Trump ups attacks
Pandemic response:

Rochester Democrat and Chronicle
Marcia Greenwood
connections to resources
who care for loved ones
Outreach helps those who care for loved ones

Local agencies improve connections to resources
Maria Greenwood
Rochester Democrat and Chronicle

Here and across the country, the coronavirus pandemic has hit African American and Latino communities especially hard.

For people of color already caring for loved ones who are frail and elderly or dealing with other illnesses such as dementia and Alzheimer's disease, the pandemic has added one more challenge to daily life.

Now, local agencies are working to better connect their caregiver support services to people in underserved communities who might be struggling to cope with the onslaught of demands.

"We could not do this without a cadre of staff who come in every day. They have driven hundreds of miles ... all without complaining. They took up the challenge because they see the need." - Mary Rose McBride, vice president of marketing and communications for Lifespan

Outreach helps those who care for loved ones

Governor, fix jobless insurance mess now
Broken system just adds to worry, fear and stress

"There’s a raw frustration. There’s anger. New Yorkers at the epicenter of the world’s COVID-19 pandemic have lost family, friends, neighbors, colleagues and acquaintances.

Thousands upon thousands, too, have lost their jobs as the Empire State’s economy has ground to a halt. Now, as Gov. Andrew Cuomo and his administration work to start regional reopening strategies, there are some signs of hope. But for too many New Yorkers, there is still considerable concern, fear and stress.

Why? New York’s unemployment system is broken.
Governor, please, fix it now. We’re not interested in any more excuses at the daily press briefings.
Fix it now.
Consider Doug DeMatteo of Putnam.
See EDITORIAL, Page 7A

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With Lifespan in offering free help with daily tasks, arranging for deliveries of groceries and medications, and with telephonic and virtual programs and services was sent to over 3,500 individuals. And as a result, “a weekly email of program information, like flyers, is sent to 150,000 people,” she said. “Outside of the weekly email, and staff electronically delivered more than 550 flyers.”

This effort includes direct contact, as well, said Dobroh. “We are being proactive by calling our caregivers who have reached out for services previously to check in with them to see how they are being affected by COVID-19 and how their loved one is doing, weekly,” she said. “During this time, especially for this population adversely affected by COVID-19.”

That approach might not reach many people living with dementia, though, if they don’t have a role of a family caregiver for the first time. They might not be reaching out to the agency for access to resources or support. But this is the time when they need it most, she said. “Outside of the weekly email, and staff electronically delivered more than 550 flyers.”

A 63-year-old African American woman who had gotten down to one dollar in her grocery account was not sure how she was going to make it through the week. “We could not do this without the staff,” said one of the care providers. “I think a lot of people just buy a little bit of food every day. It’s a small feat. ‘We could not do this without the staff.’

Tell the reporter at mgreenwo@Gannett.com. Follow her on Twitter as @MarciaGreenwood. "If we have to do it, but people just start getting personal, that’s not who we are. ‘We will do this for you, but we don’t do it for free.’ We will do it for you, but we don’t do it for free. ‘No, that’s not who we are.’”

Lifespan does not plan to continue the program and delivery of delivery services once the COVID-19 crisis has passed. McKenzie said, although they do reach out to caregivers who care for loved ones in their homes. "We are not going to continue this program unless the need is there."

In an African American family, most times someone’s going to step in,” she said. “And I put them in the parking lot, and it was one of the best things I’ve ever been called to do,” said Dozier. “I decided to forgo shopping that day.”

"We have increased our care consultations roughly four 40 care consultations and of-fered over 400 information referrals, she said. "Outside of the weekly email, and staff electronically delivered more than 550 flyers.”

“Definitely, one of the biggest hard-shipes is not being able to get anyone to help us,” said Jenny Thomas, 45, a licensed practical nurse who works at a skilled nursing facility. “But, ‘We have very highly skilled and trained counselors that can help you through every single prob-lem. Which is why it’s important that they know we are there for them.’

Reach the reporter at mgreenwo@Gannett.com. Follow her on Twitter as @MarciaGreenwood."