Learning Community

February 1\textsuperscript{st}, 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
Facebook and Website

How we are currently recruiting
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.caregivertechnologies.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