Thank you for helping to spread the word about the Maryland Department of Aging's programs. Having supporters like yourself to advocate for programs and share information will help to elevate our messaging and in-turn help our older population and beyond.

The Maryland Department of Aging is the first state in the country to provide a FREE, opt-in telephone service to check on Maryland's older residents all across the state, called **Maryland Senior Call Check**.

We need your help spreading the word to Maryland Residents - particularly those living alone over 65 years of age. The program is designed for older adults living alone to check on their well-being daily. This free service will place an automated daily call to the participant at a regularly scheduled time (closed for 6 holidays). There are 6 convenient time frames to choose from: 8am-9am, 9am-10am, 11am-12pm, 12pm-1pm, 2pm-3pm, 3pm-4pm. If the call is not picked up after three attempts, our service provider will call an alternate person on your behalf to check on you. If your alternate does not pick up or you do not have an alternate, we will contact the local authority to perform a wellness check.

Senior Call Check phone lines are open Monday through Friday from 8 am - 5 pm and Saturday 9 am - 3 pm. During these hours, older adults can call toll-free 1-866-50-CHECK (1-866-502-0560) or register online at aging.maryland.gov.

In addition to this core service, the following enhancements were added to the program in response to the COVID-19 global pandemic:

- The verification and enrollment process can now be completed within 24 hours Monday – Saturday.
- We provide messages and updates regarding the COVID-19 outbreak, vaccination updates, emergency preparedness alerts, tips on elder financial exploitation, health and wellness information, and more.

301 West Preston Street | Suite 1007 | Baltimore, Maryland 21202-2374
Local: 410-767-1100 | Toll Free: 1-800-243-3425 | TTY users call via Maryland Relay | Fax: 410-333-7943
aging.maryland.gov

Here are some resources to help promote "Maryland Senior Call Check."

Website:

https://aging.maryland.gov/Pages/senior-call-check.aspx

Marketing Materials:

Brochure:

https://aging.maryland.gov/SiteAssets/Pages/senior-call-check/Maryland-Senior-Call-Check-Brochure.pdf

Poster:

https://aging.maryland.gov/SiteAssets/Pages/senior-call-check/Maryland-Senior-Call-Check-Poster.pdf

Videos to share:

Most recent commercial: ▶ Senior Call Check Program
https://youtu.be/TkNDGbqHKZY

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Social Image card

Download from this folder, click here, or email susanne.forno@maryland.gov:

Suggested copy:

Senior Call Check is a FREE service available to adults 65+ in Maryland. Receive an automated daily call at a time you designate. After 3 attempts and no answer, we will contact your alternate person to check on you. Registration is easy – online or over the phone! Call 1-866-50-CHECK (1-866-502-0560) or visit online https://aging.maryland.gov/Pages/senior-call-check.aspx

Twitter Copy:

Senior Call Check is a FREE service available to adults 65+ in #Maryland. Receive an automated daily check-in call at a time you designate. After 3 attempts and no answer, we will contact your alternate person to check on you. Registration is easy! #marylandaging https://aging.maryland.gov/Pages/senior-call-check.aspx

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Follow us on social media:

Please like, share, comment, and retweet!

Facebook:

https://www.facebook.com/MarylandAging

https://www.facebook.com/SeniorCallCheck/

Twitter:

https://twitter.com/MarylandAging/

Instagram:

https://www.instagram.com/marylandaging/

LinkedIn:

https://www.linkedin.com/company/maryland-department-of-aging/

YouTube:

https://www.youtube.com/c/MarylandDepartmentofAging

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EMAIL

Draft email to your network, partner organizations. Please modify as needed to fit the voice and tone of your organization.

Hello [Name Here] –

I hope this email finds you well. My organization would like to inform you of a program introduced by the State of Maryland's Department of Aging called Senior Call Check. It is important that we check in on our older adults, especially those living alone, to make sure they are okay. The Senior Call Check program provides a daily automated call with informative messages, plus live weekly calls from a volunteer or staff member. If a participant doesn't pick up the phone after 3 attempts, an alternate person is called to check on the older adult. The program is FREE to all Maryland residents over 65. Registration is easy by calling 1-866-50-CHECK (1-866-502-0560) or register online at aging.maryland.gov.

Ways to help promote the program:

• Share social media posts from any of the Department's social feeds.

   o Facebook https://www.facebook.com/MarylandAging/

   o Twitter https://twitter.com/marylandaging

• Link the Official Webpage to your website as a resource: https://aging.maryland.gov/Pages/senior-call-check.aspx

• Share the Secretary's :30 Second PSA Video: ▶ Senior Call Check Program

We thank you for your help in promoting Senior Call Check. Should you have any questions or need additional materials, please contact MDoA.SocialMedia@maryland.gov

Sincerely,

[Your Name Here]

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