

Illinois Respite Coalition

Social Media: Creating a Lifespan Focus

- ❖ COVID-19 presented challenges to respite care
 - Recruitment, retention, and comfort receiving respite services
- ❖ IRC transformed social media presence to reflect what caregivers, providers and individuals with disabilities wanted to see
 - Content curated based on interactions, expressed needs
 - Commitment to constant refinement: meeting needs across the lifespan
 - Sharing and posting content from other providers and organizations
- ❖ Shift to completely virtual outreach
- ❖ Using social media to promote mindfulness and self care
- ❖ Partnering with organizations who ran programs that people in our state wanted to see
 - RCAW Respite Care Certificate Program, announced June 30
 - Garnered over 300 views in less than 12 hours overnight

Respite Care Certificate Program

COMING SOON! IN PARTNERSHIP WITH THE
RESPITE CARE ASSOCIATION OF WISCONSIN.
USE SURVEY BELOW

ILLINOIS RESPITE COALITION



YOU DESERVE A TRUSTED BREAK

HOW CAN WE HELP?

We provide in-home respite care to eligible families as well as information and referral services. In-home respite is a chance for caregivers to take a break knowing their loved one is in trained, capable hands.

WHAT IS THE ELIGIBILITY CRITERIA?

Individuals with a diagnosis of Autism, Cerebral Palsy, Epilepsy or an intellectual/ developmental disability are eligible for this program at no cost to the family. Our in-home program is funded through a DHS respite grant.

WHERE DO WE SERVE?

We serve over 20 counties and refer statewide. Call us to be linked with respite services in your area.

WHO CAN BE AN IRC RESPITE WORKER?

We can train a person of your choice as long as they are over 18 years old, and do not live in the family home. We can also help find someone for you. We pay over \$13.70 an hour for one child, rates increase based on the number of eligible children.



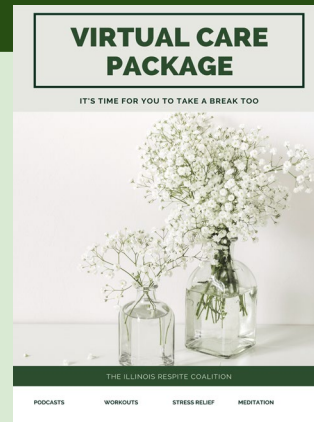
CONTACT US TODAY
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Email: irc.programassistant@gmail.com
Facebook: [@irrespite](https://www.facebook.com/@irrespite)



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Social Media & Website: Curated Content

- ❖ IRC began posting content and started using our Facebook page's analytics to determine the content that our audience wanted to see and reacted to
 - Ranged from inclusive workouts, to webinars, to mini - trainings
- ❖ Focus on Self Care & Care for the Caregiver
 - Saturday Motivational Graphics (consistently high interactions)
 - Virtual Care Package (resources posted on social media & website)
- ❖ Expanded website resources
 - Posted mental health crisis hotlines
 - Added more sections for older adult services
 - Updated resources that were shared on Facebook



THERE IS BEAUTY IN THE
JOURNEY.
WE WILL GET THERE
TOGETHER.



Illinois Respite Coalition

Virtual Outreach & Interactive Elements

- ❖ IRC created interactive elements on Facebook to bring positivity and engagement
 - Fall Rocks rock painting contest
 - Valentines sent to IL caregivers and families made in partnership with the Early Childhood Center in St. Charles, IL
- ❖ Virtual Outreach
 - Promoted statewide lifespan information and referral
 - Promoted in -home services
 - Each outreach received over 500+ views, and typically resulted in over 50 referrals across
 - Avg. over 400 lifespan calls per quarter



ILLINOIS RESPITE COALITION



DON'T SWEAT IT: WE HAVE RESPITE

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FALL ROCKS!

ENTER THE IRC COMPETITION & DECORATE A ROCK OF YOUR CHOICE IN A WAY THAT REPRESENTS FALL TO YOU! TO ENTER, DECORATE & TAKE A PICTURE OF THE ROCK, SUBMIT THE PICTURE BY EMAILING US (ILRESPITECOALITION@GMAIL.COM) OR TAGGING US ON FACEBOOK.

FOR THE SUBMISSION, INCLUDE FIRST NAME, AGE AND YOUR FAVORITE FALL ACTIVITY. ALL SUBMISSIONS WILL BE FEATURED ON OUR WEBSITE!

SUBMISSIONS WILL BE ACCEPTED BETWEEN NOW AND OCTOBER 24. THE TOP 10 ROCKS WILL BE CHOSEN BY IRC BOARD MEMBERS AND NOTIFIED THE DAY BEFORE HALLOWEEN

PRIZES INCLUDE: S'MORE PACKAGES, WALMART GIFT CARDS, MCDONALD'S GIFT CARDS, VISA GIFT CARDS, AND NEW CRAFT SUPPLIES!



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