Employer Outreach Informational Call

August 22, 2019 @ 1:00 pm

* **Introduction:**

3 types of employer outreach:

1. Dementia Friendly training/education
2. Education to employers about caregiving and ways to support employees who are caregivers
3. Education to employees about caregiving issues and where to find support

* **Examples of successful outreach/education to employers**

**Washington –** They keep an email list of caregivers and send information regularly. They have their I & A ask if they would like to be included in the list and also get names from coalition members, classes, etc.

**Eau Claire –** Theyhave reached out to Society for Human Resource Management (SHRM) which is made up of human resource professionals. They have monthly meetings and an annual conference that Lisa has given presentations to. Not all areas have this, but you can check here to see if yours does: <http://wishrm.org/Chapters>

They also connect with the Chamber of Commerce where you can share events in person and also via large email list (4,000). It’s a great way to publicize events, etc.

They have done employee outreach by doing brown bag luncheons at different businesses such as clinics, insurance agencies, county employees, etc.

**Brown –** They also dooutreach with Human Resource managers and regularly give caregiving presentations to various employers.

They are working on using a Caregiver Survey from UW Extension to get a snapshot of number of caregivers and the kinds of support they need. Some challenges in doing this. So far, two employers have completed the survey and several interested. It is coordinated with UW Extension so takes about 8 weeks. After the survey has been completed, ADRC staff goes over results with employer and then show what ADRC can offer (PTC, caregiving resources, etc.).

Their CG Coalition also actively shares and distributes information and they are connected with the Chamber of Conference and SHRM. They will have a booth at the SHRM State Conference will be presenting the survey to attending employers then follow up after conference. Find survey here: <https://articles.extension.org/pages/27975/employed-family-caregiver-survey>

**Walworth** – They send out packets with information about the ADRC, EBS, DBS to all employers in county as well as a list of Medicare workshops being offered. Great way to connect with employers.

**Jefferson** – They participate in an outreach event for Ball Canning (large employer in the area) which takes place over 2 evenings in a row. They offer lots of information to caregivers at the event. Initially they reached out to the employer which is how they have gotten involved with this event. The company gives employees time off to attend.

* **Tools to help educate employers –** WFACSA is working on creating an Employer Outreach Toolkit that would contain samples and templates of PowerPoints, an Issue Paper and other handouts useful for talking to employers. If anyone has items to share or requests of things to add to the toolkit, please send to Jane Mahoney. Currently you can find the Issue Paper and Employer Survey Summary (done by WFACSA of Wisconsin employers) on the [GWAAR website.](https://gwaar.org/family-caregiver-support-for-professionals)
* **Other comments/thoughts**

Suggestion to refer to the Dementia toolkit which has a section on employer outreach: <https://www.dhs.wisconsin.gov/dementia/employers.htm>

If you are a Powerful Tools for Caregivers leader, the Stress Management workshop is a good presentation for a lunch and learn. The content of presentations for lunch and learn doesn’t have to be caregiving specific but focus more on other aspects caregivers face. Might draw more people if “caregiving” isn’t the title.

If you connect with an agency/system that is regionalized or statewide, that can be an opening to sister organizations across the state.

* Library system is eager to work with ADRC in various areas
* Jane will be doing a presentation at UW-Stout
* Pay attention to partners in your coalitions and *their* employees – start close to home

Lynn – When approaching employers be sure to explain why an employer should care about this issue – the WFACSA Issue Paper is useful for this

Lisa – When contacting an HR their response was “we don’t need anything, we have EAP” How to respond to that?

* Kathy – ADRC is different than EAP because we have access to funding
* Some people aren’t comfortable using their EAP so this would be an anonymous resource

Peggy - partnered with EAP for conference. Real Living is the company who provides EAP services in the Chippewa Valley. Find out who employers contract with for their EAP service. EAP and ADRC should be working together as ADRC can fill in gaps for EAP.

Shirley – They had an EAP agency contact them to do a lunch and learn about caregiving

Kathy – They also offer to help caregivers craft language for them to talk to employers about balance in a way that is understood by employer, “How to talk to your employer about your caregiver needs.”

Tonya – They approached SHRM about presenting to them but were told unless it was presentation that offered CEUs they weren’t interested. Alz Assoc is currently working with tech school to provide CEUs for their conference. This might be a good way to interest SHRM in your presentations.

They are also going to Century Insurance (large employer in Point) in October. They got in the door by volunteering to have a booth at an employee wellness day, then offered to do this presentation.

They also connected with the local church “deanery” and have presented to that group. They have a lot of connection to caregivers.

**\*If you have any handouts, presentations, ideas, etc. that you are willing to share about doing outreach to employers, please send them to Jane.**

**\*If you are interested in helping WFACSA compile the Employer Outreach Toolkit, let Jane or Lynn Gall know.**