

*It's Not Rocket Science: Using Cable Television  
for Caregiver Outreach, Education,  
and Sharing Respite Innovation*



*Presenter: Emily Kearns, PhD MBA*



# The Massachusetts Lifespan Respite Program

- Funded by ACL since September 2010
- DDS is lead agency
- Collaborative project with EOHHS and Executive Office of Elder Affairs
- Active, committed Coalition - 500+ people on distribution list
- Broad representation across disability groups, non-profit and state agencies, and caregivers
- Transition Period



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# Today's Agenda

Introduction to the Massachusetts Lifespan Respite Coalition

Intro to the case study

3 Objectives for today

History of the show

Goal of the show

Production steps

Distribution

Q&A – What might you do?



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# Introducing the Case Study: Caring for Others, Caring for Ourselves

Replicable model uses the media, specifically local cable television to reach isolated caregivers; respite, health, and other providers; and diverse community stakeholders

Launched in 2015, *caring for others, caring for ourselves*, has produced more than 10 shows with a total of 35 guests,

Carried by more than twenty stations not only throughout the state of Massachusetts, but in other states as well.

Sharing the nuts and bolts of using your cable television station to create a show to reach caregivers with respite and support res



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# Today's Objectives

- ▶ Become familiar with a case study of a replicable outreach and education model – a successful respite and caregivers support cable television show
- ▶ Learn how to leverage cable television as a critical outreach resource.
- ▶ Learn the nuts and bolts of creating a show to reach caregivers with respite and support resources.
- ▶ Brainstorm with others in the interactive session about how this could be replicated in your community in whole-group discussion guided by a planning sheet.



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# History of the Show

- ▶ November 2011 – Senior Scene – Guests: Ann Harstein, Secretary of Executive Office of Elder Affairs and Amy Nazaire, MLRC Director and Christine Alessandro
- ▶ December 2015 - Caring for Others, Caring for Ourselves – produced by Stacey Hammerlind, MLRC Project Coordinator; hosted by Emily Kearns, MLRC Consultant
- ▶ 2015 – 2017 – ongoing shows



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## Show Topics and sample clips – [www.massrespite.org](http://www.massrespite.org)

- Respite Reframed
- The Memory Café Movement in Massachusetts
- Crafting Service Innovations: a Meeting with Caregiving Movers and Shakers
- Healing through Art
- Life Story Theater
- Dementia Friendly Communities
- Grandparents Raising Grandchildren
- After Caregiving



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# Goals of the Show

- ▶ Education about Respite
- ▶ Sharing of Innovative Respite Resources and Best Practices
- ▶ Outreach for the MLRC
- ▶ Marketing Material for Panelists' Organizations
- ▶ PSA Material
- ▶ Conference and Presentation Material



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# Production Steps – including samples of guest invitations and prep questions

## Foundational Steps

- ▶ Establish relationship with cable station: resident, organization, etc.
- ▶ Get training: production and editing

## Monthly Show Production Steps

- ▶ Schedule the Studio and Volunteers (producer)
- ▶ Schedule the guests (host)
- ▶ Confirm guests and send preparation questions (host)
- ▶ Set Up – arrive early to set up: panel set, lower thirds/graphics, secure release of information, test mics, settle guests and review discussion flow, review cameras (producer)



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# Editing Steps – Producer or Volunteer

Get raw footage

Studio provides editing software – either edit there and/or at home

- ▶ Sometimes allowing producer to check out equipment
- ▶ Adobe Premier
- ▶ OR tape without editing
- ▶ Edit segments for panelists to use in their organizations

Submit final product to station



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# Distribution

- ▶ Upload to YouTube
- ▶ Link to MLRC Website
- ▶ MLRC Members – request their local cable stations to carry it
- ▶ Send Panelists Final and Segments – to distribute through their channels and to use for their marketing



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Q&A – What might you do?

Using the Planning Worksheet (handout)



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# CONTACT INFORMATION AND RESOURCES

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**Special thanks to Stacey Hammerlind, Producer!**

Resources:

MRLC website: [www.massrespite.org](http://www.massrespite.org)



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