



Aging, Disability, and Veterans Services Division
Disability Services Advisory Council (DSAC)
 Thursday, September 25, 2025, 10:00 am – 12:00 pm
 Five Oak Building, 209 SW 4th Ave, Portland, OR 97204
 Pine Room, 1st floor

Zoom link: <https://multco-us.zoom.us/j/94294725561?pwd=8ZEEiVfu9sCg74q4yUeayQEF5HVkl2.1>

Meeting ID: 942 9472 5561 – Passcode: Sac.2025

Time	Agenda Item	Lead
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Attendees:	Jesse Gaurdipee, Gail Skenandore, TJ Anderson, Barb. Rainish, Caroline Underwood, Robert Trimble
Members	
ADVSD	Cheri Becerra, Deric Anderson, John Henry Crippen , Charmaine Kinney, Jeremy Nguyen, Jody Michaelson, Irma Jimenez, Catalina Cloud, Michael Graham
Guests	

10:00	Meeting open for sign on	All
10:00	Opening and Zoom review – to continue following the Age Friendly presentation.	Alex Garcia Lugo

10:05 25 min	Age Friendly business certification program <ul style="list-style-type: none"> - Jeremy shared that the aging population will be larger than the younger adult population by 2030. This makes age friendly resources very important. Previously, there have been other comparable programs in Portland to the Age Friendly Business Certification Program, but there are not any currently. This program is intended for businesses and service providers that are age friendly and are located in Multnomah County. - Jacob said the team working on this project would like feedback and involvement from DSAC before they take this idea to the age friendly network. The website has not been published yet, but has a lot of great information on age friendly work being done. The Age Friendly Business Certification Program is looking at the accessibility of facilities and knowledgeable staff. There is a certification checklist for businesses and staff to use relating to the criteria. Multnomah County is also wanting to work with interested businesses to help them become age friendly. We will need to do this work with our current staff and 	Jeremy Nguyen, Jacob Mestman
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Time	Agenda Item	Purpose	Lead
	<p>possibly future interns. This program also follows the guidelines for the eight domains of liveability to be age friendly.</p> <ul style="list-style-type: none"> - TJ asked with all the other factors affecting businesses, Why would they want to work with this program? - Jacob shared that we want to make a map of the certified businesses and we are wanting to help with various types of promotion. - Barb. said it's hard to think about this program in a couple years from now. Barb. shared that we might want to work with the county buildings and promote our own programs before looking at other businesses. Some items on the checklist seem subjective and maybe a 'report card/letter grade' would work better than a checkbox. - Jacob was curious about the report card idea. - Barb. said the checklist seems like a pass/fail and maybe a report card with a letter grade would be a better picture. - Jacob liked this idea and said maybe it feels more like a path towards being aging friendly rather than not. - TJ said we need to help the businesses enough with this program to add value. They might be losing out on profit if any adjustments need to be made, such as reducing the number of tables in a restaurant to accommodate a wider walkway. - Irma said that we might want to look at other cities that are doing this to compare ideas. - Jeremy shared there are a lot of other cities that have this program, which he contacted to learn how they do their work. He learned that we can roll the program out slowly and on a small scale. We might be able to roll this out with help from the City of Portland and other age friendly organizations in the area. - Barb. said a work group might work well for launching this program. She also said that having a way to display the certification might be appealing as promotional material. Also, mapping might be an area to look into. - Jacob said there was a suggestion to work with PSU Institute on Aging. - Jesse would like to see this be culturally specific including with natives. - Caroline said this program seems great, but it will take a 		

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	<p>lot of work. Everyone is spread all over Portland, and she is curious how we will connect with businesses all over the city.</p> <ul style="list-style-type: none"> - Barb. thinks this program should start as a pilot program so that changes can be made easily in the beginning. - Caroline expressed concern that if we asked businesses to make changes, then their prices might increase. - Charmaine said our county programs should be on the list, so we can lead by example. Some county buildings can be hard to move around, and we might need some changes ourselves. - Barb. has participated in an accessibility study and there are many resources and people who know a lot about this topic, such as Jan Campbell. - Jacob appreciates all the feedback and likes the idea of outreach, the pilot, and being culturally specific. - Alex shared the contact information for the team working on this program and encouraged members to reach out with any other comments that come up. 		
Next Steps and Action Items <ul style="list-style-type: none"> ● 			
10:30	Accessibility Land acknowledgment Introductions – Please share your name and pronouns Agenda review – <i>call for public comment</i>		Alex Garcia Lugo
10:45	BREAK		
11:00 25 min	Homeless Mobile Intake Team (HMIT) <ul style="list-style-type: none"> - Jody is the manager for the Homeless Mobile Intake Team (HMIT). This program works with people who are street homeless, such as people living in their cars, in shelters, etc. According to PSU, over 25% of homeless people are over the age of 55, and people over the age of 50 are becoming the fastest growing homeless population. The HMIT received approximately 383 referrals this past year. Referrals are assigned once a week to the four Case Managers on the team. - Catalina works with Bybee Lakes, which is a shelter and 		Jody Michaelson

Time	Agenda Item	Purpose	Lead
	<p>recovery and transition center that assists homeless families, and retired seniors who are homeless for the first time.</p> <ul style="list-style-type: none"> - Jody shared that the HMIT has three culturally specific Case Managers and team members with lived experience. The HMIT receives referrals that go to Case Managers who find out if the person has received services through the county. There needs to be verification that people want to be in the program because it is not a housing program, but rather a place to get help through Case Management. The HMIT has 15 rental/hoteling vouchers, which helps with short term needs when there has to be an assessment done. The HMIT has partnerships with nursing facilities, in home care facilities, adult foster care, etc. - Barb. asked how many assisting Case Managers HMIT has. - Jody responded that the program has one, Byron, who is great. The team also has a program technician who works on data. <p>The average referral age of a HMIT client is 69 years old and there is a higher success rate with placement for people over the age of 55. 29% of people are receiving care in home or in a facility, 28% of referrals are BIPOC, and 38% of people are women.</p> <ul style="list-style-type: none"> - Catalina shared examples of common barriers for people who accept placement; having to pay for room and board, while paying liability based off of their income, Having a pet that is not a service animal, someone may have disabilities but have behavioral issues, the client might be under 65 and might need to verify that the reasoning for placement is driven by disabilities, people might think they will lose independence, they may have to separate from their partner. - Jody shared contact information and said the program relies on word of mouth. 		
Next Steps and Action Items <ul style="list-style-type: none"> ● 			

11:25	Aging, Disability Resource Connection (ADRC)	John Henry
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Time	Agenda Item	Purpose	Lead
30 min	<ul style="list-style-type: none"> - John Henry is the supervisor for the Aging, Disability Resource Connection (ADRC), which is the front door for many services and programs in ADVSD and APD. The ADRC helps with in-home care needs, housing concerns, Medicare issues, rent and utility assistance, food, and transportation. The ADRC tries to understand the needs of the caller and uses a vetted database to connect callers with resources. The ADRC is now fully in house and benefits from in-house staff. ADRC takes calls for PG and IDD and they can screen for services throughout the county. The ADRC can also be used for emergency activation. ADRC tries to take as many live calls as possible, taking roughly 30,000 calls this past year, along with 4,400 calls for PG, and roughly 12,650 outgoing calls. ADRC has also scheduled over 1,000 SHIBA appointments, and made over 46,700 referrals, and 759 referrals to 'other programs.' ADRC takes down demographic information during each referral for tracking and reporting purposes. Most ADRC calls are regarding Medicare, Medicaid, CCOs and other healthcare calls. Other types of calls include; housing, financial assistance, crisis support, family caregivers/in-home services, etc. - Barb. is curious about the number of calls at different times of the day. - JH said we keep all the data on calls and call volume, although it is a different report. He said that call volume decreases at around 8:30 pm, which is when staffing decreases down to two employees, which is the minimum amount of staff that can be working. Staffing increases back up for our busy times of the day. Most often, our night time calls are crisis calls, which can be complex and different from day time calls. - Barb. asked if ADRC refers to the ONE line? - JH shared that the ADRC does, and that they help with those services the best they can. <p>The ADRC has callers for OPI classic/M. Over two-thirds of callers are over the age of 60. The Community Resource Team also has SHIBA, OMSC, and Medicare Open Enrollment. SHIBA has one coordinator and 24 volunteers who are Medicare trained. SHIBA volunteers meet with people to help change their Medicare plans during Open</p>		Crippen

Time	Agenda Item	Purpose	Lead
	<p>Enrollment. Open Enrollment is from October 15th - December 7th. SHIBA volunteers meet with people at various locations throughout the county and also offers virtual or phone appointments.</p> <ul style="list-style-type: none"> - Charmaine asked if this information is on social media, such as Facebook. - JH responded yes, and there are also radio ads, billboards, mailers, etc. - Barb. appreciates that there is a place near the Belmont Library. - JH shared that SHIBA has a survey with great responses from participants. <p>OMSC receives state funding and conducts the program on behalf of the state. This program assists with extra help for Medicare part D coverage and can save people \$5,900 a year. All these programs have outreach, such as targeted mailers, press releases, meeting people in person at culturally specific events, at senior centers, etc.</p>		
Next Steps and Action Items <ul style="list-style-type: none"> • 			
11:55	<p>Public comment – if time was requested during agenda review. Closing and check out</p> <ul style="list-style-type: none"> - Barb. would like a presentation form Adult Protective Services (APS), and would like to learn what they can do. 		Alex Garcia Lugo
Next Steps and Action Items <ul style="list-style-type: none"> • 			
12:00 pm	Adjourn!		

Upcoming Meetings:

- ASAC: October 21, 2025
- DSAC: October 23, 2025

Common acronyms used in ASAC Meetings – While we strive to avoid acronyms and jargon here are some you may hear in ASAC meetings

- ADRC - Aging, Disability Resource Connection (Center)
- ADVSD - Aging, Disability and Veterans Services Division, DCHS
- APD - Aging and People with Disabilities, Oregon Department of Human Services

Time	Agenda Item	Purpose	Lead
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- APS - Adult Protective Services
- ASAC - Aging Services Advisory Council
- BIPOC - Black, Indigenous, and other People of Color
- DCHS - Department of County Human Services (Multnomah)
- DSAC - Disability Services Advisory Council
- LTSS - Long Term Services and Supports
- NEMT - Non-Emergent Medical Transportation
- O4AD - Oregon Association of Area Agencies on Aging and Disabilities
- OAA - Older Americans Act
- ODHS - Oregon Department of Human Services (also called DHS)
- OPI and OPI-M - Oregon Project Independence (- Medicaid)



Disability Services Advisory Council (DSAC)

September 25, 2025

Aging, Disability, and Veterans
Services Division

Department of County Human Services

Main features
of using Zoom
on a
computer.

Zoom
application
features in the
works, as
requested.

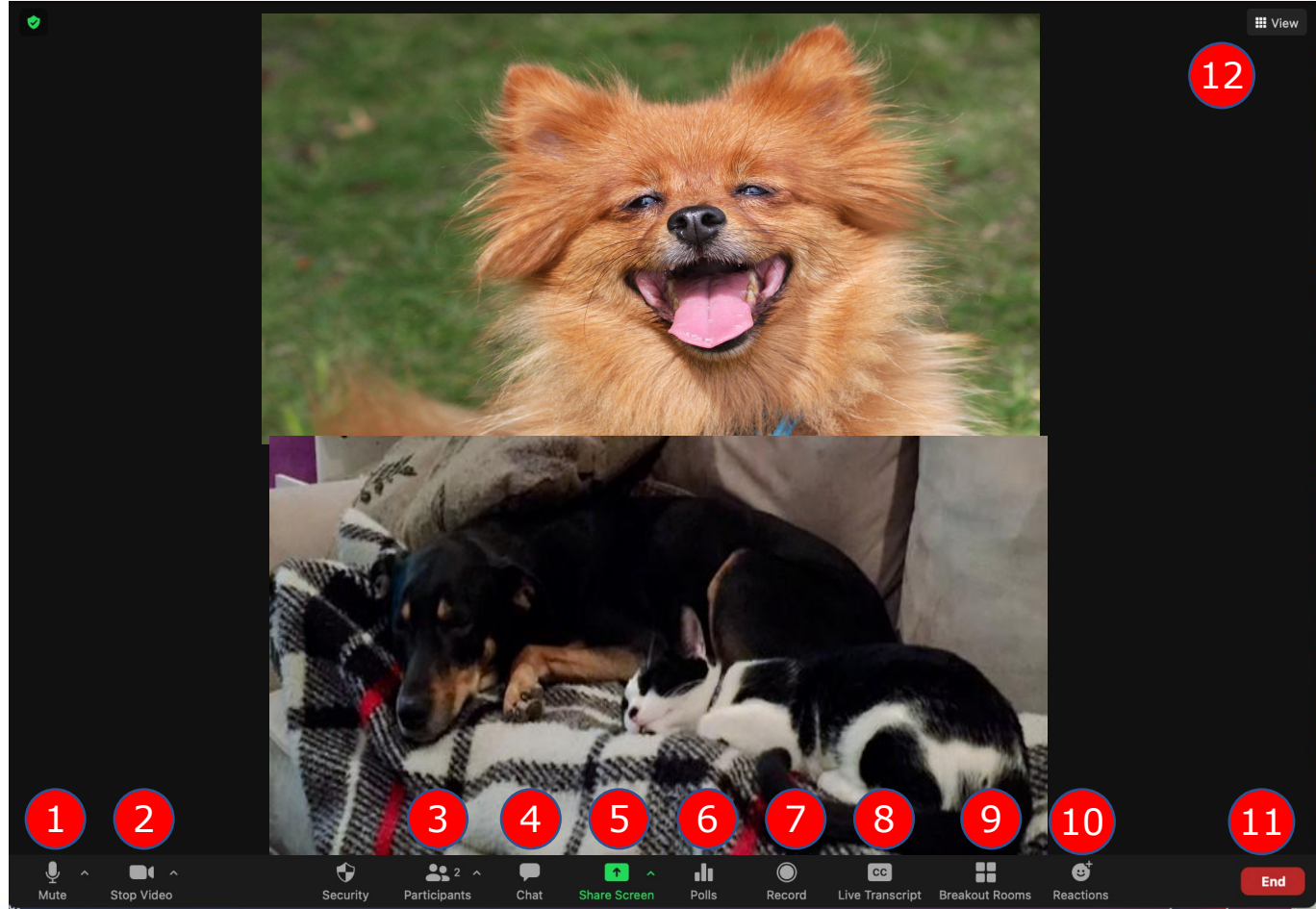
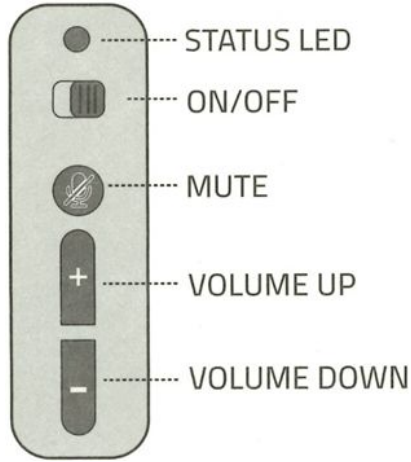


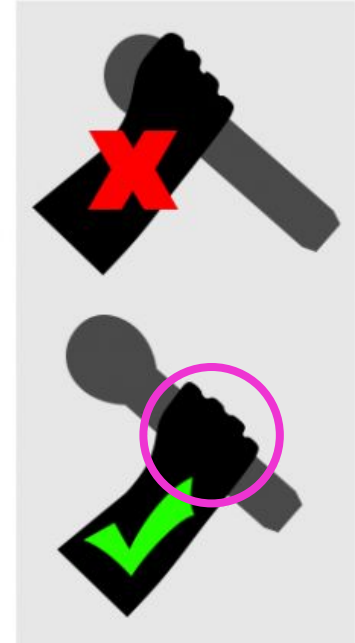
Image of a Zoom platform screen with two dogs in the participant boxes and red circles with white numbers above each of the Zoom button icons.

Using the microphone

Green solid – mic on
Green blinking – standby



Hold the mic about 5cm/2" from your mouth...



and don't cup it!
(unless you're rapping)



Age Friendly business certification program

- Overview of program
- Review of website
- Questions for advisory council



Overview

Multnomah county's older adult population is changing rapidly, and it will not slow down. ADVSD recognizes the changing needs of our community, and we are planning to relaunch the local Age Friendly Business Certification Program to better serve our community and make it more age-friendly for our growing population of older adults.



Overview, continued

This program would recognize businesses and service providers that make an extra effort to serve older adults in Multnomah County. The initiative would assist local providers and businesses in identifying and advertising age-friendly features that attract, serve, and retain customers as they age.

Program Goals

1. Identify and certify businesses which are age friendly ready.
2. Promote age-friendly businesses to the local community.
3. Connect businesses to older adults in the community.
4. Maintain and expand to county wide area.



Questions:

- How would the advisory councils like to be involved?
- Are there things that would make this project successful that you can think of?
- What else we should know before moving forward?
- Other questions?
 - Contact jacob.mestman@multco.us or
 jeremy.nguyen@multco.us



Land acknowledgement

We are located in Portland, Oregon, Multnomah county.

Today, we honor the Indigenous people whose traditional and ancestral homelands we stand on—the Multnomah, Kathlamet, Clackamas, Tumwater, Watlala bands of the Chinook, the Tualatin Kalapuya and many other Indigenous nations of the Columbia River.

It is important we acknowledge the ancestors of this place and to recognize that we are here because of the sacrifices forced upon them.

In remembering these communities, we honor their legacy, their lives, and their descendants.

Accessibility statement

We will (imperfectly!) model accessible presentation techniques such as:

- Using a minimum of 20 point font on slides.
- Limiting reliance on words and images.
- Orally describe visual presentation elements.
- Taking time on slides.
- Ask ahead of time if anyone needs accommodations.

Accessibility statement, continued

- Use a virtual platform with auto-generated closed captioning.
- Include alternate text or image descriptions.
- Accommodations were requested and met.
- In use—voice amplification.
- Not in use—ASL interpretation, CART services.



Meeting goals

- Welcome
- Age Friendly business certification program.
- Land acknowledgement.
- Accessibility.
- Introductions: members, County staff, and guests.
- Homeless Mobile Intake Team (HMIT).
- Aging, Disability Resource Connection.
- Public testimony.
- Future meetings.



Quick introductions

Please share:

- Your name
- Pronouns
- Prompt

What scents and smells do you associate with autumn?



A rectangular graphic on the right side of the slide featuring a bokeh effect with out-of-focus circles in shades of purple, magenta, and blue.

**I'M TAKING
A BREAK**

15-minute break

Homeless Mobile Intake Team (HMIT)

Homelessness in the aging population

- In Multnomah County, over 25% of homeless people are over age 55*. *Northwest Pilot Project a partner and referrer.
- We know that people over age 50 are the fastest growing houseless population. [Toward Dignity](#) Understanding Older Adult Homelessness.
- In partnership with the Homeless Services Department (formerly the Joint Office of Homeless Services) and Metro we are funded to assist individuals experiencing homelessness find long term services and supports.



Mobile Outreach Team

- Meet and assess consumers for Medicaid long term care services where they are living—shelters, hospitals, vehicles, tents.
- Offer culturally specific service. Team has an Indigenous case manager, African American case manager, and a Latinx bilingual case manager. We also have team members who have lived experience.
- Person centered plan of their choice.



Outreach and Referral

- We work with hospital partners who refer clients when inpatient and referrals from the [Recuperative Care Centers](#) in Multnomah county who are contracted by hospitals to provide post-hospital recuperation services.
- Partners can send a referral directly to the team at hmit@multco.us.
- Referrals triaged by manager, any with culturally specific considerations, are assigned ASAP.
- *Please note 'Hoteling' is a vital component for stabilization and needs to be budgeted for.



Service options

If an individual is eligible for Medicaid LTSS, they are eligible to be served in various settings (as appropriate based on assessed care need and their preference).

- Nursing Facility
- In Home with care
- Adult Foster Home
- Assisted Living Facility
- Residential Care Facility



Outcomes

- We started work in November 2022.
- Since we started this work in November 2022 the team has seen 637 people.
- 29% are receiving care in home or in a care facility.
- Average age of referrals is 69 (24% are over the age of 71). Success rate for placements is higher for those over 55.



Homeless Mobile Intake Team (HMIT), continued

Outcomes, continued

- 15 RLRA vouchers have been awarded and all 15 are still in independent housing with a caregiver.
- 28% of referrals are BIPOC.
- 38% are women.



Common barriers to placement and services

- Vulnerable individuals have their Rights but also Responsibilities.
 - Room and Board Payment and/or Service Liability payment.
 - Keeping Home Care Workers in their employ.
 - Leaves placements, violates placement rules (smoking indoors, etc.) possibly leading to eviction.
- We have some tools and resources available, but we cannot compel people to accept services/benefits.
 - Behavioral Support Services.
 - Behavioral Health referral.
- Lack of vacancies in care settings.



Working together

- Community partners often have insight into needs that might not present/be shared during the assessment. It can be very helpful to share this information with the intake worker before the assessment.
- This helps the intake worker ask appropriate follow up questions and helps ensure the assessment is as accurate as possible.
- Questions or comments?
- Thank you!



The ADRC Helpline

- Provides central access to all ADVSD and APD programs and services.
- Multnomah County: (503) 988-3646
- Statewide: 1-(855) 673-2372
- www.ADRCoforegon.org



Calls to the ADRC

- In-home care needs
- Housing concerns
- Medicare issues
- Rent and utility assistance
- Food
- Transportation



Available 24/7

- Adult Protective Services (APS).
- Public Guardian and Conservator.
- IDD (Intellectual and Developmental Disabilities).
- Screening for programs during after hours.
- Emergency preparedness activation.



Incoming Calls

Helpline	29,566
PG by ADRC	3,448
Public Guardian	4,403
ADRC Emails Received	8,619

Outbound Calls (CS)

ADRC Emails Sent	14,532
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Helpline Voicemail

Total	5,186
Returned	4,548
↪ Returned Same-Day	78%
↪ Returned within one day	95%

SHIBA Voicemail

Total	2,596
Returned	2312
↪ Returned Same-Day	24%
↪ Returned within one day	45%

Safety Net

Referrals ¹	489
↪ Approved	376
↪ Pending	91

Outreach

In-person Contacts ²	7,924
Mail Outreach ²	1,867,637

OMSC

Phone Contacts	1,308
Referral & Enrollment	359

SHIBA

Appointments	1,002
Emails Received	1,880
Emails Sent	2,402

¹ Safety Net data does not include UCR.

² Preliminary - MultCo SHIBA/MIPPA staff and volunteers have until the end of the following month to complete STARS entries.

Get Care Records

Referral	8,546
Information	5,423
Assistance	4,437

Referrals

MultCo LTSS	46,768
MultCo SHIBA	3,285
MultCo ADRC	2,102
OMSC	1,228
Oregon Project Independence...	1,103
MultCo APS	1,038
ADVSD Safety Net	854
Northwest Pilot Project	789
LIHEAP	788
REACH Housing	640

Other Programs (759)

Unmet Needs	34,447
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Callers

Senior Consumer	392
Family Member	6,505
Consumer with disability	1,692
Agency	1,630
Friend/Neighbor	1,392
Caregiver	219
Community Gatekeeper	171
All Others	46
	545

Long Term Supports & Services

VM Transcribed by ADRC	3,709
↪ Assigned to Helpline	680
↪ Initial Contact for LTSS	1,895
Total Referred for LTC	1,180

The ADRC team handles voicemail for the LTSS team, including help with resources (Helpline), initial LTC conversations, and completing referrals for LTC. From Jul 2024 - Jun 2025 the team handled 69% of all incoming calls for LTSS.



Individual Consumers 11,762

Consumer Demographics

Race & Ethnicity

Asian	4.9%
Black & African American	11.2%
Hispanic & Latino/a/x	4.3%
Indigenous American & Alaska N	1.6%
Middle Eastern / North African	0.3%
Native Hawaiian & Pacific Isl.	0.5%
White	50.3%
Other	0.3%

Language

English	90.3%
Spanish	2.3%
Unknown/Declined To State	1.2%
Vietnamese	1.1%
Cantonese	1.0%
All Others (77)	4.0%

Gender

Woman or girl	53.9%
Man or boy	35.4%
Non-binary	0.4%
Something else	0.2%
Don't know	7.7%
Don't want to answer	2.4%

Military Household

Self	5.7%
Spouse	2.9%
Child	0.5%
Don't know/want to answer	20.4%
No	62.1%

Medicare & Medicaid

Medicare Beneficiaries	4.3%
Medicaid Recipients	4.8%
Dual Eligible	1.0%

Consumer Needs

Housing	7,643
Health & Wellness	5,860
Medicare, Medicaid & Other Insur...	5,395
Financial Assistance	5,278
Crisis Support, Legal Services...	2,738
Community Support & Recreation	2,611
Family Caregivers & In-Home Serv...	2,459
Food	903
Transportation	689
Employment & Education	354
Disability Services & Supports	346
Veterans	109
No Need	62

Age

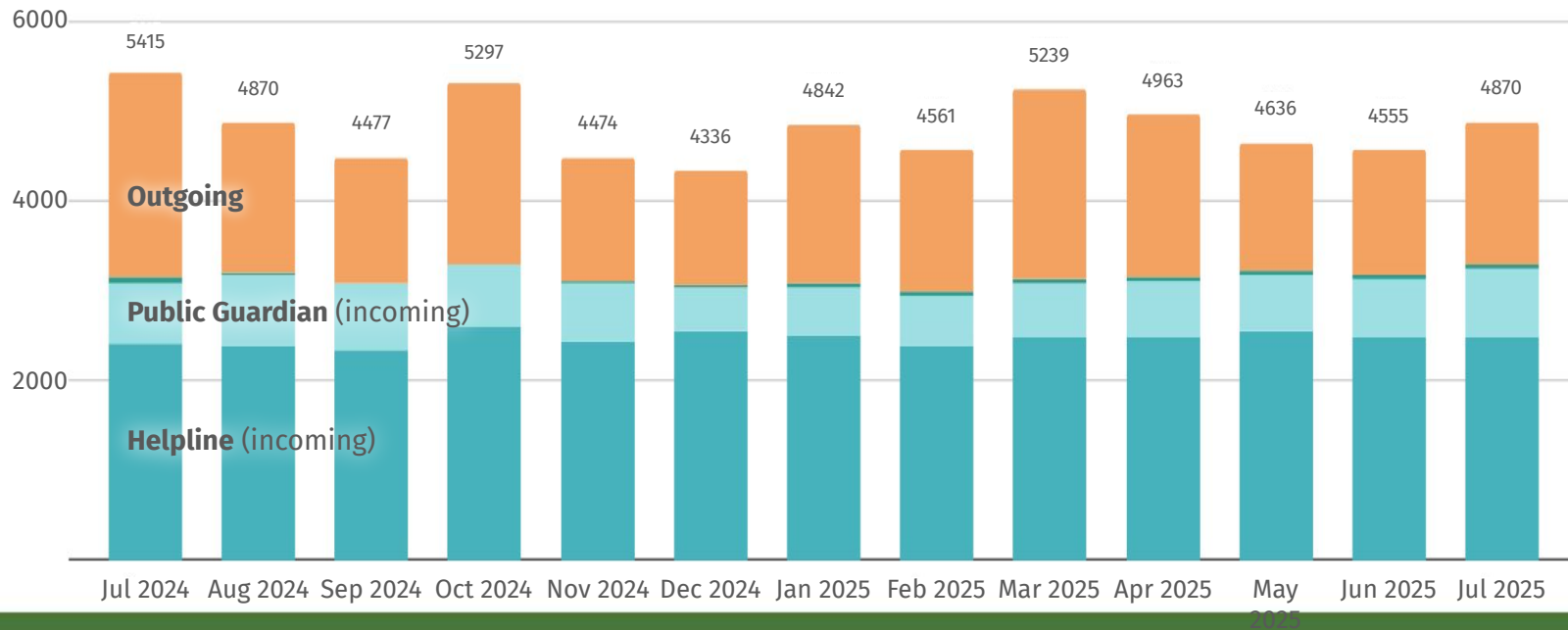
0 - 19	0.7%
20s	2.1%
30s	4.2%
40s	6.7%
50s	12.8%
60s	31.5%
70s	25.3%
80s	11.6%
90s	2.5%
100+	0.1%

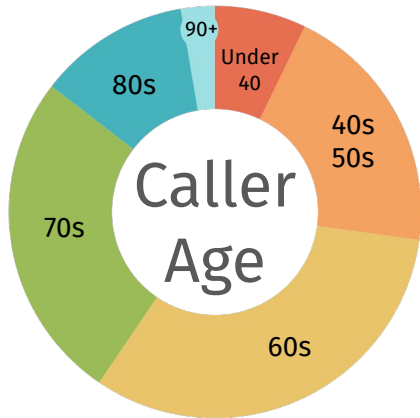
Zip Code

97233	5.6%	97209	3.8%
97236	5.2%	97202	3.4%
97030	5.2%	97080	3.4%
97230	5.0%	97211	3.3%
97206	4.6%	97203	3.2%
97266	4.5%	97213	3.1%
97220	4.1%	97212	2.3%
97217	4.0%	97219	2.2%
All Others (194)			28.6%
Unknown			8.5%



The Aging and Disability Resource Connection (ADRC) is a 24/7 helpline and website. It connects people to services for older adults, people with disabilities, Veterans, and their families. Trained information specialists connect people to community programs and benefits. They provide information, referrals, assistance, follow-up, and crisis help.





Caller Needs

32.7% Medicare, Medicaid, CCOs & Healthcare

22.2% Housing

15.3% Financial Assistance

7.9% Crisis Support, Legal Services & Safety

7.6% Community Support & Recreation

7.1% Family Caregivers & In-home Services

4.5% Other Needs

2.6% Food



ADRC – Specialty Programs

- SHIBA (Senior Health Insurance Benefits Assistance)
- Medicare Open Enrollment
- Oregon Medicare Savings Connect (OMSC)



SHIBA program

- Volunteers complete extensive Medicare training.
- Provide free, unbiased Medicare counseling.
- Explain health and drug plan options.
- Can help beneficiaries save a lot of money.
- Assist with Medicare appeals and complaints.
- Meet one on one (virtually, phone, or in-person).



Medicare Open Enrollment (October 15 - December 7)



It Can Save Money

You may find lower premiums and extra benefits by comparing your Medicare Advantage Plan and Prescription Drug Plan options.



It's Easy

Expert and unbiased SHIBA counselors can help you choose the best Medicare plan for you.



It's Convenient

Free, one-on-one appointments are available at a location near you, over the phone, and online. Call **503.988.3646** to schedule.
*Scheduling line opens Sept. 29th.

(503) 988-3646

multco.us/SHIBA



Multnomah County
Department of County Human Services

Location	Address	Dates
Albina Library	205 NE Russell St Portland, OR 97212	Mon 10/20 Wed 11/5
Central Library	801 SW 10th Ave Portland, OR 97205	Fri 10/17 Fri 11/21
Hillsdale Library	1525 SW Sunset Blvd Portland, OR 97239	Mon 10/27 Wed 11/12 Mon 12/1
Holgate Library	7905 SE Holgate Blvd Portland, OR 97206	Fri 11/14 Wed 12/3
Midland Library	805 SE 122nd Ave Portland, OR 97233	Thurs 10/23 Wed 11/19
Multnomah County - East (Chinook Room)	600 NE 8th St Gresham, OR 97030	Fri 10/24 Mon 11/24
Tabor Square (Basement Conference Room)	4610 SE Belmont St Portland, OR 97215	Thurs 10/30 Mon 11/17 Fri 12/5



2025 DSAC meeting

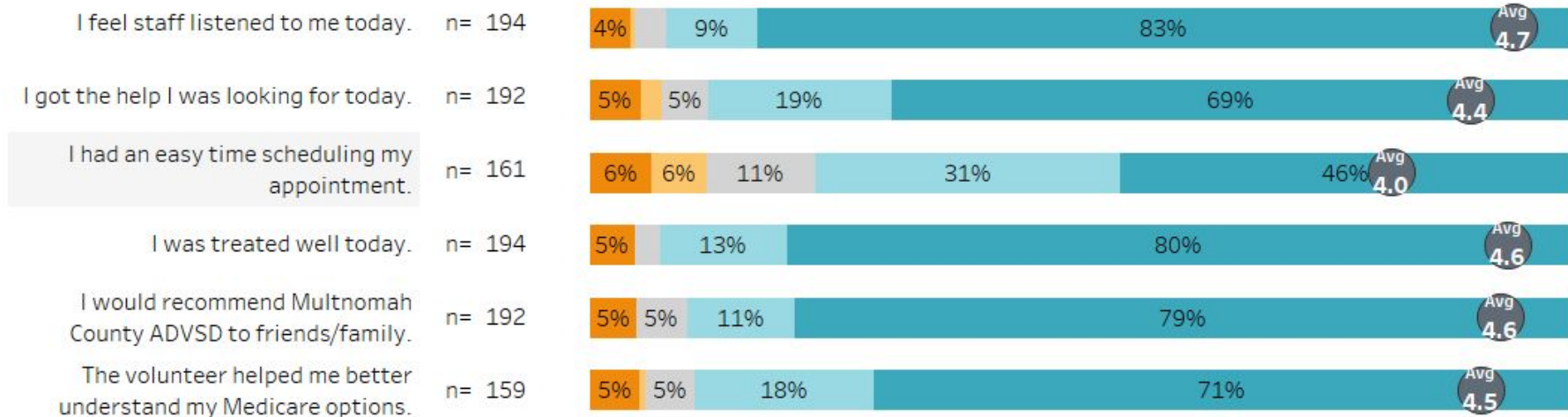
ADVSD provides counseling services for Medicare Beneficiaries called Senior Health Insurance Benefits Assistance (SHIBA). Volunteers help seniors and people with disabilities with navigating Medicare and its related benefits as well as help to compare insurance policies. This is a survey provided to consumers after they have met with a SHIBA volunteer.

SHIBA Participant Experience Project

Total number of surveys: 196

Overall Satisfaction

Strongly Disagree Disagree Neutral Agree Strongly Agree



Oregon Medicare Savings Connect (OMSC)

- Federally funded, statewide program.
- Provides information for the Medicare Savings Program (MSP).
- Assists with enrollment for Extra Help/Low Income Subsidy (LIS).



Extra Help/Low Income Subsidy (LIS)

- Help with Part D prescription drug costs.
- Estimated annual savings of \$5,900.
- Level of assistance depends on income and resources.

Call **1-855-447-0155** for application assistance or guidance on how to apply.

Interpretation services are available.



Media outreach

County-wide outreach for SHIBA and SMP and statewide outreach for OMSC and Medicare Preventive Services.

- Billboards
- Radio ads
- Press releases
- Newspaper ads
- Wednesday Wire articles
- Social media ads and posts
- USPS Every Door Direct Mailings
- Mailings to statewide partner agencies



**DON'T BE FOOLED BY
SCAMMERS**



Tabling at events

Promote programs at community events

- Culturally specific
 - Arab Festival, NAYA Powwow, El Grito Festival, etc.
- LGBTQ+
 - Pride Festival, LGBTQ+ Meaningful Care Conference.
- Limited income
 - Home Forward fairs, social service fairs, etc.
- Older Adults
 - Senior center events, aging expos, senior housing, etc.
- Younger adults with disabilities and condition-specific
 - Disability resource fairs, ESRD fair, Alzheimer's Conf, etc.



Recent Media Campaigns

OMSC Every Door Direct Mailing (EDDM) Campaign

- Analyzed top zip codes with NCOA data visualization tool.
- Used USPS EDDM tool to choose routes.
 - Average income less than \$50K
 - More than 60% of route over 65 years old
- Flyer reached 20,447 households in 8 counties

OMSC Radio Ad Campaign

- OPB and KMHD-FM
- Airing 44 times from August 29 - October 23, 2024



Recent Media Campaigns

Finally, I can afford my medications.

Depending on your income, you may qualify for help with Medicare Part B and D premiums, deductibles, and copays. Contact Oregon Medicare Savings Connect today for free application assistance.

Call 1-855-447-0155.



☎ M-F, 9am-5pm

✉ medicaresavings@multco.us

🌐 multco.us/medicaresavings



Oregon Medicare
Savings Connect



2025 DSAC meeting

Thank you! Questions?



Public testimony and council updates

- Please feel free to provide comments.



Reminders

- Please remember to answer Deric timely. Transportation and food for in-person meetings must be completed several days in advance.



Wrap-up

- Thanks for attending!
- Next meeting – October 21, 2025
 - 10am-noon

