Innovative Outreach Methods to Reach Family Caregivers

ARCH National Respite Conference
Buffalo, NY
May 2, 2019

Respite care for you = better care for your loved one
Colorado Respite Coalition (CRC)
• A program of Easterseals Colorado
• Statewide, lifespan program
• Began in early 2000s, officially became a program in 2011
• Funded by federal lifespan grant and State funds
• Significant growth in staff and funding over past 8 years
Colorado Respite Coalition (CRC)

Mission:
To strengthen Colorado’s statewide lifespan respite care resource network for family caregivers and professionals.

Vision:
All Colorado family caregivers have access to quality respite care resources through a sustainable network that promotes collaboration and innovation across the lifespan, disability and health spectrums.
Value of Outreach

- Connecting family caregivers to respite services
- Increasing impact and building partnerships
- Branding
- Connecting resources
- Getting creative, leveraging partnerships
- Change over time
- Diversity, inclusion, language
CRC Outreach Story

• This is a process!
• Started with building a website and very basic social media
• Added email newsletter, Built up social media (Facebook and Twitter) and followers
• Started using new tools: YouTube, Facebook ads
• Rebranding: website, logo, tagline (revisit and don’t be afraid to evolve)
• Building relationships and outreach pool takes time – time to commit to do it and time to let it grow
• Be careful about your timeline and goals – grow intentionally
• There is no end date – it keeps going
Language & Perspective

• Consider what language you are in the habit of using
  • Be careful of acronyms and “clinical” language
  • Example: professionals may say “refer” while families may say “connect”, “find”, etc.
  • Many people do not know what respite, day programs, Medicaid waivers, etc. are – be careful!

• Perspective activity
  • How you interpret something may be the same as others
  • Be aware of language, culture, reading level and your own assumptions about their understanding
  • Examples: CRC use of word lifespan – do people really know what that means?, caregiver vs. caregiving
CRC Impact Map

Colorado Respite Care Project Activities - August 2013 – February 2014

Colorado Respite Care Project Activities - 2011 – 2016

- 2014 Trainings
- Grantees
- Regional Respite Coalition Members
- District Attorneys Visited
- Summit Locations
- Information Disseminated

- Trainings
- Service Provider Partners
- Regional Respite Coalition Members
- District Attorneys Visited
- Information Disseminated
Methods of Outreach

• Website
• E-Newsletter
• Social media
• Videos
• Printed materials & events
• Respite Navigation Guide
• Colorado Caregiving Campaign
• Community partnerships

What are your methods?
CRC Website

- Started with partnership with JFK Partners
- Redesign based on consumer feedback
- Improving accessibility
- Language translation
- Mobile compatibility
- Reorganization
- Improving resource data base
- Value of hiring web-designer

8 in 10 caregivers have internet access.
Of those, 88% look online for health information.
(Pew Research Center, 2012)
CRC Website Views

NUMBER OF VIEWS vs. YEAR

- Page Views
- Unique Users

NUMBER OF VIEWS: 5389, 8493, 18399, 29233, 29400, 42740

0 5000 10000 15000 20000 25000 30000 35000 40000 45000

CRC Website

Respite Locator Providers
• August 2014: 250 providers
• March 2019: 1,145 events, providers and resources

Expanding content and resources available

ColoradoRespiteCoalition.org vs. coloradorespitecoalition.org
E-Newsletter

• Started in 2012
• Free on MailChimp, user-friendly
• Frequency and content
• Providers, family caregivers, community partners
• Goals: Divide to provider and family newsletters, make newsletter sign up option more visible on website, diversity of content
E-NEWSLETTER MEMBERSHIP GROWTH

Number of Subscribers vs. Year

- 2012: 130
- 2013: 186
- 2014: 235
- 2015: 260
- 2016: 322
- 2017: 460
- 2018: 712
- 2019: 782
Social Media Value

• 239 million Facebook users in the USA
• 47% of Facebook users only access on mobile devices
• 85% of Facebook users watch videos with sound off
• More than half of all Americans in every age group, with the exception of 65 and older, have Facebook
• 4 in 10 people 65 and older use Facebook
• 75% of Facebook users check daily, average of 8 times per day

(Hootsuite, 2018)
Social Media

• 2015 hired consultant, now internally managed
  • Facebook (881) and Twitter (369)
• Posting events, information and resources
• Hootsuite for scheduling
• Post daily or weekly
• Partnerships with other agencies
  • Facebook live events
• Reaching caregivers where they are
• Advertisements – an unexpected success ($1.72 average CPC)
<table>
<thead>
<tr>
<th>Ad Creative</th>
<th>Delivery</th>
<th>Results</th>
<th>Reach</th>
<th>Impressions</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Colorado Respite Coalition</td>
<td>Supporting Caregivers Across...**</td>
<td>Not Delivering Unique Ad Creative</td>
<td>2,040</td>
<td>28,865</td>
<td>39,228</td>
<td>$0.07 Estimated Ad Recall</td>
</tr>
<tr>
<td><strong>RESpite Funds Available! CRC is excited to announce a re...</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>246</td>
<td>3,553</td>
<td>7,594</td>
<td>$0.81 Post Engagement</td>
<td>$150.00</td>
</tr>
<tr>
<td>**Family Respite Vouchers</td>
<td>Colorado Respite Care Program**</td>
<td>Not Delivering Unique Ad Creative</td>
<td>50,617</td>
<td>50,617</td>
<td>56,239</td>
<td>$2.95 Reach</td>
</tr>
<tr>
<td><strong>Caregivers: What training do you need? Providers: What training...</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>448</td>
<td>1,846</td>
<td>2,423</td>
<td>$0.33 Post Engagement</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Caregiver Cloud Trainings</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>25,330</td>
<td>25,330</td>
<td>56,666</td>
<td>$5.92 Reach</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Stress Busting Program for Family Caregivers</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>4,522</td>
<td>4,522</td>
<td>19,867</td>
<td>$16.59 Reach</td>
<td>$75.00</td>
</tr>
<tr>
<td><strong>Stress Busting Program for Family Caregivers</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>9,154</td>
<td>9,154</td>
<td>22,421</td>
<td>$5.19 Reach</td>
<td>$75.00</td>
</tr>
<tr>
<td><strong>Statewide Colorado Respite Coalition Meeting</strong></td>
<td>Not Delivering Unique Ad Creative</td>
<td>7</td>
<td>241</td>
<td>388</td>
<td>$1.20 Event Response</td>
<td>$80.40</td>
</tr>
</tbody>
</table>
Social Media Advertisement Tips

• Determine objective and audience (targeting)
  • Photo, video, carousel, slideshow, collection, link click, boosted
• Ad goals: increase awareness, likes, call to action, sales, etc.
• Choose where to place ad
• Create ad image: colorful, little text, image size and quality
• Budget: daily or lifetime
• Be careful with assumptions and language
• Very effective!
Videos

• Original PSA video
  • Quickly outdated, cost more in the long run
  • https://www.youtube.com/watch?v=Ft4avSySxoM

• Provider video – animated (1:30 rule)
  • Found through another nonprofit
  • Value and impact
  • Longevity, inclusivity, consumer-friendly
  • https://www.youtube.com/watch?v=a63_ULZbWFk
Materials

- Brochure
- Brochure inserts
- Infographics
- Postcards (National Family Caregiver Month)
- Wish Lists
- Pens, Magnets, Stress Balls
- Caregiver Wellness Toolkit
- Navigating Respite Guide
Respite Navigation Guide

- Community grant
- Content
- Collaborating with partners built network
- Developed lists of primary partners: CCB, AAA, ADRC, etc.
- Hard copy and online
- Internal graphic design (intern, student, templates) and resources
- Staff commitment and time
4 WHAT IS RESPITE CARE?
5 What is Respite Care?
6 Who is a Family Caregiver?
7 Benefits of Respite Care
8 Types of Respite Care

10 FUNDING FOR RESPITE CARE
13 1.3 Aging and Disability Resources for Colorado (ADRC)
14 1.4 Area Agency on Aging (AAA)
15 1.6 Children and Youth Mental Health Treatment Act (CYMHTA)
16 1.7 Colorado Crisis Services
17 1.8 Community Centered Board (CCB)
18 1.9 Eastern Colorado (ESC) / Colorado Respite Coalition (CRC)
19 2.2 Foster Care, Adoption & Guardianship
20 2.4 Long-Term Care (LTC) Insurance
21 2.5 Medicaid Home and Community-Based Services (HCBS) Waivers
22 2.6 Medicare
23 2.7 Program of All-Inclusive Care for the Elderly (PACE)
24 2.8 U.S. Armed Forces
25 2.9 U.S. Department of Veterans Affairs (VA)
26 2.10 Woodward Respite Care Fund

46 COMPENSATION FOR CAREGIVING
48 An Overview of Getting Paid for Providing Care
49 Who Pays the Caregiver
53 Family Caregiver
56 Family Member as a Certified Nursing Assistant (CNA)
58 In-Home Support Services (IHSS) Attendant
60 Pediatric Personal Care
62 Consumer Directed Attendant Support Services (CDASS)
63 Veteran Directed Home and Community-Based Services (VDHCBS)
65 Program of Comprehensive Assistance for Family Caregivers

70 BECOMING A RESPITE PROVIDER
73 Working for a Respite Care Agency
74 Working as an Independent Respite Provider
75 Train to Be a Respite Provider

76 RESOURCES
76 76.1 Regional and Statewide Resources
77 76.2 Finding Respite
78 76.3 Glossary
79 76.4 Questions and Feedback
Respite Navigation Guide

Impact
• 250 printed copies, also available online
• 957 Guide CRC webpage views, 423 downloads
• 676 reads on Issuu and 3,695 impressions

Response
• 100% increased awareness of funding streams to access respite care
• 98% satisfied with information in guide

Time Commitment
• 185 project coordinator hours
• 256 graphic design hours
CO Caregiver Awareness Campaign

• **Goals:** Help caregivers self-identify & access available community resources

• **Call to action:** Visit [ColoradoCaregiving.org](http://ColoradoCaregiving.org) and/or call ADRC
CO Caregiver Awareness Campaign

• Campaign creative development process:
  • Research around existing ads, messaging, target caregiver population
  • Initial media concepts developed
CO Caregiver Awareness Campaign

• Two focus groups
  • Public and private sector professionals within the caregiving field
  • Diverse group of family caregivers

• Principal Themes
  • Lack of time, a feeling that they should be able to ‘do it all’, and public misunderstanding restrict caregivers from asking for help
  • Caregivers feel isolated and do not know where to look for resources. Often when they ask, help is not available
  • Images should strike a balance between looking realistic (not overly happy), and not portraying disability in a negative light
  • Where to seek resources (telephone and website) should be emphasized
CO Caregiver Awareness Campaign – Pilot

• Highly successful pilot in 2018 in Mesa and Boulder counties
• 6 week campaign in July and August 2018
• Digital media, posters and postcards circulated by partners

• Results
  • CTR of .20% (2-4 times the average)
  • 4X increase in general website traffic (8,000 new website users)
CO Caregiver Awareness Campaign – Statewide

• Statewide campaign launched Feb 1st
• Will utilize four best performing ads from pilot, plus additional campaign media and materials
  • TV, radio, digital (display + social media), print, postcards, bookmarks, posters, earned media
  • Spanish: TV, radio, postcards, posters

• https://www.youtube.com/watch?v=fpUKVdV0w2w
• https://www.youtube.com/watch?v=bXNDJ18RN-k
Tu cuidado puede ser **super**, pero solo eres **humano**.

ColoradoCaregiving.org
1-844-265-2372

Your care may be **super**, but you’re only **human**.

ColoradoCaregiving.org | 1-844-265-2372
Tu cuidado puede ser **super**, pero solo eres **humano**.

ColoradoCaregiving.org
1-844-265-2372

Are you or someone you know **caring for a loved one**?

Find **resources** for family caregivers of people of all ages with any special health care needs.

¿Eres tu o alguien quien conozcas **cuidar a un ser querido**?

Encuentra **recursos** para cuidadores familiares para personas de todas las edades con necesidades especiales.
CO Caregiver Awareness Campaign: Partnerships + Earned Media

- Donated airtime by Comcast
- Denver County public libraries
- CVS counters across Colorado
- Colorado Broadcasters Association
- Printed, electronic and Spanish toolkits distributed across state
- Utilizing caregiver stories to leverage earned media and PR coverage in small outlets across the state
Community Partnerships

- CVS pharmacies
- Local libraries
- Let’s Talk campaign
- Interviews, radio shows and 9News
- Colorado Department of Human Services and hospital lobby display advertisements
- Share info with partners to include in newsletters, mailings, etc.
- Sharing one voice – not competing against the noise
- Leverage your resources and use them wisely
Value of a Broader Campaign

• More impact – one collective voice
• Build partnerships by sharing resources
• Increase overall community awareness (and brand awareness)
• Take advantage of growing national caregiving conversations
• Find other campaigns in your area
  • No need to reinvent the wheel!
Other CRC Outreach

• Staff serve on multiple local advisory committee and provide regular updates

• Regional respite coalitions (managed by CRC)

• Faith community partnerships growing in 2018 and 2019

• When working with other groups, understand and use their language
  • Faith conference 2018 – benefitted from having local church help with outreach and language
Sustainable Outreach

• Brochure and insert
• Put contact info that won’t change (i.e. no emails, physical address)
• Inclusive and representative
• Keeping it general and intentional
• Blank postcard
• Going digital
• Partnerships and regional coalitions: Rural newspaper advertisement group
Cheap, Fast & Efficient Strategies

• Eventbrite
• HootSuite
• Facebook advertisements
• Custom links: bit.ly
• Caregiver call line at x8
• Consider an intern or a capstone project to build outreach efforts
• Use your networks!
Lessons Learned

- Balancing outreach with demand
  - Always having something to give
- Staff capacity – new phone system in 2018
- Tracking outreach data – “referred by/heard about where”
- Eventually people will start coming to you but it takes time and nurturing
- Get outside of metro areas – go in person when possible
Summary

- Clear calls to action
- Adjust and change
- Making it sustainable
- Use your networks
- Investment is worth it
- Utilize a variety of methods for outreach
- Review efficiency of method and adjust
Questions?

• What does your current outreach look like?

• How do you want to improve?

• What barriers do you face in growing your outreach?

• What innovative outreach strategy will you try?
Colorado Respite Coalition

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www.ColoradoRespiteCoalition.org
www.ColoradoCaregiving.org

Respite care for you = better care for your loved one