**Alzheimer's Caregiver Support Initiative   
Marketing Outline  
Draft (6/9/16)**

**Alzheimer's Caregiver Support Initiative**  
There are more than 1 million family members and friends caring for the nearly 380,000 New Yorkers living with Alzheimer's disease and other dementias. The Alzheimer's Caregiver Support Initiative is a New York State grant funded effort which seeks to alleviate the financial and emotional burden placed on these caregivers.

Eddy Alzheimer's Services and its grant collaborators, Catholic Charities of the Diocese of Albany and the Alzheimer's Association of Northeastern New York, were awarded $7.5 million over five (5) years to provide a wide range of support and respite services for caregivers across a 10-county region, which includes:

* ***Albany***
* ***Columbia***
* ***Delaware***
* ***Fulton***
* ***Greene***
* ***Montgomery***
* ***Rensselaer***
* ***Saratoga***
* ***Schenectady***
* ***Schoharie counties***

**Services** **offered include:**

* Care Consultation
* Family Consultation
* Education
* Support Groups
* Respite Care
* Alzheimer's Care Teams

The goal of the marketing efforts is to identify and educate referral sources and individuals providing at-home care for individuals with Alzheimer's disease regarding resources available through the grant and encourage utilization of grant services.

Annual Marketing Budget $173,000 (includes $20,000 for printing)

**Target Audiences:**

10-county region   
Physicians – Neurologists, Gerontologists, Internists/Family Practice  
Hospital Discharge Planners  
Hospital Social Workers  
Parish Nurses/Churches  
Choices Program  
Veterans Affairs Offices / OFA  
First Responders  
District Attorney's Offices  
Other Law Enforcement

**Key Partnering Agencies:**

Alzheimer's Association   
Catholic Charities

Caregivers – Adult Children, Spouses/Partners  
Primary Target Women (45 -75)  
Secondary Target Adults (45 – 75)  
Digital Target – TBD

**Marketing Activities**  
Year 1

|  |  |  |
| --- | --- | --- |
| **Target** |  | Timing |
| Outreach to key referral sources | EAS staff | Immediate and ongoing |
| Brochure - 25,000 | $5,000 | Immediate –see attached copy draft |
| Photo shoot for print ads | $5,000 | August |
| Print ads – Zoned Times Union 16x – 4 zones (64x total) | $32,000 | Weekly: September -December |
| Web page development | Corporate Communications | Immediate and ongoing |
| Vignettes for use on the website and You Tube– 6 – 1 minute vignettes featuring caregivers stories | $20,000 | August |
| Digital advertising – Facebook, retargeting - $5000/month for 12 months | $60,000 | Immediate |
| Creative development | $15,000 |  |
| Display board & pull up displays | $3000 |  |
| Tablecloth | $300 |  |
| Sponsorships | $20,000 | Corporate Communications to identify sponsorship opportunities |
| Public Relations/ Media | Corporate Communications |  |
| Social Media:  SPHP Facebook SPHP News SPHP Twitter | Corporate Communications |  |
| **Total Year 1** | **$160,300** |  |

**Years 2-5**

|  |  |
| --- | --- |
| Outreach to key referral sources | EAS staff |
| Brochure - 25,000 | $5,000 |
| Print ads – Zoned Times Union 16x – 4 zones (64x total) | $32,000 |
| Web updates as needed | Corporate Communications |
| Digital advertising – Facebook, retargeting - $5,000/month for 12 months | $60,000 |
| Creative development | $15,000 |
| Sponsorships | $20,000 |
| Photography | $2500 |
| Public Relations/ Media | Corporate Communications |
| Social Media:  SPHP Facebook SPHP News SPHP Twitter | Corporate Communications |
| Other misc. dependent upon volumes | $25,000 |
| **Annual total** | **$159,500** |
|  |  |
| **Total Years 2-5** | **$638,000** |

**Total Marketing - $798,300**

**(brochure)**

**Alzheimer's Caregiver Support Initiative**  
  
There are more than 1 million family members and friends caring for the nearly 380,000 New Yorkers living with Alzheimer's disease and other dementias. The Alzheimer's Caregiver Support Initiative is a New York State grant funded effort which seeks to alleviate the financial and emotional burden placed on these caregivers.

Together Eddy Alzheimer's Services and its grant partners, Catholic Charities of the Diocese of Albany and the Alzheimer's Association of Northeastern New York, provide a wide range of support and respite services for caregivers across a 10-county\* region, including:

* Care Consultation
* Family Consultation
* Education
* Support Groups
* Respite Care
* Alzheimer's Care Teams

**Care Consultation**

Specially trained social workers serve as Alzheimer's Care Navigators and Care Consultants and meet with caregivers of newly diagnosed Alzheimer's patients to develop a personalized plan to help them find needed resources, services and community connections. In addition, they periodically check in with caregivers and reassess the plan as needed.

**Family Consultation**

The Family Consultation Groups are facilitated by an Alzheimer's Care Navigator and provide a forum for caregivers and family members to come together to discuss areas of common concern and work collaboratively to develop strategies to address these concerns.

**Education**

Education and training programs are designed to help caregivers understand the progression of Alzheimer's disease and prepare them for their evolving roles as a caregiver. Programs may include: Behavior management strategies and interventions, coping skills, and caregiver wellness.

**Support Groups**

Caregiver support groups are designed to provide emotional support, information, resources and a platform for caregivers to share strategies and lessons learned with other caregivers.

**Respite**

Caregiving for someone with Alzheimer's disease can be a full-time and often exhausting role. Respite care provides temporary relief from the stresses associated with caregiving.

Respite services may be offered for up to 120 hours per year and may include:

* In-home respite
* Adult Day program
* Facility-based such as an assisted living residence or nursing home

**Alzheimer's Care Teams**

Alzheimer's Care Teams are groups of volunteers usually consisting of four to 12 members, who provide valuable non-medical assistance, support, and friendship to individuals with Alzheimer's disease and their families. Team members receive training and on-going support through Eddy Alzheimer's Services. Care team members may provide the following services:

* Assistance with transportation
* Meal preparation
* Offer medication reminders
* Run errands
* Brief respite visits

**Serving a 10-County Region**The Alzheimer's Caregiver Support Initiativeis a New York State-wide initiative. Eddy Alzheimer's Services and its grant partners, Catholic Charities of the Diocese of Albany and the Alzheimer's Association of Northeastern New York, serve the estimated 40,000 caregivers in 10 counties including: ***Albany, Columbia, Delaware, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, and Schoharie counties.***

**If you're caring for someone with Alzheimer's disease you don't have to go through it alone. To learn how the Alzheimer's Caregiver Support Initiative can help you, please call us:**

***Albany, Columbia, Greene, Rensselaer, Saratoga, and Schenectady counties: (xxx)xxx-xxxx***

**Delaware County *(xxx)xxx-xxxx*  
Fulton County *(xxx)xxx-xxxx***

**Montgomery County *(xxx)xxx-xxxx***

**Schoharie County *(xxx)xxx-xxxx***

(back cover)

**About the Grant Partners**

**The Eddy**The Eddy, an affiliate of St. Peter's Health Partners, is a comprehensive continuum of healthcare, supportive housing and community services that reaches 22 counties and serves more than 40,000 people yearly. The Eddy started offering services for Alzheimer's patients and their caregivers in the 1980s. Today, its Eddy Alzheimer's Services program offers a comprehensive range of dementia care services, including medical diagnosis, care management, education and outreach support, and compassionate care for individuals living and coping with memory loss.

**Catholic Charities of the Diocese of Albany**

Catholic Charites of the Diocese of Albany is one of the largest, private, social service agencies in the region, helping more than 81,000 people each year in the fourteen counties of the Albany Diocese. Our motive is simple: to address basic human need at all stages of life regardless of race, religious belief, ethnicity, or lifestyle with special emphasis on the poor and vulnerable in our society.

**The Alzheimer’s Association - Northeastern New York Chapter**

The Northeastern New York Chapter of the Alzheimer’s Association serves a 17-county area in the northeastern most corner of New York State. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Additionally, we offer education, information and referral services as well as support for caregivers.

Website