

Exhale Communication Ideas

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Communication General Ideas

Infuse caregiver messaging across all program communications.

- Develop common caregiver messaging with ARCHANGELS that be used on all materials across all initiatives
 - Consider framing respite differently for example use language like “no time for yourself?”, “a moment to breath”, “time spent with a loved one”, “take a break”
- Call out what constitutes a caregiver. ARCHANGELS recommends:
 - Are you caring for or worrying about an older adult family member, friend, or neighbor?
 - This can include helping with health-related tasks, managing household chores, organizing paying the bills, providing transportation, calling or visiting to check in, etc.
- Use celebratory language
 - Word strings that convey concepts like ‘caring for a family, friend, or neighbor can be one of the greatest roles we take on’; caregiving can be challenging, it is also an honor, etc.



Communication General Ideas

Help caregivers of older adults identify themselves.

- Add the Caregiver Intensity Index to the Exhale landing page as well as individual program pages if not already there.

Highlight why it is worth the caregiver's time.

- Time spent with a loved one, alleviates stress, provides peace of mind, etc.

Cross promote with other programs in the Exhale initiative as much as possible.

- Add the Exhale landing page link to email signatures.
- Look for opportunities to collaborate with other respite programs in your area.



Communication General Ideas

Consider ongoing communication tactics for awareness building such as:

- Email blasts with a refer a friend offer
- Flyers in physician offices, eye doctors, grocery stores, churches
- Personal mailed letters
- Geo-targeted digital campaigns



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- Post in local community Facebook groups such as:
<https://www.facebook.com/groups/wnycommunitybulletin/> (18.9k members)
- Run targeted banners ads on caregiver resource websites
- Post in the [Family Caregiver Alliance](#)
- Hold presentations at local organizations
- Work with local rehab centers to promote capabilities (to get in touch with caregivers of older adults checking out loved ones from rehab)