

program, namely housing problems, lack of recreational facilities, and retraining programs aimed specifically at the unemployed men between 40 and 65 years of age. Most of the people in this group are former coal miners who have been out of work since the mines closed years ago; they have been existing on welfare or disability payments since that time.

Various programs have proved to be of benefit to many poor individuals in the region by providing loans, jobs, and educational opportunities. These benefits have been received with enthusiasm by many poor individuals. But, the merits of CAA projects are noted by factions other than the poor—namely, the store owners and professional people in the towns. The advent of the CAA is most enthusiastically noted by these people for it has resulted in economic pump-priming. More than half a million dollars has been brought to the area by the funding of the CAA programs.

7. *Outreach*

It has previously been noted that there are no physical facilities for neighborhood centers existing at this time. One of three Field Counselors visits the sixteen towns in the area on a regularly scheduled basis and sets up shop in one of the public buildings. Prior to his arrival, the time and place of his visit are posted in prominent locations in the community. Information regarding counselors' visits and various programs is spread throughout the community and surrounding area via newspaper, radio, and television media. Community organizations and churches are also instrumental in advertising the programs to community and area residents; both clients and volunteer workers have been recruited from these associations.

A door-to-door type of outreach program was found to be necessary, especially during the early days of the CAA program. Field Counselors discovered that during many of their visits no clients would appear for services and the counselors would find it necessary to start knocking on doors. The demonstrated success of CAA programs and consequent word-of-mouth advertising among the people have served to aid the Counselors in their outreach efforts. The Counselors are now finding it unnecessary to recruit clients, and are devoting more time to counseling those of the poor who appear for services. Since about half the target population have been contacted by the Field Counselors, additional duties in serving these clients preclude the Counselors from devoting all their time to outreach. At the present time, total number of field contacts are between 300 and 500 each month; of these, about 75 are provided some type of service by the Counselor.

The Medicare Alert program, in which about fifty volunteers assisted the CAA staff, was effective in reaching about 95 percent of target (i.e., the elderly) and was an aid to the total outreach program because it was so extensive.

It is estimated by the Field Counselors that about half of the area's poor population remains to be penetrated by CAA programs. They indicate that their greatest problem is geographic—a difficulty in reaching many families of the widely-scattered population.

8. *Target Area*

The CAA disperses its programs throughout two counties comprised of both rural areas and towns as large as 10,000 population. There are some 16 townships in the area but there are no great concentrations of people in any one urban location. The total population of the two counties is about 70,000. Of this number, about 53 percent have incomes of less than \$3,000 per year. Other statistics indicate that about 50 percent of this total population live in substandard housing, are rejected by selective service, and have fewer than eight years education.

The unemployment rate of both men and women is high—about 16 percent. Many of those presently unemployed are former coal miners who lost their jobs when the coal mines closed many years ago. Those who were physically able to work in an industry other than mining were either untrained or unwilling to do so. In addition, mining accidents and unhealthful conditions left many of these people incapacitated by their physical conditions and unable to work.

9. *Services*

Initially, many of the poor were under the impression that the CAA was to offer a handout type of program; consequently, a number of interviewees lost interest upon discovering that the CAA did not intend to operate programs of that nature. Those who have taken advantage of the services available do not consider themselves to be recipients of charity; rather, they reflect the philosophy