



MEMORANDUM

JEB BUSH
GOVERNOR

TO: AAA Executive Directors **NOTICE#:** 072903-1-I-OVCS

FROM: Susan Tucker
Deputy Secretary

DATE: July 29, 2003

SUBJECT: Notice of Instruction: Elder Helpline Promotions

TERRY F. WHITE
SECRETARY

In a recent survey conducted by the department's Division of Planning and Evaluation, results indicated that many elders and caregivers were not certain how to access information about aging programs and services. In some instances individuals had never heard of the Elder Helpline or information and referral service.

In an effort to better inform elders and their caregivers about aging programs, services and opportunities, we are forwarding promotional items to each of the Elder Helplines. We ask that these promotional items be provided to elders and caregivers throughout your local planning and service areas, and distributed during health fairs and other outreach events targeting seniors.

With this effort we are hoping to increase awareness of the Elder Helpline and its invaluable information and referral service. We thank you for your assistance in promoting the Elder Helpline, the starting point for information and referral in your community. If you have questions, please contact Gretta Jones at (850) 414-2060 or email jonesg@elderaffairs.org.

TR/gj

cc: Elder Helpline Information and Referral Service

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