



PANHANDLE PARTNERSHIP

Lifespan Respite

Marketing Communications Plan 2016 - 2017

Our Mission:

The Panhandle Partnership for Health and Human Services, Inc. is to build collaboration among agencies, networks and the broader community to find innovative solutions to improve the quality of life of people and communities in the Panhandle.

Purpose:

The purpose of the Panhandle Partnership for Health and Human Services, Inc. is to:

- Promote communication of area data, services and opportunities
- Conduct regional assessments
- Share resources and training
- Collaborate in creative planning
- Evaluate for regional impact and outcomes
- Prioritize and create regional goodwill
- Advocate for policy changes to meet the needs of our rural area

Objectives:

1. Utilize eLifespan Respite to export provider and caregiver email addresses to share respite information including upcoming trainings, available funding, etc.
2. Work with Tyler Irvine, PPHHS Executive Coordinator, to revive the PPHHS Facebook page and post respite information at least weekly on the page.
3. Provide a short article twice annually for the Panhandle Worksite Wellness newsletter. Hits can be monitored by Jessica Davies for the number of people opening the newsletter.

4. Run quarterly ads in all local newspapers in the Panhandle with respite information. These ads will also be used to gather information on grandparents raising grandchildren.
5. Continue running respite commercial on NBC Nebraska which recently took over KDUH television.
6. Participate in health fair activities and the annual JAM sponsored by Panhandle Independent Living Services.
7. Respite Advisory members will share information on respite as the opportunity arises.
8. Form a working relationship with the newly created ADRC position housed at the Aging Office of Western Nebraska. Potentially have this person join the advisory committee.
9. Business cards for the respite coordinator will be provided to area special education staff and health care practitioners including the NRRS/respitesearch/ link for providers and the subsidy link as well as contact information
10. Utilize distance learning options for at least one REST Training to allow more participants to participate.
11. Reach out to the Resource Developers to add foster parents as respite providers and/or to encourage respite providers to consider becoming foster parents.
12. Utilize the PPHHS listserv to share information on trainings.
13. Contact area public and college libraries to discuss ways they could assist in sharing respite information.
14. Recruit a local advisory committee member to participate in NE Caregiver Coalition to share information.

Creative Strategy:

All marketing will include an updated logo that includes a tagline to help describe respite. Our tagline will be “We Care for Those who Care for Others.”

Media Strategy:

Marketing/Outreach:

- Run a radio spot based on the one from the Arch workgroup for one month (during planting season for farmers) on 3 radio stations in the Panhandle..
- Run quarterly newspaper ads in all local newspapers, even the ones that are not “official” legal newspapers.
- Continue to air respite commercial that reaches a broad area in the Panhandle.

- Contact area public and college libraries in an effort to provide information to a broader group of caregivers.

Web-Based Strategy:

- Interview board members and current caregivers on the benefits of respite to use on print media and Facebook if we are able to revive the PPHHS Facebook page.
- Utilize PPHHS Facebook page if it gets up and running as a place to post short articles on caregiving or providing respite.
- Utilize the PPHHS listserv to reach out to listserv members regarding training opportunities and to identify grandparents as caregivers.

Other Outreach:

- We will continue utilizing our smaller table top banner at health fairs and other public events.
- Presentations for various groups will be created as requested.
- Success stories will be entered in eLifespan Respite.
- Utilizing distance learning to offer trainings.
- Meet either in person or by phone with the Resource Developers in the area to discuss how we could use Foster Parents as respite providers and vice versa.
- Recruit a local advisory committee member to participate in the NE Caregiver Coalition.

Direct Marketing:

- Provide weekly social media messages on the PPHHS Facebook page to be revived.
- Provide information to 10 additional businesses utilizing the lessons learned from FY 2016 currently being gathered by a survey.

Events:

- Monthly Respite Days opportunities will be provided to caregivers. Families utilizing Respite Days are allowed up to \$500 per year to use to pay an approved respite provider. They are able to choose the date and length of time. A tally is kept by the respite coordinator on each family. Funding from this program comes primarily from local foundations, councils, and grants.

Quarterly Task List

Quarter 1

- Article for Worksite Wellness Newsletter
- Work with Tyler Irvine to “revive” the PPHHS Facebook Page
- Newspaper article in all local newspapers
- Contact Resource Developers regarding Foster Parent outreach.

Quarter 2

- Newspaper article in all local newspapers
- Make contact with the ADRC representative who was recently hired at the Aging Office of Western Nebraska
- Provide a REST Training through distance learning methods available through WNCC.
- Contact local public and college libraries.

Quarter 3

- Article for Worksite Wellness Newsletter
- Newspaper article in all local newspapers
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Quarter 4

- Run respite radio ads in April on 3 radio stations.
- Newspaper article in all local newspapers
- Interview current caregivers on the benefits of using respite.
- Participate in the Joint Agency Meeting sponsored by Panhandle independent Living Services

Continuously

- Update Facebook Page if able to revive the PPHHS page
- Respite commercial running on NBC Nebraska
- Provide information to 10 businesses in FY17 using methods identified by survey results from FY16
- Enter Success Stories shared by Caregivers in eLifespan Respite
- Share information regarding the availability of Respite Days funds with Caregivers and the Aging Office of Western Nebraska and the members of the Region I Developmental Disabilities Council.
- Advisory members will share respite information at advisory committee meetings
- Utilize PPHHS listserv.
- Local advisory member to regularly participate in NE Caregiver Coalition meetings by phone.