

exhale

THE FAMILY CAREGIVER INITIATIVE

Learning Community
February 1, 2022



Today's Agenda & Goals

- Welcome & Introductions
- Overview of TA and support from:
 - Crowley Webb (Shannon Vogel)
 - ARCHANGELS (Sarah Stephens Winnay)
 - Catch-a-Fire (Amber Slichta)
 - Creative problem solving (Teresa Lawrence)
- Team report outs & brainstorming with experts & peers (90 minutes+)
- Wrap up & next steps

Support for Exhale marketing, outreach & effective caregiver messaging

Crowley Webb

- Review & discuss teams' Exhale marketing **methods, strategies, partnerships & infrastructure**
- Audit of current marketing **materials**
- Marketing/materials **consultation** (up to 10 hours of TA per team)
- **Marketing Outreach Tool Kit** will be developed, shared in March

ARCHANGELS

- Review teams' caregiver engagement approach and messaging (how to get caregivers to self-identify? see respite as relevant?)
- Using CII outreach & information to engage caregivers (leveraging the CII beyond evaluation)
- Messaging/communications to increase CII response

Next Steps with Crowley Webb and ARCHANGELS

After today's Learning Community session

- Experts review team materials; meet to discuss team strategies, materials and messaging with caregivers.
 - Feedback & follow-up with teams will be coordinated
- Mid February, teams meet with Crowley Webb and ARCHANGELS (together) by Zoom to discuss combined feedback & recommendations for Exhale marketing, outreach, communications
 - Feedback & recommendations follow-up plan developed for each team
- Plus, ARCHANGELS recommendations for using CII & caregiver engagement
- Plus, Crowley Webb available for marketing consultation - contact Shannon Vogel to discuss needs and scheduling

Questions for Exhale Teams

Exhale Teams will address these questions:

1. What are your primary goals? (for caregiver recruitment/engagement, marketing and outreach)
2. How are you currently recruiting caregivers to your respite program?
 - a. What are your key message(s) – include what are the primary benefits of your program?
 - b. What communications channels using – physical, digital, key relationships? social media? paid advertising?
 - c. Frequency - how often is your message getting in front of caregivers?
3. What are you doing to obtain referrals from partner agencies or others in your community?
4. Reflecting on all the above, what is working and what is not working?
5. What have been your biggest challenges with caregiver recruitment or engagement?
6. Reflecting on your strategy & capacity, where do you feel confident and where do you need help?
 - a. What are your immediate needs related to marketing and recruitment?