

**AGING SERVICES COLLABORATIVE
PLANNING WORKSHOP ON CAREGIVERS SUPPORT
Work Plan Development Notes
1.28.09**

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ASC Work Group 1: CAREGIVER SUPPORT

Strategy 1 – Create a county-wide **infrastructure** to **enhance** caregiver communication and education (caregiver certification and standards), to provide information about changing caregiver needs, and to **raise awareness** of and **support for caregiver programs**

Strategy 2 – Develop a coordinated **media campaign** to **raise awareness** of the value of a caregiver, resources, duties, self care, etc. and to re-image and validate caregiving through the use of positive messaging

Strategy 3 – **Increase education, availability, affordability, and access to caregiver support information, respite services, and health and housing information**

Detailed List of Caregivers Support Strategy Accomplishments

Strategy 1: CREATE A CAREGIVER SUPPORT INFRASTRUCTURE

Current Reality	1st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - Fragmented network - Lack of awareness of services - ASC website exists - Some collaboration exists - Training methods are different among organizations - Capacity and advocacy of existing caregiver services is unknown - Size or make-up of target population is unknown 	<ul style="list-style-type: none"> - Inventory all county caregiver resources - Identify a centralized online location to calendar all caregiver opportunities (ASC website) - Create discussion group within aging friendly communities for professionals (agingfriendly.org) - Develop a user-friendly educational brochure about 	<ul style="list-style-type: none"> - Existence of accurate stats on #s and types of caregivers in SCC - Stats will be effectively used to educate policy makers, funders and the public (like a state of the union report) - An overall reduction in abuse/neglect as a result of caregiver information - Reduction in hospital and nursing home placement and

<ul style="list-style-type: none"> - Stanford and Family Caregiver Alliance has a curriculum for caregivers - Foothill has a 1-year Gero certificate program that's open to collaboration - Aging Friendly Community online resource offers conferences and education – some relevant to caregivers 	<p>how to recognize senior needs and how to identify, hire and work with professional providers</p> <ul style="list-style-type: none"> - Identify best practices and existing resources - Create an infrastructure to focus on specific goals (phone or in person meetings) - Have regular networking opportunities and sharing of best practices 	<p>recidivism</p> <ul style="list-style-type: none"> - Caregiver engagement and service usage exists - There will be an over-subscribed use of programs - There will be more focus on prevention versus crisis - People will know who to call and where to go for help - Existing literature is well disseminated - Professionals know on another and are networking - Referrals actually result in service connections
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Strategy 2: DEVELOP A MEDIA CAMPAIGN

Current Reality	1 st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - There is little awareness of prevention services for seniors - A caregiver brochure exists - Each organization does their own media - Organizational PSAs exist - Gail Steele – new advocate with a new book - Current media focuses on abuse/neglect, centenarians birthdays – no sense of urgency for aging populations - No stories shared about how to avoid burnout - Some coverage exists on prevention of Alzheimer's - AARP is launching an online Caregiver community - Media uses words like "old" and "senile" - Caregiver stories focus on bad situations - Little to no focus on caregiver success and pride - Little coverage of size and scope of caregiving 	<ul style="list-style-type: none"> - Distribution of caregiver directory of services - Identify a sponsor to allow for free distribution of caregiver directories - Pitch caregiver stories to multiple media agencies as a lead in to aging events and conferences - Develop a media plan with the assistance of existing media directors - Pitch media plan to the larger Aging Network so the message is consistent - Develop positive and effective messaging - Collect caregiver stories - Identify caregivers willing to tell/share their stories 	<ul style="list-style-type: none"> - Existence of positive newspaper reporting - Increased follow-through on referrals - Specialized services will be utilized to engage ethnic press - Increase the coverage of non-ethnic and ethnic media - ASC's use as a "one stop shop" is increased - Media recognizes that there is a large audience for caregiver articles - Awareness exists of the size of caregiver populations - A soap opera storyline on caregiving will be created - Prime time TV coverage on caregiving is established - More referrals from the medical community will occur - Caregiving will command respect - Establishment of an on-going position on caregivers in the County Medical Society

Strategy 3: INCREASE EDUCATION AND INFORMATION

Current Reality	1st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - Inadequate in-home 24-hour respite - Some training and support in SCC exists - ATT has a "language line" - Multitude of respite care options - In-home care managers are limited - A caregiver directory exists - A caregiver brochure exists - 211 in SCC operates 24-hours - Dementia family caregivers have a hotline available - Existing services are fragmented - Multiple points of access for diverse languages/cultures - Ethnic specific services exist - Lack of awareness of services - Affordability is a big problem - Seniors are falling through the cracks in the system 	<ul style="list-style-type: none"> - Explore tech industry partners to create a caregiving network - Research existing models of caregiving - Educate caregivers about the availability and cost of all services - Use organizational newsletters to promote what others are offering (cross-promote) - Add/include cross-links of all caregiver websites on web pages - Research possibility of an event for caregivers - Offer webinars to promote education - Research existing options for attracting caregivers - Provide an economic incentive to participate in caregiving 	<ul style="list-style-type: none"> - Caregiver's hotline available 24/7 - Legislation passed to fund respite and family caregiver services - A coordinated network of help lines is available so that cross referrals are painless - Adequate language capability is addressed - Translation services on help lines and for service provision is available - Different languages on the help line recording are offered - There is a reduction in the number and cost for seniors placed in SNFs for maintenance - More funding is available for in-home maintenance - A network of system navigators (volunteers or paid a modest wage) are available for support and guidance

Overall Successes

1. Overall prevention of elder abuse, neglect, fraud, etc.
2. Doctors are informed and able to educate
3. A "one-stop shop" network is well known
4. Individuals freely self-identify themselves as caregivers
5. The existence of a centralized information network
6. There will be ample training for caregivers
7. Everyone in SCC knows where to go for training, respite, and emotional support
8. The existence of a training curriculum for caregivers
9. Ample commitment from funders
10. Caregivers are more involved
11. Caregiver standards and licensing are in place
12. Systems exist for recognition and support of stress in caregiver situations

Parking Lot Issues

1. We need to differentiate between professional caregivers and family caregivers and create separate “tracks”