

Puerto Rico Governor's Office for Elderly Affairs

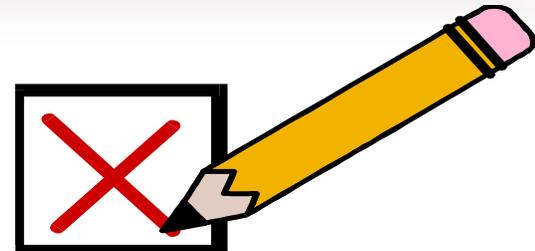


**OFICINA PARA LOS ASUNTOS
DE LA VEJEZ**

Oficina de la Gobernadora
P.O. Box 50063, Old San Juan Sta. San Juan, P.R. 00902

Maritza Lamoso, MSG
Project Director

INTRODUCTION



- Project ECO(2000) has as its goal the expansion of consumer protection and awareness through outreach, education, partnerships, training, technical assistance, capacity building and information activities to prevent and combat waste, fraud and abuse in the Medicare and Medicaid programs.



PROJECT ECO

- Provide consumer protection and education to elderly individuals living in twelve rural communities:
- Las Marías, Morovis, Orocovis, Maunabo, Patillas, Villalba, Lares, Utuado, Jayuya, Adjuntas, San Sebastián and Santa Isabel.



CHARACTERISTICS

- Puerto Rico has a population of over 3.8 millions persons.
- Life expectancy for both sexes: 75 years.
- Geographically isolated: 27%
- Live below the poverty level: 56%
- Illiteracy: 23%
- Medicare beneficiaries: 79%



Who is the target population?

- Governor's Office of Special Communities has identified extreme poverty elderly population.(Total 600. ECO-103)
- Elder Associations
- Elderly Centers
- Housing for the elderly
- Homes
- Professionals



CHALLENGES

- To overcome the fear that the elderly persons have to inform Medicare fraud.
- Working with people that live in small isolated towns (ignorance, personality and life style).
- It takes more than two (2) hours to get to some of this towns in normal circumstances (narrow mountainous roads)



METHODOLOGIES

- Informal talks using Medicare video and role playing method.
- Door to door visits.(one site visits)
- TV shows and radio programs to increase outreach.
- Combine training and educational activities with special occasions such as: Thanksgiving, Christmas...
- Coalition members.



EDUCATIONAL AND PROMOTIONAL MATERIAL

- Project logo with our 1-800 number.
- Project's brochure (we are in the process to develop a brochure in Braille System).
- Promotional materials(t-shirts, card cases, umbrellas, cushions, pins, pens, cups).
- Evaluation forms.
- Graphic presentations and videos.

PROYECTO ECO



COMBATIENDO EL FRAUDE A MEDICARE

PUERTO RICO ELDER CONSUMER RESOURCE CENTER

- **Ana Rodríguez**
Special Project Director
- **Maritza Lamoso**
Project Director
Elder Consumer Resource Center
1-787-721-6121 ext. 241
Fax. 1-787-727-6510
mlamoso@ogave.gobierno.pr

