

Central Service Area Respite Program

Marketing Communications Plan FY2017

Our Mission:

Central Service Area is to build collaboration across relevant state agencies, community helping organization and partners, and networks to find solutions to better serve families and community in the Central Service Area.

Purpose:

The purpose of the Central Service Area is the following:

- Promote communication of service area data, opportunities , network and services
- Organize regional evaluation
- Share training information and increase respite resource awareness
- Collaborate with community agencies/partners in resourceful planning
- Make assessment regional needs and outcomes
- Prioritize and address service area needs rapport

Objectives:

1. Create an email spreadsheet of provider, caregivers, partners to email respite information or a newsletter.
2. Create a social media presence through launching The Nebraska Respite Network Facebook page.
3. Advertise quarterly in local newspapers in the Central Service Area with Respite information
4. Run respite commercial on local radio station and television
5. Place advertisement of video on Facebook page
6. Partner with local community organizations (leaders) to recruit for Central Service Area and to be spokesperson for lifespan.
7. Participate in health fair activities and community activities.
8. Central Nebraska Community staff, Respite Advisory members, local community partners will share information on respite as the opportunity arises.
9. Nebraska Respite Network brochures will include a tagline “ We Care for Those Who Care for Others”

Creative Strategy:

“We Care for Those Who Care for Others” will be included as a tagline to help describe respite in future marketing strategies.

Media Strategy:

Marketing/Outreach:

- Place quarterly ads in local newspapers, school newspapers (Annual Book) and other outlets.
- Place respite poster in local businesses
- Run respite commercial on local radio stations
- Word of mouth advertising with local network partners, community agencies, and others.

Web-Based Strategy:

- Maintain website with latest event updates, photos and other new materials
- Facebook page to be utilized to post articles on providing respite information, caregiving, and other respite events.
- Place respite video information on Facebook
- Interview caregivers and providers on the benefits of respite to use on Facebook

Other Outreach:

- Utilize table cloth “The Nebraska Respite Network” banner at health fairs and other public events.
- Future brochures will include tagline to help identify what respite is, “We Care for Those Who Care for Others”
- Presentation to groups will be conducted as requested
- Outcome results to be entered in eLifespan Respite System.

Direct Marketing:

- Facebook page will be constantly updated with social media information of respite, and messages.
- Visit local businesses and chamber of commerce agencies to provide respite information
- Share respite information with local network agencies, community, and others.

Events:

Events to raise respite awareness

- Day of Caring,-April 2016
- Project Homeless-October 2016
- Kearney Fall Craft Show-October 2016
- South Central Town Hall Caregivers Coalition-November 2016
- Gateway Farm Expo, Kearney, NE-November 2016
- Health Fairs 2016
- Visit Senior Centers

Quarterly Task List

Quarter 1

- Attend health fairs with “The Nebraska Respite Network” logo
- Presentation engagements
- Newspaper articles in local newspapers
- Caregivers email spreadsheet
- Providers email spreadsheet
- Visit local businesses or chamber to provide respite information

Quarter 2

- Place newspaper article in local newspaper
- Presentation engagements
- Respite radio ads
- Email respite newsletter
- Visit local businesses or chamber to provide respite information

Quarter 3

- Newspaper article in local newspaper
- Attend health fairs with “ The Nebraska Respite Network” logo
- Presentation engagements
- Email respite newsletter
- Visit local businesses or chamber to provide respite information

Quarter 4

- Create a Facebook Page
- Newspaper article in local newspaper
- Participate in joint community activities sponsored by local community partners
- Post respite information on Facebook Page

Continuously

- Update Facebook Page
- Respite newspaper article in local newspaper
- Presentations at various businesses and groups
- Attend health fairs
- Attend community outreach activities