

**Delaware Lifespan Respite Care Network
Six-Month Outreach Plan, 7/1/10 – 12/31/10**

Elder-specific highlighted in yellow; Southern DE-specific highlighted in blue

Vehicle	Activity/Organization	Message/Audience	Subcommittee Member*	Target Date	
<i>Presentation</i>	DE Healthcare Network meeting	Statewide: Network members	Debbie Veenema/ Gerri Weagraff	July 21	
<i>Presentation</i>	Sussex County Interagency Council	Council members	Janet Harper- Wooley/ Gerri Weagraff	August 4	
<i>Presentation</i>	State Council for Persons with Disabilities meeting	Statewide: Council members	Gerri Weagraff (via Advisory Comte mbr Kyle Hodges)	Sept 20	
<i>Presentation</i>	Family Support Coordinating Council meeting	Council members	Gerri Weagraff/ Karen DeRasmo	Sept 9, Oct 7, or Nov 11	
<i>Meeting</i>	AARP (Kim Iapalucci)	AARP members	Valerie George/ Gerri Weagraff	By Oct	
<i>Meeting</i>	New Castle County Councilwoman Lisa Diller	Inform her of DLRCN (identified as a good contact to connect with)	Valerie George/ Gerri Weagraff	By Aug	
<i>Meeting</i>	Begin attending MAPS meetings	Aging community	Gerri Weagraff (via Donna Stowell)	July – Dec (and 2011)	
<i>Meeting</i>	Meet with in-home agencies, hospital social workers, admissions/marketing reps of long-term care facilities	Caregivers of the elderly	Gerri Weagraff/ Public Ally	Sept – Dec (and 2011)	
<i>Newsletter</i>	Article in “News & Views” – CHEER	Sussex County seniors	Arlene Littleton/ Gerri Weagraff	Oct issue (9/10 deadline)	

<i>Newsletter</i>	Article in other Senior Center newsletters (MMC, Newark SC, etc.)	Senior center clients	Gerri Weagraff/ Carol Barnett	Sept – Dec	
<i>Newspaper</i>	Lifestyles 55+ - info in several month issues	Adults 55 and over - statewide	Gerri Weagraff/ Carol Barnett	Sept – Dec	
<i>Table exhibits</i>	Research exhibit opportunities in Kent/Sussex; staff exhibits in Kent/Sussex	Caregivers of elderly and disabled in Southern DE	Arlene Littleton/ Gerri Weagraff	July – Dec (and 2011)	
<i>Mass media</i>	Awareness Campaign (public service/ community affairs/ news)	Statewide: public-at-large Am I a caregiver? What is respite? Why do I need respite?	Gerri Weagraff w/guidance from subcommittee/ Public Ally	Sept – Dec (and 2011)	
<i>Flyers</i>	Convert to Braille	Visually impaired	Alice Johnson	By Dec	
<i>Flyers</i>	Translate into Spanish	Spanish-speaking	Gerri Weagraff	By Dec	
<i>Flyers</i>	Mail flyers to Hospice organizations	Hospice consumers	Gerri Weagraff/ Public Ally	Sept – Nov	
<i>Flyers</i>	Mail supply of flyers to each member of DE Caregivers Support Coalition	Nonprofit/state agencies	Gerri Weagraff	July – Aug	
<i>Flyers</i>	Mail flyers to Adult Day Programs	Caregivers of adult day program participants	Donna Stowell/Gerri Weagraff/Public Ally	Sept – Nov	
<i>Presentation & Flyers</i>	CARE Delaware Caregiver Resource Centers	Statewide: caregivers of adults/elderly	Janet Harper-Wooley	Janet spoke to staff 5/27/10	
<i>Presentations? Flyers?</i>	Compile and prioritize list of support groups; create plan for reaching out to them (Valerie George will do presentation to Brain Injury Assoc of DE sometime during July – Dec)	Statewide support group attendees: across lifespan and disability	Janet Harper-Wooley and Donna Stowell (provide support group list)/Gerri Weagraff (compile list)/subcommittee members (divide up presentations)	Sept – Dec (and 2011)	

<i>Presentations? Flyers?</i>	Kent/Sussex Industries	Participants of KSI	Debbie Veenema/ Gerri Weagraff	??	
<i>Presentation? Flyers? Exhibits?</i>	Research outreach opportunities through school special ed programs, and schedule presentations/exhibits as appropriate	Statewide: Special ed teachers	Gayle Pennington/ Gerri Weagraff	July – Dec (and 2011)	
<i>Various</i>	Reach out to religious institutions - speak/meet with several key Coalition members) - Create and implement outreach plan	Statewide: Faith community	Sheryl Reinstrom, Shannon Liew, Valerie George/ Gerri Weagraff/ Public Ally	Sept – Dec (and 2011)	
<i>Website</i>	Continue website enhancements based on suggestions at 5/18 subcommittee meeting; research other state respite coalition websites to identify effective features we might want to add	Statewide: public-at-large Coordinate with media campaign messages: Am I a caregiver? What is respite? Why do I need respite?	Gerri Weagraff/ Joe Mauro (PR contractor)/possibly Public Ally	July – Dec (and 2011)	

*Names listed here are either subcommittee members who offered to be a liaison for an activity or offered to do some of the legwork involved with the activity. Several of these activities will likely be assigned to Easter Seals' Public Ally, as indicated on this chart.