



Learning Community

February 1st, 2022

E-Respite Coaching Workshop Intervention Update

6/80
caregivers
enrolled

2/80
completed
program

8 coaches
trained *

*Training is
recorded on
Zoom and
available to
be shared.

E-Respite Coaching Workshop Intervention Testimonials

- *My mom used to continually complain about her pain, but now when she's playing a game on the iPad, she doesn't mention it.*
- *With the cameras installed, it was the first time I didn't feel anxious and worried about leaving my mom while I went to Roswell Park for my own treatment as I was able to check-in on her.*
- *My husband has a lot of bad days with his pain but the iPad keeps him busy with different games and reading the news. I'm also grateful that I can go grocery shopping for an hour and keep an eye on my husband with the indoor camera installed now.*

How we are currently recruiting

- Collaborative developed an extensive communications and marketing plan that we have been carrying out
- Communications channels include physical distribution of flyers in community, digital on website and Facebook, paid advertising in local newspapers, presentations at conferences and other agencies
- Frequency: one-two times a week



CALLING ALL CAREGIVERS!

Are you, a spouse, daughter, son, grandchild, or friend feeling stressed by the additional responsibilities you've taken on to help a loved one?

Do you have concerns with leaving your loved one home alone while you run errands?

Caregiver Tech Solutions offers the E-Respite Coaching Workshop to provide an opportunity to learn how technology can be used and implemented in their home to increase respite or self-care opportunities.

This workshop and technology solutions are completely FREE to you!

*For caregivers (18+ years of age) and their loved ones (55+) who live in Cattaraugus or Wyoming county.

FOR MORE INFORMATION, CALL US TODAY AT 716-532-1010! WWW.CAREGIVERTECHSOLUTIONS.ORG



THE E-RESPITE COACHING WORKSHOP INCLUDES:

- ONE-ON-ONE VIRTUAL OR TELEPHONIC WORKSHOP SESSIONS WITH A COACH
- SESSIONS INCORPORATE THE NEEDS, GOALS, AND LIFE EXPERIENCES OF THE CAREGIVER
- CAREGIVERS COMPLETE SEVERAL UNIQUE ASSESSMENTS TO FIND TECHNOLOGY SOLUTIONS
- CAREGIVERS RECEIVE TECHNOLOGY SOLUTIONS AT NO COST TO THEM



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Facebook and Website

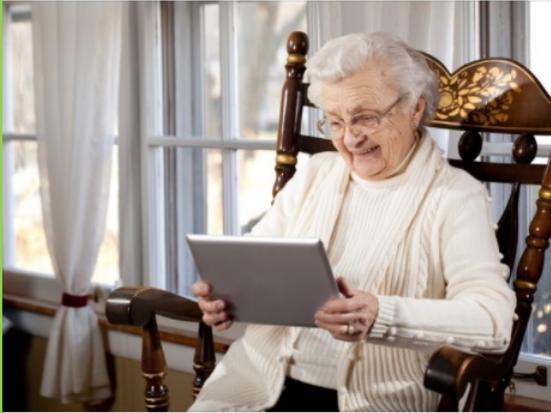
How we are currently recruiting

Caregiver Tech Solutions
1d · 🌐

Are you caring for an older adult loved one over the age of 55? Did you ever consider using an iPad for respite? Benefits include:

- Telehealth Appointments
- FaceTime with Family / Friends
- Play Games
- And Much More!

If you are a Caregiver living in Cattaraugus or Wyoming County you may qualify for FREE technology solutions. For more information call 716.532.1010



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Caregiver Tech Solutions
January 6 · 🌐

Attention Caregivers!!
Are you a family member or friend feeling stressed by the additional responsibilities you've taken on to help an older loved one? If you are, you may qualify for the FREE E-Respite Coaching Workshop and FREE TECHNOLOGY SOLUTIONS to increase respite. Free to Cattaraugus and Wyoming county residents who are helping an older adult loved one (55 years of age or older). For more info visit: <https://www.caregivertechsolutions.org>



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Coaching Solutions

Do you have concerns with leaving your loved one home alone while you run errands?
Do you not have enough time for friends and family since becoming a caregiver?
Are you feeling stressed by the additional responsibilities you've taken on to help a loved one?
Looking for extra support?



Every caregiver has unique challenges. Our team is here to help provide one-on-one coaching support to explore and customize a technology solution for a personalized caregiver journey.

The **E-Respite Coaching Workshop** offers caregivers an opportunity to learn how technology can be used and implemented in their home to increase respite or self-care opportunities.

The E-Respite Coaching Workshop includes:

- One-on-one virtual or telephonic workshop sessions with a coach
- Coaches are trained in creative problem solving and in finding customized tech solutions for caregivers
- Sessions incorporate the needs, goals, and life experiences of the caregiver
- Caregivers complete 2 unique assessments to find technology solution(s) to increase respite or self-care opportunities
- Caregivers receive technology solutions at no cost to them
- Additional Technology Help Desk support available

Eligibility:

- Currently caring for an adult loved one that is 55 years in age or older
- Caregiver or loved one lives and/or works in Cattaraugus or Wyoming counties

For more information on this **FREE** workshop or to refer someone, please complete the form below.

FIRST NAME* LAST NAME*

PHONE* EMAIL*

BEST WAY TO CONTACT*

Phone

Email

Powered by iCRAFTSMA

Partner Support to Increase Referrals

- All partners have been helping with marketing and outreach plan to increase referrals into program
- Held PPCo session with Teresa Lawrence and partners on sending out physical and digital mailer to partners' contacts
- Working with partners to customize physical and digital mailer for referrals into the E-Respite Coaching Workshop
 - Meeting with each partner to determine what size flyer is best for their mailings. Also, we will determine if an email newsletter would be beneficial to send out from the partner
- Information about the project has been presented to community and staff at partner organizations

What's working and What's not working?

- Partners are supportive of program and want to help enroll **80 caregivers** in the E-Respite Coaching Workshop
- Caregivers that are going through the program are very grateful and have stated that they will spread the word in their communities
- Have had 1 referral come through self-referral form on website - www.caregivertechsolutions.org
- Newspaper ads have generated a few referrals
- No referrals from Facebook

Biggest Challenges with caregiver recruitment

- Caregivers not identifying as caregivers
- Caregivers not having time
- Many rural caregivers have limited internet to review our website, social media

Where could we use help?

- Helping caregivers identify as caregivers and being directed to Exhale pilots (those who do not currently know about programs to help them)
- Connections to media who are willing to share information for free
- Paid marketing options:
 - TV and radio ads
 - Mailers
 - Online ads
 - Billboards