

Northern Service Area Respite Program

Marketing Communication Plan 2016-2017

Our Mission:

Increase awareness across the northern service area in regards to available programs and funding for respite, while partnering with federal, state and local agencies to address barriers to family caregivers so we can better serve families and communities.

Purpose:

The Purpose of the Northern Service Area includes:

- ✓ Promote communication thru media
- ✓ Share training information and increase respite resource awareness
- ✓ Collaborate with community agency/partners for more current resourceful planning
- ✓ Assess community needs and outcomes
- ✓ Prioritize and address service area needs to better serve our families

Objectives:

- ✓ Provide information via Newsletter regarding trainings and events in the area
- ✓ Weekly updates to the North Central Nebraska Lifespan Respite Network page.
- ✓ Promote thru News Release to local radio and television
- ✓ Provide to local business the importance of respite to their employees
- ✓ Participate in health fairs activities and community activities
- ✓ Offer to and train community members on the importance of respite to their families and community
- ✓ Update brochure translation pieces and create new as populations change across the northern region
- ✓ Build strong relationships with our providers and caregivers

Creative Strategy:

- ✓ Be a strong community presence

Media Strategy:

Marketing/Outreach:

- ✓ Place respite brochures and fliers in local business waiting rooms
- ✓ Run respite news releases on local media
- ✓ Word of mouth advertising with local network partners, community agencies, and others.

Web-Based Strategy:

- ✓ Maintain weekly event updates and photos on Facebook
- ✓ Place respite video information on Facebook
- ✓ Interview caregivers and providers on the benefits of respite to use on Facebook
- ✓ Direct people to the NRRS website <https://nrrs.ne.gov/respitesearch/>

Other Outreach:

- ✓ Presentation to groups will be conducted
- ✓ Document outreach results via eLifespan

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:

- ✓ NE State Fair – September 2017
- ✓ PATCH Health Fair-September 2017
- ✓ Aging with Grace-September 2017
- ✓ Holy Cow What Now Conference-November 2017
- ✓ County Fairs – August to September 2017

Quarterly Task List

Quarter 1 (July, August, September)

- ❖ Attend NE State Fair event
- ❖ Presentation engagements
- ❖ Newsletter
- ❖ Visit Libraries to provide respite information

Quarter 2 (October, November, December)

- ❖ Facebook video
- ❖ Presentation engagements
- ❖ Newsletter/Spanish section
- ❖ Visit Senior Centers to provide respite information

Quarter 3 (January, February, March)

- ❖ Engage with Jackie Meyer for training
- ❖ Presentation engagements
- ❖ Newsletter
- ❖ Visit School Counselors to provide respite information

Quarter 4

- ❖ Create a Facebook page
- ❖ Newspaper article in local newspaper
- ❖ Participate with ELVHD for REST training
- ❖ Post Community efforts on Facebook page

Continuously

- ❖ Update Facebook page
- ❖ Develop Newsletter articles
- ❖ Presentation at various businesses and groups
 - ❖ Attend health fairs
 - ❖ Attend community outreach activities
 - ❖ Reporting of activities