

# STAFF WORKSHOP

## Wisconsin Caregiver

January 2022





# Our Plan for Today

Updates on the Portal

Identifying Caregivers

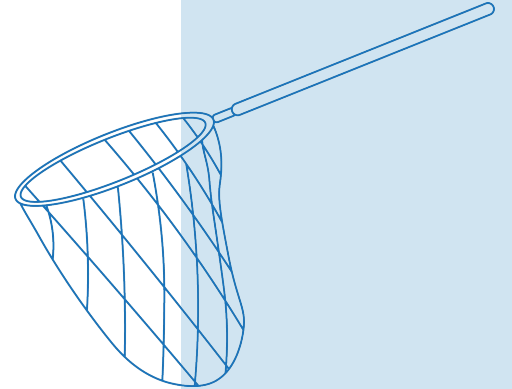
What to do when a Caregiver  
Registers?

Your Portal

[WisconsinCaregiver.trualta.com](https://WisconsinCaregiver.trualta.com)



We recommend to bookmark or favourite this domain, and also encourage your caregivers to bookmark it.



Trualta is an **interactive eLearning platform** to help manage care for aging adults at home.



## UPDATES ON THE PORTAL




- Personalised content recommendations with targeted **onboarding questions**
- A short '**how-to**' video
- Updated library with **courses** and lessons
- **Care Stories** to highlight unique caregiver experiences and emotions
- A course on **Intellectual and Developmental Disabilities**

What are some local services and programs in your region that you want to highlight on the portal?



# Identifying Caregivers

## Eligibility

-  Internet connection
-  Available device  
(computer, tablet, or smartphone)
-  Perceived need by the caregiver for more help with managing care at home

In your day-to-day work, what are some places you will find caregivers to introduce Trualta to?

**Here Are Some Ideas ↴**

Virtual support groups

Calls for questions/help

Caregiver Service Provider (including Respite)

Meals on Wheels + other direct services

# Marketing and Promotion

## Questions

[1] What does your correspondence with caregivers look like?

- **Emails**
- **Inbound / outbound calls**
- **Newsletters**
- **Social Media / Website**
- **Support Groups**

[2] What does caregiver outreach look like at your organization?

- **Fairs**
- **Provide materials?**
- **Host special events?**



# Calls / Emails

✨ Use our Snippets document for speaking notes; or just copy and paste the emails!

## Sample Email

Hi [*Caregiver Name*],

We have an interesting service offering that I believe you'll benefit from. The service is an online education and community platform called Tualta. It's designed for families managing care at home and has a deep library of lessons that provide practical advice on a wide range of topics.

It's a great go-to resource that many of my clients really enjoy, especially since they don't have to constantly search google for the right information. As an added bonus, I'm able to recommend content that can help based on our conversations together.


If you're interested, I can send you an invite to the platform. Tualta is a free resource provided by [*organization name*].

# Marketing for every channel

- Newsletters
- Social Media Posts
- Website
- In-person marketing


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Your Logo Here!

**Access free training and resources to help you build skills and confidence to provide care at home.**


Trualta is an online platform designed to help families build skills to manage care at home for their aging loved ones. Improve confidence, reduce stress and prevent burnout by learning care skills. Once you are registered, you have unlimited access to their articles and tips about caring for your loved one.



***"This was wonderful. My husband and I danced and we had a good time singing these oldies but goodies. I will highly recommend these to anyone who's husband or wife has Alzheimer's."***

- Pat from "Alzheimer's Music Connect"

Trualta is really easy to use. All you will need to start is a computer, tablet, or smartphone. With lessons ranging from 5 minutes to 2 hours, Trualta makes it easy for you to fit caregiver training in whenever it works for you.



**Contact Us to Register Today!**

Name \_\_\_\_\_

Agency Name \_\_\_\_\_

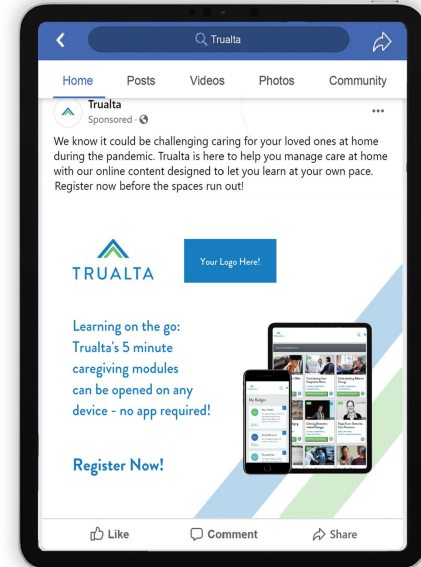
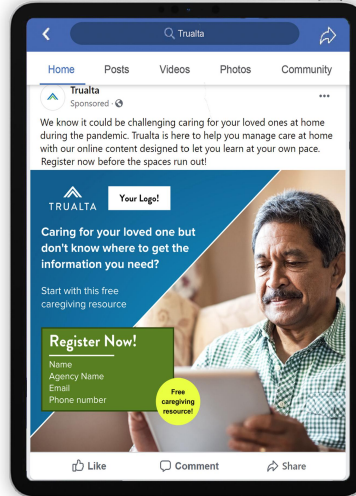
Phone \_\_\_\_\_

Email \_\_\_\_\_

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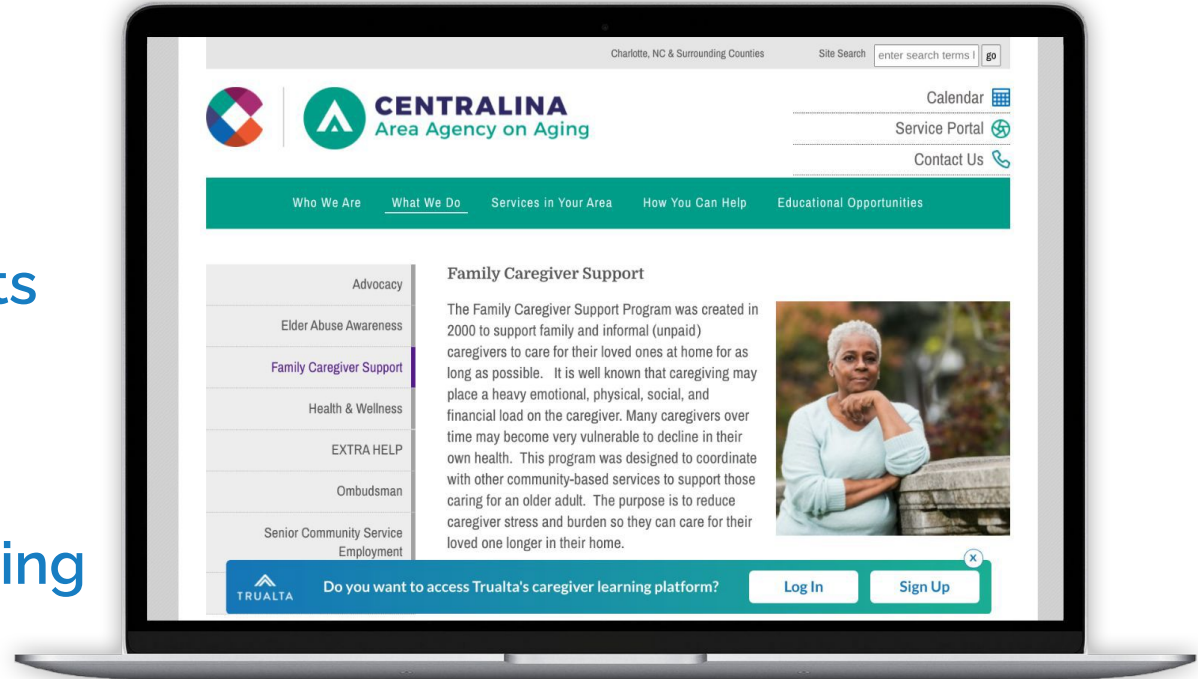
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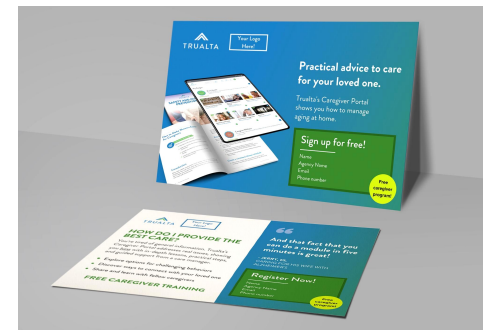
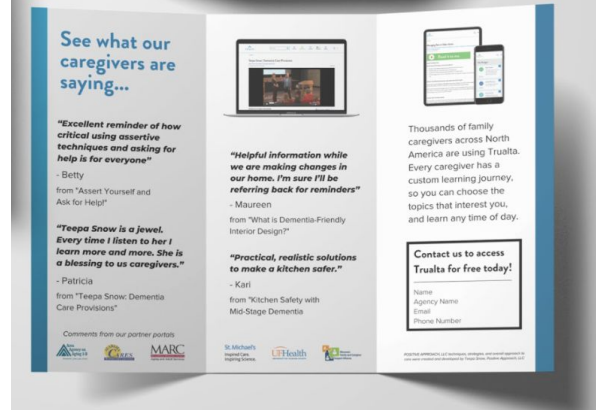
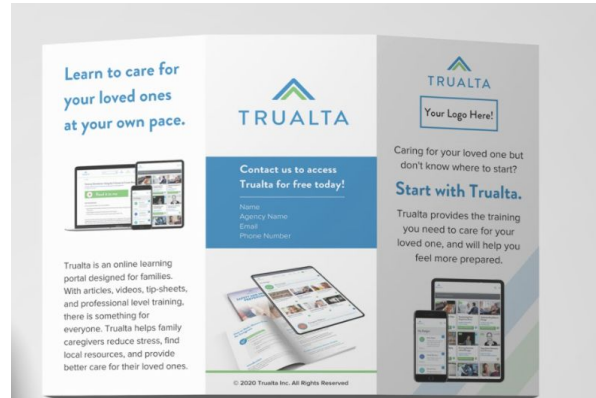
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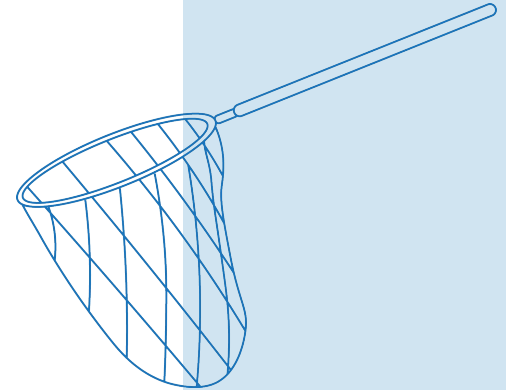
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# Some success stories in marketing

1. Set up a Trualta workstation at your local library.
2. Put in a postcard in your Meals on Wheels deliveries.
3. Tweet or post about the caregiving resources.
4. Use the lessons as a follow-up item on your support groups.
5. Loop in your local healthcare providers or facilities.





# Now it's YOUR turn!



Get registered if you do not have access!



Don't be shy, take a look around



Share the link with your caregivers!



Share local resources with **Bryn**



Reach out to us if you have any questions

# Vote for the next workshop topic!

Link in the chatbox!

1. What to do when a caregiver registers?
2. Content overview
3. Personalizing caregivers' learning journey