

Respite Across the Lifespan Eastern Region

Marketing Plan 2017

Mission:

To promote and provide support to caregivers and their families across the lifespan through education, training, respite care and partnerships.

Media Strategy – Meet with MMI/UNMC media personnel to determine type of marketing and advertising

Advertising (Not sure we can do this except for our personal social media)

- Create PSA
 - o See if will be run by local radio stations

Public Relations (Not sure we can do this except for our personal social media)

- Presentations by spokesperson

Personal Selling

- Deliver brochures to local faith based nursing in area churches
- Deliver “business packets” to businesses

Direct Marketing

- Meet & Greets
- REST training
- Recruit new providers
 - school presentations
 - faith based presentations

Events

Web-based Marketing (Not sure we can do this except for our personal social media) – share information with UNMC/MMI Facebook page etc.

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Goal 1: By 6/30/2017 the NE statewide Lifespan Respite Network will conduct provider recruitment, retention and training.

Objectives

1. Address lack of appropriately trained and Network screened respite providers to address the needs of family members with severe behaviors, specific disabilities, chronic illnesses, geographically isolated, language and/or cultural barriers.
2. Demonstrate collaboration with an institution of higher learning to recruit, train and retain students as respite providers.
3. Increase Network provider completion of cross-system available training opportunities.
4. Demonstrate efforts to encourage licensed foster parents and active Medicaid providers to also provide respite care
5. Engage in regular activity with respite providers to encourage retention.
6. Solicit input from Advisory Committee, Network & Lifespan Respite Subsidy providers, family caregivers and system partners on Nebraska's Long Term Services and Supports (LTSS) Redesign for the topic of "Network provider collaborations".
7. Increase the number of volunteer providers and local Network organizations contributing respite data to the Respite Data Dashboard
8. Increase the number of REST trained providers.

(Increase by 10% the numbers of appropriately trained network-approved respite providers from the FY 2016 baseline.)

- Recruit new providers

Goal 2: By June 30, 2017 promote the exchange of information and coordination among state and local governments, community lifespan respite services programs, agencies servicing individuals unable to care for themselves, families and respite care advocates to encourage efficient provision of respite services and reduce duplication of effort engage corporate and non-profit businesses/employers in increasing respite awareness for employees as caregivers.

Objectives

1. Identify family caregivers who are grandparents providing the majority of care to children aged 17 or younger related to them by blood, marriage or adoption to inform of respite resources.
2. Increase awareness of respite resources and how to access programs across systems by training local services coordination and public education staff
3. Convene meetings and conduct trainings with county juvenile court and juvenile probation staff, DHHS Protection & Safety Workers responsible for supervision of children and youth impacted by "No Fault Filing" by families, state wards living at home with CPS supervision, self-injurious children and youth, state ward permanency planning, and families involved in reunification efforts.
4. Use public and university or college libraries to support family caregiver issues and disseminate information
5. Implement the local Network Marketing and Communications plan that informs lifespan family caregivers, system partners and employee caregivers about respite resources.

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6. Encourage active local advisory committee participation with the statewide NE Caregiver Coalition for improved representation of local Network issues, communication and advocacy.

Goal: 3 By 6/30/2017 Employer Engagement Activities are expected to increase awareness of employee caregiver issues and provide respite resources to employers

Objectives

1. Target employers with wellness programs to improve access to quality respite resources.
2. Bring family caregiving issues and solutions to new businesses or corporations.
3. Incorporate at least two active business representatives on advisory committee.
4. Engage a minimum of one business in a respite volunteer event OR REST provider training.

Goal: 4 Sustainability Funding (We need to talk to Wayne regarding this goal)

Objectives

1. Identify and analyze unmet family caregiver access to existing respite funding sources by reason and source, as available.
2. Identify potential public or private sources of sustainable local Network funding for lifespan respite activities other than DHHS Tobacco Cash Settlement contracted funds.
3. Combine or leverage funds or other resources such as administrative support, space, goods or services, volunteers, marketing, pro-bono professional or legal support from community member, employer support, organizational support for target activities, food for events, etc.
 - 3.a. Include and report in-kind contributions on Budget
4. Apply independently or collaboratively for local, state or national grants(s), Senior Corps National & Community Program, AmeriCorps, Foster Grandparents, College Work Study or service learning experience, High School community service volunteer, or other sources of volunteer support for respite activities

Activities

July 2016

- Identify and invite members to the workgroup
- Share information and do research at Libraries
- Hold a Lunch and Learn at UNMC
- Identify faith based nursing contacts
- Identify leaders of licensed foster parents and active Medicaid providers to share information about respite care
- Have information table at Disability Pride Day event at Stinson Park
- Ongoing outreach attempts (community resource fairs, information tables etc.) all year long as free or low-cost opportunities arise
- Survey to Providers requesting feedback on retention activities
- Will continue to encourage advisory committee member's participation and timely reports from the NE Caregiver Coalition throughout the year
- Will continue to encourage business representation on advisory committee
- Will continue to recruit one business in a respite volunteer event OR REST provider training

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August 2016

- Identify and invite members to the workgroup
- Convene the workgroup
- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
- Attend PRT (Planning Region Team meetings)
- Conduct 2 outreach efforts to faith based nursing contacts
- Identify leaders of licensed foster parents and active Medicaid providers to share information about respite care
- Contact teachers/paraprofessionals in schools and share information about Respite and REST training opportunities

September 2016

- Convene workgroup
- Conduct a REST Training with five individuals
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
 - Seek culturally appropriate respite training opportunities
 - Participate in requests for info or data collection
 - Recruit new providers
 - Conduct 2 outreach efforts to faith based nursing contacts
 - Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)
 - Inform the Advisory Committee, Network & Lifespan Respite Subsidy providers, family caregivers and system partners of the Nebraska's Long Term Services and Supports (LTSS) Redesign for the topic of "Network provider collaborations" and solicit their input

October 2016

- Convene workgroup
- Conduct a REST Training with five individuals
- Attend PRT (Planning Region Team meetings)
- Conduct 2 outreach efforts to faith based nursing contacts
- Facilitate A Time for You Caregiver Retreat on October 5, 2016
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)

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- Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)

November 2016

- Convene workgroup
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
 - Seek culturally appropriate respite training opportunities
 - Participate in requests for info or data collection
 - Recruit new providers
 - Conduct 2 outreach efforts to faith based nursing contacts
 - Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)

December 2016

- Complete the workgroup meetings and have a written report that addresses challenges in meeting statutory requirements to match skilled providers with care recipients
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
 - Seek culturally appropriate respite training opportunities
 - Participate in requests for info or data collection
 - Recruit new providers
 - Conduct 2 outreach efforts to faith based nursing contacts

January 2017

- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers
- Conduct 2 outreach efforts to faith based nursing contacts
- Conduct outreach to the Grandparent Resource Center
- Begin outreach to foster parents and Medicaid providers
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
- Attend PRT (Planning Region Team meetings)
- Distribute Respite and family caregiver issue information to university and public libraries

February 2017

- REST training February 2016, & report
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)

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- Participate in requests for info or data collection
- Recruit new providers
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- Participate in requests for info or data collection
- Conduct 2 outreach efforts to faith based nursing contacts
- Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)

March 2017

- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers
- Conduct 2 outreach efforts to faith based nursing contacts
- Attend PRT (Planning Region Team meetings)
- Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)
- Conduct a presentation to Services Coordinators in our region about Respite

April 2017

- Conduct a REST training
- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
- Conduct 2 outreach efforts to faith based nursing contacts
- Conduct 1 contact/presentation at local college (Metro, Kaplan, UNO, CU, UNMC, Bellevue)

May 2017

- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection

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- Recruit new providers
- Attend PRT (Planning Region Team meetings)
- Attend monthly networking meetings (MEN's; PIA Network; Wellcom)
- Conduct outreach to juvenile justice system

June 2017

- REST training Final report June 2017
- Seek culturally appropriate respite training opportunities
- Participate in requests for info or data collection
- Recruit new providers