



## **Tips for Community Classes**

- Have classes scheduled around the calendar year- better to have a schedule so there is not a long wait time- Increases credibility
- Work with vision specialists that do clinics in rural communities- let them know about low vision translation
- Use Facebook
- Make referring to community classes easy
- Market classes at local pharmacies, educate pharmacists about the program. People trust their pharmacists!
- Work with local university students and rehab departments
- Do not compete with other popular programs at a senior center
- Get the word out through students to their parents and their grandparents
- Do a meet and greet with community residents
- Look for volunteers on [www.volunteermatch.com](http://www.volunteermatch.com)
- Work with transportation in rural areas to assist people to attend classes
- Train graduate participants to be coaches; they will spread the work to their neighbors and community

## **A Matter of Balance can be the gateway program to bring older adults to classes**

- Build on adults coming to the program and offer additional evidence-based programs