



Ohio Administrative Code

Rule 173-3-06.12 Older Americans Act: outreach and public information.

Effective: February 1, 2025

(A) Definitions for this rule:

(1) "Outreach" means a provider-initiated one-on-one intervention with a potential consumer or caregiver, in the consumer's or caregiver's preferred location, which is typically in their home, that may or may not have access to supports to identify a potential need for services and benefits, or denial of rights, and encourage the use of existing services and benefits.

(a) "Outreach" includes the following:

(i) Providing information and education about assistance, resources, or other services to potential consumers or caregivers who would not otherwise have access.

(ii) Initiating the identification of potential consumers or caregivers to inform them of existing services and benefits.

(iii) Tailoring an outreach strategy to the intended audience's needs in relation to information and access to human services and community resources.

(iv) Communication, training, and service for potential consumers that engage agencies.

(b) "Outreach" does not include any of the following:

(i) Contact with a consumer or caregiver who currently receives services or benefits.

(ii) Contact with multiple potential consumers or caregivers through publications, publicity campaigns, or other mass media activities.

(2) "Public information" means mass media or general communications campaigns that are broadly



distributed with the intent to increase enrollment in available services. "Public information" includes an in-person interactive presentation to the public conducted at a fair booth/exhibit, conference, or other public event; and a radio, television, or website event.

(B) Requirements for every AAA-provider agreement for outreach that is paid, in whole or in part, with Older Americans Act funds:

(1) The AAA-provider agreement is subject to rule 173-3-06 of the Administrative Code.

(2) The provider is responsible for doing all of the following:

(a) Establishing a systematic method to identify potential consumers and caregivers in need of services.

(b) Educating potential consumers and caregivers on the availability of needed services through various forms of media.

(c) Referring potential consumers and caregivers to providers of information and assistance.

(d) Improving and networking with other providers or organizations to establish or strengthen partnerships to create more outreach opportunities.

(e) Conducting paragraphs (B)(2)(a) to (B)(2)(d) of this rule in a manner that satisfies the following requirements:

(i) 42 U.S.C. 3026(a)(4)(B)(i) and 3026(a)(19), which require providing outreach with special emphasis on specific populations.

(ii) 42 U.S.C. 3027(a)(15), which establishes additional requirements if a substantial number of the older individuals residing in the PSA are of limited English-speaking ability.

(3) Reporting: The following are the mandatory reporting items for each episode of service that a provider retains to comply with the requirements under paragraph (B)(9) of rule 173-3-06 of the



Administrative Code:

(a) Dates of service.

(b) Units of service.

(c) Number of consumers or caregivers served.

(C) Requirements for every AAA-provider agreement for public information that is paid, in whole or in part, with Older Americans Act funds: The requirements in paragraphs (B)(1), (B)(2)(b), (B)(2)(c), (B)(3)(a), and (B)(3)(b) of this rule.

(D) Units:

(1) A unit of outreach is one contact with a potential consumer, caregiver, another provider, or organization.

(2) A unit of public information is one activity.