

# Quarterly Report

**Name and address of reporting institution:**

Grillo Health Information Center  
1001 Arapahoe Ave. 2<sup>nd</sup> Floor  
Boulder, CO 80302

**Project Title: Grillo Senior Center Outreach Project**

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**Reporting Period start date:** April 15, 2009

**Reporting Period end date:** July 15, 2009

**Publicity:**

The Grillo Health Information Center issued a press release on June 4<sup>th</sup>. The local Daily Camera newspaper included a paragraph about the collaborative project between the Grillo Center and the West Senior Center. Flyers were printed and distributed at the Senior Center and in other locations in the community. There was an announcement in the Spring 2009 Boulder Senior Services publication.

**Outreach:** N/A

**Other accomplishments:**

Each week the on-site project volunteer has offered a visible presence to the West Senior Center population. Many of the seniors who patronize the Center have become familiar with the Grillo Center resource and a level of trust has formed. Periods of activity are mixed as the senior activities change from week to week. Grillo Center staff have worked closely with Senior Center staff to coordinate appropriate changes in scheduling to reach as many seniors as possible. Staff also conducted a Patient Safety and Internet Health Information presentation to the senior community at Frasier Meadows.

**Target audience:**

We found that it was very important to establish a visible connection and to cultivate trust with the project staff and the senior population. It took some time for this to occur and each week more seniors would have questions about their health. Needs do not seem to have changed since our initial assessment. We are encouraged that the East Senior Center in town could benefit from our outreach, especially since the number of questions at the first West Senior Center has dropped off. This is possibly because we were seeing the same people every week at the assigned shift.

We discovered that seniors who frequent the Senior Center tend to pride themselves on being healthy. As a result, we've had to emphasize the fact that we can also provide information to help them stay healthy.

**Goals, Outcomes, Objectives:**

We experienced typical start-up problems with scheduling, marketing, and promotion of the project. It took a bit longer to establish a routine presence where seniors trusted and accepted our services. Objectives at this point remain the same. Needs seem to be the same as articulated in the initial Needs Assessment where seniors want more access to reliable sources of health information. We are becoming known in other senior locations and have established a regular outreach effort at a retirement community. So our goals and expected outcomes of modeling this in other locations is beginning to occur. Being at the Center at the same time every week was good for establishing familiarity and trust but we discovered we saw the same people every week. We are currently experimenting with different days and times to expand the number of people that we see.

**Evaluation:**

Formal evaluation surveys are offered with every interaction at the project site. Feedback is positive for the quality of services and information provided. At Frasier Meadows, we solicited formal evaluation feedback on the Patient Safety and Internet Health Information resources, which was also positive. Informal evaluation activities have occurred among project staff at the Grillo Health Information Center and the Senior Center. Observations of utilization and acceptance of the Grillo Center presence is routine. Adjustments to schedules, and to publicity, are being made when appropriate. We continue to log activities. Negotiation for workshops or training push the actual occurrence into the near future.

**Impacts and Observations:**

Individuals have expressed much appreciation for the health literacy services. One Director of the Meals on Wheels Program was fascinated by our health information services through the Senior Center, and personally used the Center herself. She has openly talked about the benefits to others. Some lessons learned is that there probably is no such thing as too much promotion and communication. As much as we have done, we acknowledge a need for continuing reinforcement, as well as adjustments to schedules to accommodate the pattern of activity at the Senior Center.

**Planned Activities:**

The next quarter is planned to include trainings and presentations to at least one group within the Senior Center. We anticipate the further exploration of establishing another on-site presence in other locations serving senior citizens. We are looking at enhancing our web site to make it more user friendly and provide additional on-line resources.