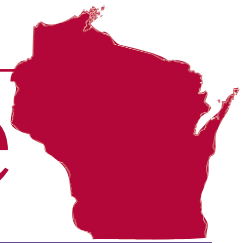




# Outreach Update



Providing information, assistance, respite, support and education to Wisconsin's family caregivers.

## Wisconsin Family Caregiver Support Program

This newsletter is intended to provide information to Wisconsin Family Caregiver Support Program (FCSP) and aging network staff and others with an interest in, or responsibility for, assisting and supporting family caregivers.

*Wisconsin Family Caregiver Support Program Outreach Update* is sponsored by the Wisconsin Association of Area Agencies on Aging (W4A).

## And the survey says . . .

### Results from the statewide survey of NFCSP staff provide direction for new outreach efforts

In June 2008, aging office and ADRC directors in each of Wisconsin's counties and tribes were surveyed to determine the status of their marketing and outreach efforts to caregivers, their capacity for enhancing those efforts, and their future needs for marketing and outreach to improve service to caregivers. In total, 69 counties and tribes responded to the survey which was conducted by the NFCSP Marketing and Outreach Committee of the Wisconsin Association of Area Agencies on Aging with the support of Wisconsin's Bureau of Aging and Disability Resources.

**What we learned:** While the level of marketing and outreach activity to caregivers varies widely across the state, there is a strong interest in finding ways to increase and improve outreach efforts. A large majority (80%) of counties and tribes have a marketing plan in place to reach caregivers, but almost 60% indicated that they either have no specific budget line for caregiver outreach spending or spend \$500 or less on caregiver outreach annually. Nearly 60% spend five or fewer hours per month on caregiver outreach, while 25% spend ten hours or more monthly.

But while capacities for outreach vary, opinions about the kinds of assistance that would be beneficial were consistent: articles; print, web and radio ads; displays/materials for fairs, etc; and technical assistance were identified as resources that counties and tribes would like to have available.

When asked to identify the biggest barriers to caregiver outreach, respondents over-

### Media activities planned for November – National Family Caregiver Month

To promote family caregiver resources, the NFCSP Marketing & Outreach committee will launch a media campaign during the month of November. The campaign will consist of 1) issuing press releases to media outlets statewide, and 2) acquiring TV and radio interviews. We may also run radio spots on the Ideas Network of Wisconsin Public Radio.

We may contact NFCSP staff to participate in media opportunities that arise in their area. Aging unit and ADRC directors will receive advance copies of all press information prior to its release to the media.

If you have questions, have ideas, or want more information, contact your AAA staff or Kris Krasnowski at [KrisKrasnowski@charter.net](mailto:KrisKrasnowski@charter.net).

whelmingly indicated that the inability of caregivers to identify themselves as such or an aversion to seeking assistance were primary reasons they didn't access services. Additionally, lack of funding and staff were major barriers to outreach efforts.

Respondents indicated that word-of-mouth outreach was their most successful means of reaching family caregivers. News articles, working with professionals, group presentations and one-on-one outreach were also identified as successful means of outreach.

**Next steps:** A sub-committee of the NFCSP Marketing and Outreach committee is convening to discuss the structure and contents of a Marketing & Outreach Tool Kit for reaching family caregivers with ready-to-use and/or customizable materials for counties and tribes to use in their own outreach efforts. The tool kit will be designed to meet the needs expressed by survey respondents along with new ideas for reaching out to family caregivers.

For more information about the survey or the activities of the NFCSP Marketing and Outreach Committee, contact your Area Agency on Aging staff or Kris Krasnowski, consultant to the committee, at [KrisKrasnowski@charter.net](mailto:KrisKrasnowski@charter.net).

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## Wisconsin Family Caregiver Support Program (FCSP) Outreach Resources

The following resources have been developed to help promote the Family Caregiver Support Programs throughout Wisconsin.

**Toll-free phone number: (866) 843-9810**

**What callers can expect:** Trained resource specialists will provide information and/or refer caregivers to the FCSP in their county or tribe.

**Website: [www.wisconsincaregiver.org](http://www.wisconsincaregiver.org)**

**What visitors can expect:**

- ◆ Contact information for every county and tribal FCSP in Wisconsin.
- ◆ A listing of local, state, and national caregiver resources and websites.
- ◆ A listing of upcoming caregiver events and other news important for caregivers.
- ◆ A listing of, and access to, outreach materials for professionals supporting family caregivers including articles, brochures, and display ads. These materials are downloadable and some may be customized to your county or tribe.

### Brochures, articles, ads

Customizable brochures, articles, and ads are available for use by county and tribal FCSP staff. To find any of the above resources, go to [www.wisconsincaregiver.org](http://www.wisconsincaregiver.org) and click on **Provider Page**. To customize the resources to your county or tribe, contact Kris Krasnowski at [KrisKrasnowski@charter.net](mailto:KrisKrasnowski@charter.net).

## Calendar of Upcoming Caregiver Events

### Family Caregivers ... Asking the Right Questions, Planning for the Future

**Presenters:** *Kristy Bradish and Betsy Abramson*

These sessions are designed for staff who work with family caregivers to: 1) learn new ways to interact and communicate effectively, and 2) develop tools to lessen the financial, physical and emotional impact of family caregiving. Trainings run from 8:30 a.m. to 4:00 p.m.

**Dates**                      **Location**

**October 28**                  Madison area—Fitchburg Comm. Cntr.

**October 29**                  Pewaukee—Waukesha Co. Tech. College

To learn more or to get registration information for these and the other events listed below, go to [www.wisconsincaregiver.org](http://www.wisconsincaregiver.org) and click on **News & Events**.

### Caregiving in the Workplace

Oct. 28, 2008 – Royal Credit Union Corporate Center, Eau Claire      (715) 839-4750

### Dementia and Caregiving

Nov. 1, 2008 – Shawano High School, Shawano  
(715) 526-3194 x.4002.

### Caring for the Caregiver: Rafting the Burnout Rapids

Nov. 1, 2008 – Milwaukee School of Engineering  
(414) 220-8600

### Communicating Effectively with Healthcare Professionals

1:00 p.m. Nov 6 and 13, 2008 – TeleClass  
(800) 896-3650

### Keeping Your Noggins Nimble

Nov. 5, 2008 – Best Western, Marinette, WI  
(715) 854-7453

### Preparing to Care – Getting Your Ducks in a Row

Nov. 10, 2008 – Peace Lutheran Church, Eau Claire  
(715) 839-4735 or (888) 338-4636

### Caregiving: A Balancing Act

Nov. 11, 2008 – Madison, WI      (608) 261-9930

To have your caregiver training or event listed on our event calendar, please send information to [wisconsincaregiver@interfaithmilw.org](mailto:wisconsincaregiver@interfaithmilw.org).

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**Link Up!** - Help caregivers find the services and resources they need by providing a link on your website to the Wisconsin Family Caregiver Support Program website. The website address is:

**[www.wisconsincaregiver.org](http://www.wisconsincaregiver.org)**