

# Nebraska Lifespan Respite Network Employer Engagement FY23 Annual Report

## Respite Resources Shared with Employers/Employees

The Respite Employer Engagement Initiative shared Respite resources with **49** new employers across the state of Nebraska between 7/1/22 – 6/30/23. Employers per region were as follows:

- Eastern: 10
- Southeastern: 7
- Northern: 6
- Central: 10
- Southwestern: 8
- Western: 8

The genre of employers included:

- Healthcare – 27%
- Educational Services – 25%
- Swim Academies – 14%
- City Employees – 12%
- Long-Term Care Facilities – 6%
- Advocacy Organizations – 6%
- State Organizations – 4%
- Arts Organizations – 2%
- Family Entertainment – 2%
- Employment Agencies – 2%

All employers preferred a digital sharing of resources, with the link to the Respite.ne.gov website and the PDFs of the NLRN Brochure as the most requested options:

- 92% specifically requested a digital NLRN brochure when offered by the EE Coordinator
  - 71% requested both the digital brochure and the website link
  - 2% requested paper brochures be mailed to their place of employment in addition to the digital PDF
- 15% requested a virtual presentation on Respite by the EE Coordinator
- 2% requested a power point slide on Respite to incorporate into their new-hire orientations

The Respite Employer Engagement Initiative reached an estimated total of over 5,500 individuals this fiscal year. (For full details, please see the 'Impact' tab in the 'Q4 Report – FY23 Employer Engagement Totals'.)

## Employer Logos

The Respite.ne.gov website is now listing **10** new logos of participating employers for FY23. That is a 20% return on logo requests from participating employers this fiscal year. There are now a total of 36

logos on the website. Please see the chart below for full impact of each individual logo/link ('unique page views' in Google Analytics show how many users visited a specific page, whereas the 'page views' display the total number of times any pages were visited, including multiple views from the same user):

Page views	Unique Page views	
45	32	/employers
73	64	/employer-partners
31	29	Buckboard Therapeutic Riding Academy
8	8	Carpenter Center
6	6	Chadron Community Hospital & Health Services
2	2	CHI Health
20	19	Community Action Partnership of Western NE Health Center
		Consuming Fire School of Dance and Gymnastics
5	3	Edgewood Healthcare
		Educational Service Unit 10
9	8	Educational Service Unit 13
1	1	Educational Service Unit 17
6	5	Educational Service Unit 5
13	13	Educational Service Unit 6
7	6	Elkhorn Logan Valley Public Health Department
4	4	Goldfish Swim School Sarpy County
98	93	Heartland Equine Therapeutic Riding Academy (HETRA)
15	14	Horizon Bank, McCook
67	58	Independence Rising
4	4	Memorial Health Care Systems
		Nebraska Brain Injury Advisory Council
61	58	Nebraska Department of Health and Human Services
5	5	Nebraska Early Development Network
13	10	Northeast Nebraska Area Agency on Aging
9	9	Omaha Children's Museum
3	3	Omaha Community Playhouse
		Panhandle Gymnastics
		Panhandle Partnership
4	4	Panhandle Trails
21	21	Panhandle Worksite Wellness Council
54	49	Parent Training and Information (PTI) Nebraska
5	5	Southeast District Health Department
1	1	Southwest Nebraska Public Health Department
1	1	Swimtastic Swim School
		The YMCA
30	30	University of Nebraska Medical Center/Munroe-Meyer Institute
3	3	We Rock the Spectrum - Omaha
6	6	Western Community Health Resources
<b>630</b>	<b>574</b>	<b>TOTALS</b>

### **Working Caregiver Survey**

The Respite Employer Engagement Initiative shared the Working Caregiver Survey with **19** of the 49 new employees participating in Respite sharing in FY23. That is a 39% overall participation rate in the survey for this fiscal year. Of the 19 employers that disseminate the survey, 13 received participation from their employees. That is a 68% participation rate among those that disseminated the survey to employees.

A QR code was created for the survey, which was then embedded into the power point presentations used to share Respite information with employees. The EE Coordinator began offering the survey in real-time during virtual presentations using the QR code – this greatly increased the immediate participation in the survey from employees and reduced wait-time for survey dissemination for both employers and the EE Coordinator. We will be using this model moving forward in FY24.

### **Marketing Tools**

Flyers were created and disseminated with community partners and families to promote Community-Based Organizations in the Eastern Region. Flyers were created for all new CBOs in FY23, as well as a comprehensive flyer of all available CBOs. All Flyers are available in English and Spanish.

Power Points were created to use during in-person and virtual presentations: one presentation specific to Employer Engagement, to be used when communicating with potential employers; one presentation specific to NLRN, to be used during presentations to employees. Both presentations are available in Spanish.

A Power Point slide with condensed information on NLRN was created with the intent that employers could insert this slide into their existing new-hire orientations, to incorporate Respite information as part of onboarding.

Two animated vides were created: one that targets employers and one that targets caregivers. Both videos will be shared on social media and on the Respite.ne.gov website. These videos will also be used during presentations and meetings with potential employers.

A flyer was created that advertises the Working Caregiver Survey – this flyer includes the QR code. This flyer was disseminated to employers that don't give each individual employee an email address – these flyers were posted in breakrooms and enabled survey participation if email was a barrier. This was beneficial for several employers participating in the Working Caregiver Survey.

Employer Engagement-specific flyers were created to disseminate during initial employer contact; **9** different flyers were created that target specific areas of employment:

- Agriculture
- Business
- Education
- General Employer Engagement – non-specific
- Medical
- Panhandle (rural)
- Refugee
- Spanish (this flyer was translated into Spanish)
- Trades

### **Provider Orientation Training**

The CCFL, DHHS, and EE Coordinator collaborated to revise the existing Provider Orientation Training. The survey feedback gathered in 2022 was used to identify areas of improvement. Final revisions were solidified in March of 2023 – the total number of pages in the orientation was reduced from 73 to 47. This was due to elimination of any redundancies in information and a streamlining of phrasing. We were able to remove 26 pages worth of paperwork for our providers – and cut the average completion time by half – without removing any pertinent information. The newly revised Provider Orientation Training will be available online and in-paper starting FY24. The paper copy of the training will be available in Spanish.

### **Advisory Boards**

The EE Coordinator has joined 5 out of the 6 Regional Advisory Committees (request to join the 6<sup>th</sup> committee is pending). All Advisory Committee meetings for each region are attended quarterly. This frequent, ongoing communication has allowed the EE Coordinator to better build relationships with organizations in the various regions. It has also been beneficial for Regional Coordinators, as there is greater opportunity for collaboration in procuring Providers and CBOs; they also receive quarterly updates on the Employer Engagement Initiative.

### **Barriers**

Most of the Employer Engagement materials – including the Working Caregiver Survey – were not available in languages other than English. We worked to translate as many materials as possible into Spanish, with an intent to expand our available languages in the future. Our goal is to increase diversity in both our Respite recipients and providers; having resources available in their vernacular is a crucial aspect of that goal.

### **Successes**

Creating a QR code for the Working Caregiver Survey allowed us to greatly increase our real-time participation in the survey, as we incorporated the QR code into all presentations. People are busy, so trying to gain participation by disseminating the survey link via email after presentations was not the most efficient method.

The end of the Covid pandemic has allowed us to do more in-person presentations, which has been beneficial for networking. However, our virtual options have still been appealing to employers trying to be efficient with time and has allowed us to continue to disseminate information statewide without high travel and/or mailing costs.

The Respite Employer Engagement Initiative had a smooth transition between coordinators – this was due to strong communication and collaboration between Munroe Meyer Institute staff and the Department of Health and Human Services staff.