ARCH Ad Hoc Messaging Workgroup: Addressing the Question...

When it comes to respite marketing campaigns, do states desire a unified message or are individualized campaigns the preferred strategy?
Presentation Roadmap:

- Briefly review national caregiver campaign themes
- Briefly review current respite messages in a few states
- Review ARCH Respite Messaging Workgroup Ideas
- Discuss feasibility/interest in a national respite marketing campaign
- Feedback on respite messages
- Bonus material if time allows – sneak peek at state respite videos
For purposes of this discussion, a national respite marketing campaign...

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<td>- a unified message that the general public can associate with respite and increase their understanding of it</td>
<td>- a brand or image for each state’s respite coalition or lifespan respite program</td>
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<td>- a means to direct the public to a resource center</td>
<td>- a multimillion dollar campaign orchestrated at the national level</td>
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| - a potential opportunity to collaborate with the business community  
  ◦ to increase dissemination of info.  
  ◦ for possible funding support  
  ◦ to help cultivate a culture that is open to new employer engagement initiatives |                                                                                           |
| - consistent materials that are available for states to share if wanted for usage |                                                                                           |
Previous national campaigns designed to support caregivers have included a focus on increasing caregiver self-identification...

...to address the challenge:

people who don’t realize they are caregivers don’t seek support.
Announcement portrays frustration of caregivers to raise awareness of the impact of family caregiving and to point overwhelmed families toward resources that may ease the strain.

AARP and Ad Council – August 2012
The Amherst H. Wilder Foundation’s Caregiver Campaign: to raise caregiver self-awareness and increase access to caregiver supports.
We've started a new campaign to celebrate caregivers for always coming to the rescue when we need them. The truth is, the real heroes among us don’t wear capes. Instead, they serve the people most in need. We hope you'll join us in our No Cape Campaign to give caregivers the much needed (and long overdue) attention and admiration they deserve!

www.homehero.org
CAREGIVERS NEED CARE TOO.
You’re there for Mom. We’re here for you.

aarp.org/caregiving
What respite messages are states currently using?
Respite for you = better care for your loved one

COLORADO RESPITE COALITION
www.coloradorespitecoalition.org

Respite Message Theme:
Respite for you = better care for your loved one
“I got my mother back.”

Respite Message Theme:

Get your life back, if only for a moment.

The Tennessee Respite Coalition provides resources that enable caregivers to reclaim a little piece of themselves and restore balance to their lives and relationships.
Respite Message Theme:

Take Time Texas challenges caregivers to take some time for themselves and reach for information, support and assistance.
Respite Message Theme:
Give Caregivers A Hand

Caregiver Advocates Volunteers
Toll-Free: 1-888-737-7494

Arizona Caregiver Coalition
Asking for HELP is a sign of strength.

Protecting and supporting families...
CRISIS CARE
RELAX RECHARGE RELIEF
RESPITE TO THE RESCUE!

This message is brought to you by the ARCH National Resource Center and the Crisis Nursery or Respite Care provider in your community.

www.archrespite.org
Lessons shared in 2011 from the North Carolina Respite Coalition’s Advisory Group for Respite Messaging:

✓ Target audience didn’t care for the “Do you need a break?” theme because “to caregivers, the idea of needing a break to get away from it all might imply they are not doing a good job.”

✓ It is important to consider how the message makes one feel...more younger, more beautiful, or more popular with my family.

✓ The danger of putting pictures on advertisements is it defines who you are targeting and a lot of people then feel it doesn’t apply to them.
Lessons learned in 2013 from the Benjamin Rose Institute on Aging in Cleveland, Ohio

- Develop materials in a language that is understandable for caregivers, providers, legislators, the general public and medical and allied health professionals.
- Include in materials information about the value of family caregivers and the hours they devote to caregiving.
- Use the term “day care” instead of “respite” and shift marketing terminology away from “caregiver.”
Workgroup Goals:

1. Craft a high level, simple message that educates about the importance of respite and is targeted to a broad audience

2. Develop strategies for disseminating the message with capability for states to adapt and use locally

3. Explore funding opportunities for developing, evaluating, and disseminating the message

Workgroup Ideas...Where do we go from here?
Workgroup Suggestion: Clever Videography

Imagine someone looking very stressed in the first three seconds, merging it into a relaxing venue...

Imagine a caregiver witnessing an individual with a vacant look on his/her face spilling something liquid on the floor, following by the caregiver jumping into that spill that suddenly becomes a bubble bath...
Workgroup Suggestion: Mirror Theme
to emphasize caregiving is a condition of the human experience

Caregiving in the mirror may be closer than it appears
Workgroup Suggestion:

Address the challenge of building empathy and understanding for what caregivers do...

Emphasize Time Devoted to Caregiving

Massachusetts CARE Conference

(Connecting & Advocating Respite for Everyone)
What is respite?

Workgroup Suggestion:

Jay Leno scenario where random people are asked “What is respite?”. This provides an opportunity to give insight into who is a caregiver and why/how they need respite.
RESPITE: The Rest is Best!
RESPITE: Building Healthy Families
RESPITE: C.A.R.E. – Connecting & Advocating Respite for Everyone
RESPITE: The Space In Between
RESPITE: Time to Recharge (battery logo)
Respite Arms Families with the Right Tools
Respite is “Respirit” – it rejuvenates the soul
Respite Fuels Families (fuel gauge logo)
Of the aforementioned respite themes, the one with the most affirmative discussion amongst the workgroup participants was:

“Respite Fuels Families”

- Message has applicability with multiple audiences
- Message has flexibility to engage multiple partners
- Message can emphasize importance of respite to the care recipient and the caregiver
Running on Empty?
Respite Fuels Families

If you care for the needs of a loved one who is aging, disabled, or living with chronic conditions, help is available at:

www.fuelingfamilies.com
REFRESH...REFUEL
Is your state interested in a unified respite message? Would it complement or complicate your current marketing strategy?
Pros & cons of a national respite marketing message

Feedback on “Respite Fuels Families” message

What respite messages have you heard that have catchy appeal?

What lessons have you learned from marketing efforts in your state?
“Having a vested interest in other souls unconditionally creates a ripple effect that produces miracles in the lives of those around us.”

Molly Friedenfeld