Strategic Recruitment of Diverse Volunteers to Elevate Voices and Trust

Trellis Outreach Team
We provide services, information and innovations to help people optimize well-being as they age.
WHAT WE DO

Connect people with services and resources

Fund community organizations that provide services to older adults

Bring networks together for collaborative action

Lead the charge to connect health care and social care
METRO REGION DEMOGRAPHICS

Total population of people 60+ 642,540

Percent Native and minority 11.2%

Percent Native and minority 60+ by county

- Washington: 6.9%
- Anoka: 7.2%
- Carver: 4.1%
- Dakota: 8.7%
- Scott: 9.5%
- Ramsey: 15.3%
- Hennepin: 13.1%
Outreach Goals
Outreach Goals

• BIPOC communities
Outreach Goals

• BIPOC communities

• Poverty
Outreach Goals

• BIPOC communities
• Poverty
• Rural communities
INTENTIONAL OUTREACH

▪ Hiring
Connect with us!

We'd love to share information and resources from the Senior LinkAge Line® with you.

- Free educational presentations on a wide range of topics that help people optimize well-being as they age.
- Personalized one-on-one Medicare Counseling sessions, scheduled at times that are convenient for you.
- Senior LinkAge Line promotional materials and gift bags to share in your community.

Hello, my name is Amanda.

Nyob zoo, kuv lub npe hu ua Linda. Peb muaj kev pab pub dawb rau koj.

Hola, mi nombre es Maby.

Nyob zoo, kuv lub npe hu ua Mayla.

Akkam Jirtuu
Maqaan kiyya Ahmed
Mussa Jedhama.

Meet our Community Outreach Team

Jetta Wiedener Bower
Manager, Volunteer & Outreach Team

CONTACT US
outreach@trellisconnects.org
Trellisconnects.org
651-641-8612 / 800-333-2433
INTENTIONAL OUTREACH

- Hiring
- Cultural gifts
Cultural Gifts
TRELLIS

We are pleased to provide you this special gift! You are a valued member of our community. Please call the Senior LinkAge Line if you need information on all things related to aging well!!

Volunteer & Outreach Team
INTENTIONAL OUTREACH

- Hiring
- Cultural gifts
- Translate materials
Do you have questions about Medicare or other topics about aging?

We can help!
800-333-2433

MINNESOTA SENIOR LINKAGE LINE
Translate social media graphics

Do you have questions about Medicare or other topics about aging?

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800-333-2433

¿Tiene preguntas sobre Medicare u otras opciones relacionados con el envejecimiento?

Podemos ayudar!
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Translate social media graphics

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Koj puas muaj lus nug txog Medicare lóossis iwm yam kev pab rau cov laus?
Peb pab tau
800-333-2433

Miyaan haysaan suaalo kale oo ku saabsan Medicare ama suaalo kale oo ku saabsan da'da?
Waan idin caawin karna.
800-333-2433
Translate social media graphics

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¿Tiene preguntas sobre Medicare u otras opciones relacionados con el envejecimiento?

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Koj puas muaj lus nug txog Medicare losis lwm yam kev pab rau cov laus?

Peb pab tau
800-333-2433

Miyaa n haasaa suu kale oo ku saabsan Medicare ama suu kale oo ku saabsan da’da’?

Waan idin caawin karna.
800-333-2433

Gaffii Waa’e fayyaa yookin biraawaa waa’e manguduur raan ni qabdana?

Nuti issin gargaruu dandeyn.
800-333-2433
¿Buscas servicios para adultos mayores de 60 años? ¿Te preocupa que tus padres o abuelos vivan seguros en su hogar? Trellis te invita a una presentación gratuita sobre los recursos y servicios que tiene Minnesota.
Regístrate en: https://www.eventbrite.com/.../senior-linkage-line...

Asistir a una presentación gratuita en línea de Senior LinkAge Line®

EVENTBRITE.COM
Senior LinkAge Line: Quiénes Somos y Qué Hacemos
¿Interesado en acceder a servicios que puedan ayudar? Somos su v...
Translate flyers

We Are Aging

Support services | Housing options | Long-term care planning
Medicare & prescription assistance | Caregiver support

If you have trouble paying for your Medicare, you may be able to get help.

Call Minnesota’s Senior LinkAge Line® to find out more.

800-333-2433

mn.gov/senior-linkage-line

Waynu Gaboobaynaa

Adeegyadda kaalmaa ee guryaha, darayta muddada-dheer ee Medicare iyo taageerada daryeel-bixiyo ee laameynka.

Hadi ay dheerante koo bayado waxa kharshkii caaffmaalka ee Medicare, masa laaga soo xirihi ah inaan ku bisirno
Si aad nololeeyo ah u heshid wax Minnesota’s Senior LinkAge Line®

800-333-2433

mn.gov/senior-linkage-line
INTENTIONAL OUTREACH

▪ Hiring
▪ Cultural gifts
▪ Translate materials
▪ Volunteers – Bilingual
Volunteer Ambassadors – Spanish Speaking

Alicia  Reyna  Manuela  Mary  Maria

Arianna  Yolanda
Volunteer Ambassadors – East African

**Dube**
Oromo
Somali
Amharic

**Mohammed**
Arabic

**Mahamed**
Oromo

**Abida**
Oromo
Somali
Amharic

**Ertra**
Oromo
Amharic

French
Become a Volunteer Ambassador!

Help us spread the word about services and resources available to help older adults optimize well-being as they age.

As a volunteer ambassador, you’ll form a bridge between your community and Trellis. Share information about a variety of free services offered by the Minnesota Board on Aging and Trellis:

- One-on-one Medicare health insurance counseling, scheduled at times that work best for you.
- Senior LinkAge Line® referrals to services.
- Educational presentations on a wide range of topics.
INTENTIONAL OUTREACH

- Hiring
- Cultural gifts
- Translate materials
- Volunteers - Bilingual
- Photos
Become a Superhero
Volunteer with Minnesota Senior Linkage Line

Meet Linda, Superhero
Become a SUPERHERO Volunteer with Minnesota Senior Linkage Line

Help older adults and caregivers in your community by volunteering with the Senior LinkAge Line.

800-333-2433
Bookmark highlighting a colleague who is an elder with White Earth Nation & cultural guide to us
YOU HAVE QUESTIONS | WE HAVE ANSWERS

Information is Power

JOIN US FOR A FREE INFO SESSION

Fraud & Scams Targeting Older Adults
Medicare 101
How the Senior LinkAge Line Can Help
Finding Resources Online (MinnesotaHelp.info)

The Senior LinkAge Line® is a free, statewide service of the Minnesota Board on Aging in partnership with Trellis and the other Minnesota area agencies on aging.

SIGN UP FOR A PRESENTATION TODAY
Learn more at trellisconnects.org/presentations
800-333-2433 or TTY 711
Información es Poder

ÚNASE A NOSOTROS PARA UNA SESIÓN DE INFORMACIÓN GRATUITA:

Fraudes y estafas dirigidas a adultos mayores
Medicare 101
Cómo puede ayudar el Senior LinkAge Line
Encontrar recursos en línea (minnesotahelp.info)

El Senior LinkAge Line es un servicio gratuito a nivel estatal de Minnesota Board on Aging en asociación con Trellis y las otras agencias sobre el envejecimiento del área de Minnesota.

REGÍSTRESE PARA UNA PRESENTACIÓN HOY
aprender más en trellisconnects.org/presentations
800-333-2433 o TTY 711
INTENTIONAL OUTREACH

- Hiring
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- Volunteers - Bilingual
- Photos
- Diverse media channels
We Are Aging  - mn.gov/senior-linkage-line
Kuv Lub Nroog Minneapolis - WIXX
Muaj nyob rau xovtooj cua Hmoob WIXX 1590 AM thaurm 2 teev tavsu txhua hnuub Thursday thib ib thiab thib 3 nyob rau txhua lub hli.

Hmong Radio Station – Zoom interview
Recording radio ad on Native Roots Radio program
Hard Work Pays Dividends

- Oromo Community of Minnesota
- Hamline Midway Elders
- Brian Coyle Center @ Cedar Riverside
- Hmong Elders Center
- Elders Lodge
- Hindu Society of Minnesota
- Bii Di Gain Dash Anwebi
- Division of Indian Work

- Hamilton Public Housing Authority
- Cambodian New Year event
- Alianza Adult Day Care
- Karen Organization of Minnesota
- Fellowship Missionary Baptist Church
- Waite House – Pillsbury United Comm
- CAPI
- Volunteers of America – AA event
"WHAT IF" YOU TOOK A CHANCE
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- Take a chance on cultural humility
"WHAT IF" YOU TOOK A CHANCE

- Take a chance on cultural humility
- It’s okay to feel uncomfortable
"WHAT IF" YOU TOOK A CHANCE

- Take a chance on cultural humility
- It’s okay to feel uncomfortable
- It’s okay for fail...and rechart
Outreach Goals

- BIPOC communities
- Poverty
- Rural communities
Thank you!

Jetta Wiedemeier Bower

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