39 Independent Living Centers statewide.</p>	<p>Provides support to assist individuals with disabilities with community living (e.g., housing, peer support, benefits counseling).</p>	<p>Information dissemination targeting low/moderate income New Yorkers with disabilities (posters, brochures, flyers).</p> <p>Information dissemination via listserv to Independent Living peer and benefits counselors.</p>
	<p>SED Adult Education Literacy Zones</p>	<p>N/A</p>	<p>RFP under development to establish 12-15 Parent Welcome Centers serving exclusively high need communities. Centers will focus on access to benefits, health literacy, adult education, employment supports.</p>	<p>Targeted information dissemination and facilitated assistance with benefit application.</p>