Notes from Statewide Brainstorming Call held 5/11/2021 - [Click here for recording](https://zoom.us/rec/share/wCcmOlKpnJPpNxC2ULAYE81OateULW3DN1a76DGlCjNZFG2V-drT72VDQxQ1kS7A.fW9jQjclAzXz9BWo?startTime=1620756952000)

**Marketing** to extend the reach of the funds to new families

* Focus marketing to grandparents/relative caregivers – can enroll people who are receiving Kinship but they do not have to be on any county program
* Angie: Kinship program partnership have been helping some of the grandparents.
* Amy Rein: Checked in with their kinship coordinator and there weren’t a lot of families, but what about reaching out to schools and guidance counselors who may know about grandparents or relative caregivers not currently in the county system?
* Teri in Brown County: have connected with schools, boys and girls programs and YMCAs to reach out to them.
* There is a NFCSP-Relative Caregiver Fact Sheet that could be handed out to schools for backpacks or school newsletter. *This will be made into a customizable handout.*
* Connect with head start programs
* Include churches/faith communities in your outreach and marketing – newsletters, bulletins and emails.
* Talk to local respite providers that they tell people to call - i.e. we have someone else getting funding, you should call and see
* Reaching caregivers through primary care clinics is a good path; and therapy providers
* Collaborate with other counties/tribes or other local/statewide agencies for marketing such as [Respite Care Association](https://respitecarewi.org/)
* Marketing materials can include billboards, newspaper ads, PSAs, brochures, flyers, mailings, social media ads, etc.
* We've had a local group personalize these feeling thermometers that are wonderful! <https://children.wi.gov/Pages/FeelingsThermometer.aspx>

**Programmatic changes/**

* Suspend limits on allocations if you have them
* Designate a single person as caregiver coordinator or caregiver support specialist – use NFCSP and AFCSP funds to cover hours
* Trained staff could call caregivers regularly – we usually think of this as a volunteer role, but it could be paid
* Jennifer Cummings: Looking at AFCSP people who have maxed out the limited amount to reach the $4,000. Those who have reached the $4,000 AFCSP limit can still enroll in NFCSP
* Improve coordination with Dementia Care Specialists – make sure they have access to funds to support the caregivers they work with

**New or expanded programs to meet the ever-changing needs of family caregivers**

* Purple Tube Project – Anyone with memory issues, has purple tube with important docs, contacts, put in freezer with sticker that goes on doorframe so emergency personnel look for the sticker and take the info with the person if they need to be transported. Also provide some info to dispatch so they know if a call goes to that house they know a person with memory loss lives there. Includes a behavioral care plan of things that can help calm that particular person. *Info and forms for Purple Tube Project:* [*https://gwaar.org/family-caregiver-support-for-professionals*](https://gwaar.org/family-caregiver-support-for-professionals)
* [File of life](https://www.folife.org/) to put on fridge if a caregiver gets incapacitated – for emergency responders to look for if the person with dementia in the home cannot provide that info. Include medical insurance. Teri Bradford has example. Include a DNR and medication list, etc. For EMTs upon arrival.
* Dealing with Dementia program is relatively inexpensive and easy to use <https://www.rosalynncarter.org/programs/dealing-with-dementia/>
* E-respite for early memory loss – keep them occupied while caregiver gets some respite nearby, singalongs and personalized activities once or twice a week. People who were doing in person respite/adult day centers, etc. Connect with day program center and partner on this
* Drop off kits at doors of people, by in person adult day center staff or other programs. And they go online and do a project with them. Could try this with your support group or memory café members
* Julie in Rock county - The Hummingbird Project by SageElderCare is out of San Francisco that does personalized specialized interactions with people. <https://hummingbirdproject.net/>
* Dane county doing virtual music therapy sessions.
* Spark in Racine program doing virtual activities and drop-off kits. Join with agencies to provide resources.
* Partner with local library to start caregiver respite kits.
* Books for caregiver support groups or book clubs – can purchase in bulk but have a plan to use them
* Tara: [MEtermally](https://meternally.com/) Reminisce kits, themed and laminated cards and DVDs that play on a loop. (MEternally, LLC - Sally Inglett 9386 County 10 Houston, MN 55943)
* Remember to promote Trualta and make contact with users to keep them engaged.

**Training for Staff**

* Staff training and enrichment - ensure a solid understanding of caregiver needs, how to assess individual needs and connect caregivers with meaningful services and resources
  + [State Alzheimer’s Conference](https://www.alz.org/wi/events-(1)/wisconsin-state-conference) is $20 virtual for two mornings – for staff or caregivers
  + [Healthy Aging Summit](https://wihealthyaging.org/healthy-aging-summit#:~:text=The%202021%20Healthy%20Aging%20Summit,the%20conclusion%20of%20the%20conference.)
  + Specialized skills trainings
  + Motivational Interviewing or other interviewing/communication skills
  + [Certificate in Grandfamilies Leadership](https://mainecenteronaging.umaine.edu/education/kinshipcert/)
  + Other professional trainings

**Supplemental Services**

* Creative ways to support caregivers where access to traditional respite (both in-home and at a day center) is not available or desired
* Music therapy – Art therapy – Counseling – sessions can be virtual
* Acupuncture
* Minor home repairs and home safety upgrades - door alarms, bed alarms, night lights
* Ramps, Lifeline, Lift Chair
* Kathy: Bathtub renovation for accessibility
* Air conditioners
* Offering caregivers child monitors so they can hear what is happening in their home is an inexpensive but useful tool.
* Kathy: meals delivered by the caregiver connection members
* Grocery pick-up/deliver or meal delivery in rural areas (or wherever)
* Subscription tv, cable to watch baseball
* pedicure kits or other relaxation items for caregiver and/or care recipient
* Certificates for a massage for caregivers if they are interested for self-care, manicure, pedicure just something out of the norm that helps one feel good about themselves
* Meaningful **respite** that includes getting out and about in the fresh air --- it’s been a long year!
* Lisa: Create an activity passport and advertise
* Internet broadband program for $75 month – special channels like baseball, etc.
* Apps that have fees – for meditation, etc. <https://www.fcc.gov/broadbandbenefit>
* GrandPads and other tech for the older adult and caregiver – buy or loan (III-B or III-E) – use for caregiver or care recipient to connect with family/friends or to participate in events/programs/classes <https://www.grandpad.net/>
* Echo Show or camera's for caregivers to check in when mom/dad don't answer the phone
* State Park Passes
* GPS Tracking Watch – safety for person with dementia. Can purchase from [The Alzheimer’s Store](https://www.alzstore.com/gps-tracking-watch-for-elderly-s/2180.htm?utm_source=google&utm_campaign=Alzheimer%27s%20-%20Priority%20-%20Broad%20-%20tRoas&utm_medium=ppc)
* Fitbit for promoting health/exercise
* Pelaton app - it has a meditation, walking, etc. you don't need to have the equipment. There are probably a ton of app's that have a fee that would be helpful for Caregivers

**Conferences and Events**

* Eau Claire is doing a hybrid conference in November.
* Drive by senior fair in Antigo – boxed lunches and info about programs handed out, music in the park.
* Drive thru resource fair in Brown County with karaoke and popcorn.
* Older Americans Month drive through