

# Project Report – July to December 2015



Angela Neal, Project Director  
February 4, 2016

## Report Summary

This report is Oregon Care Partners detailed summary to date of the completion of the Oregon Department of Human Services (DHS) contract, pursuant to the DHS Caregiver Training Initiative, commencing on July 1, 2015 through June 30, 2017.

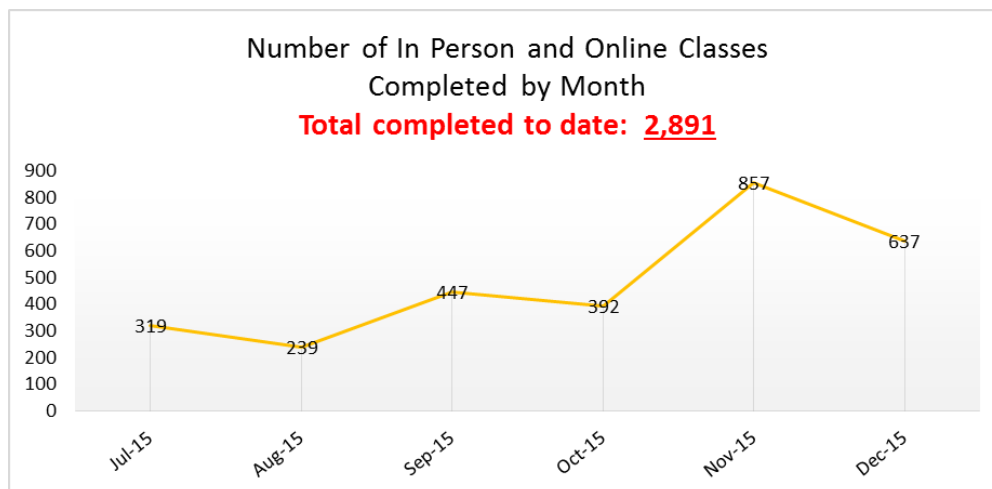
As of December 31, 2015:

- Full-day Advanced Challenging Behaviors training course developed
- Half-day Medication Management training course developed for family caregivers
- Full-day Medication Management training course consolidated and revised
- **10** communities recruited for the Geriatric Medication Learning Collaborative
- **12** additional online family caregiver courses added from the Alzheimer's Association
- **68** in-person classes scheduled statewide
- **12 month** communication plan drafted and implemented
- Implemented phase one of family caregiver grass roots outreach plan
- Recruitment started for PAC Certification Training



Highlights:

- **6,828** caregivers have created a user account on OregonCarePartners.com
- **2,891** in person and online classes have been completed
- **798** unique individual caregivers have received training
- **18%** of caregivers who have attended training have done so in-person
- **82%** have taken a training course online
- **83%** of Oregon counties have had at least 1 caregiver attend training
- **72%** of participating caregivers are taking multiple classes



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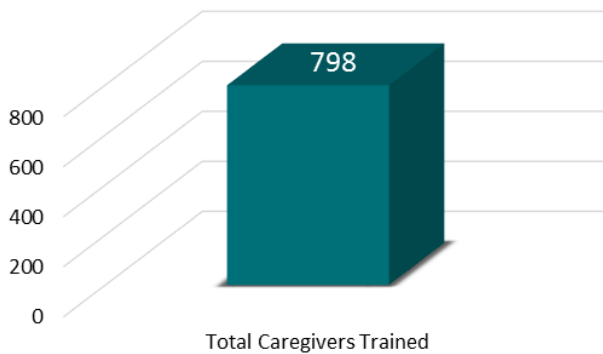
### Summary of Caregivers Trained

Our Goal this funding period is to have caregiver's complete over 15,000 Oregon Care Partners classes by June 30, 2017.

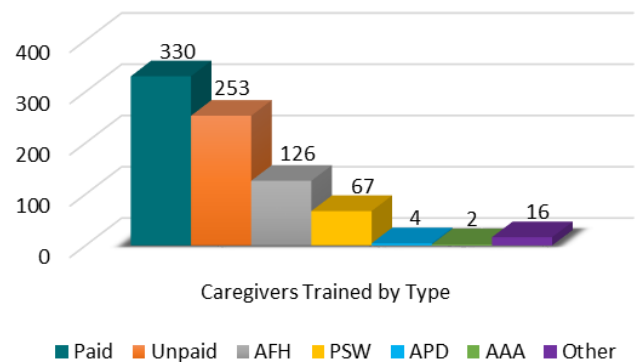
As of December 31, 2015:

- **798** unique individual Caregivers have received training
- **72%** of participating caregivers are taking multiple classes.
- **41%** of those trained were paid Caregivers
- **16%** of those trained were professionals working in Adult Foster Homes
- **32%** of those trained were unpaid Caregivers
- **8%** of those trained were professionals working in public safety
- **3%** of those trained were State or Local Government staff
- **83%** of Oregon counties have had at least 1 caregiver attend training

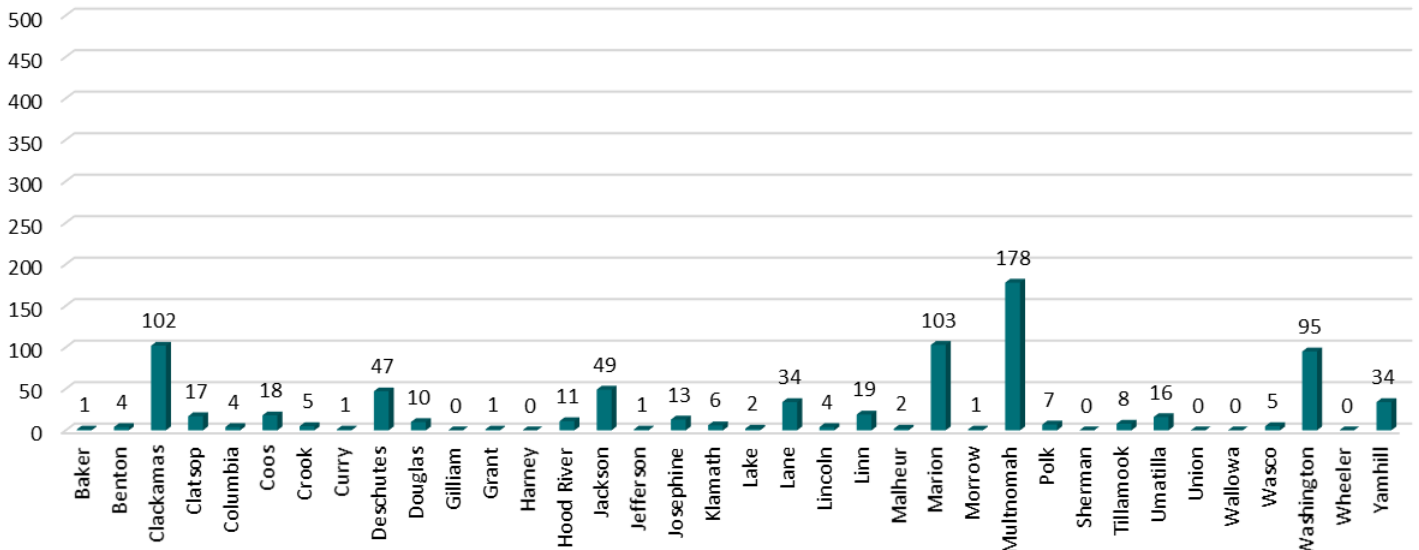
#### Number of Individual Caregivers Trained to Date



#### Number of Caregiver Types Trained to Date



#### Number of Caregivers Trained by County



## Training Implementation and Tracking

As of December 31, 2015:

- **6,828** caregivers have created a user account on OregonCarePartners.com
- **2,891** in person and online classes have been completed.
- **19** in person classes have been delivered with an average attendance per class of **22**.
- **18%** of Caregivers who have attended training have done so in-person
- **82%** have taken a training course online



### Total Online & In-Person Classes Completed by Month

Month	Classes Completed
July 2015	319
August 2015	239
September 2015	447
October 2015	392
November 2015	857
December 2015	637
<b>Total:</b>	<b>2,891</b>

### Summary by Region

Region	Total Trained - Includes Online & In Person	Percent Trained Per Region
Central	53	7%
Eastern	45	6%
Metro	375	47%
Northwest	33	4%
Southwest	91	11%
Valley	201	25%
<b>Total:</b>	<b>798</b>	

Training Curriculum	Estimated Targets	Total to Date	Remaining	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015
Geriatric Medication Management & IDT Principles	200	26	174	PL	PL	*	*	*	26
Safe Medication Use in Older Adults for Family Caregivers	520	14	506	PL	PL	PL	*	*	14
Learning Collaborative Training	50	21	29	PL	PL	**	**	**	21
Online Medication Management & Assistance	1,600	633	967	93	63	119	83	103	172
Online Family Caregiver Workshops	1,500	65	1,435	PL	PL	PL	20	26	19
Positive Approach to Care (PAC) Trainer Certification	20	0	20	PL	PL	PL	PL	PL	PL
Positive Approach to Care (PAC) Training	2,500	122	2,378	PL	PL	PL	PL	122	0
Online Alzheimer's & Dementia	4,500	1,216	3,284	168	129	232	193	226	268
Live Family Caregiver Workshops	1,500	232	1,268	PL	PL	PL	2	230	0
Challenging Behaviors in Non-Dementia Populations Train-the-Trainer	5	0	5	PL	PL	*	*	*	*
Challenging Behaviors in Non-Dementia Populations	360	39	321	PL	PL	PL	PL	21	18
Challenging Behaviors in Non-Dementia Populations - Advanced	360	0	360	PL	PL	*	*	*	*
Online Challenging Behaviors in Non-Dementia Populations	1,000	441	559	58	47	49	64	124	99
Approaching Alzheimer's First Responders Online Training	1,000	13	987	PL	PL	PL	8	5	0
Approaching Alzheimer's First Responders Training (in person)	210	69	141	PL	PL	47	22		
<b>Totals</b>	<b>15,325</b>	<b>2,891</b>	<b>12,434</b>	<b>319</b>	<b>239</b>	<b>447</b>	<b>392</b>	<b>857</b>	<b>637</b>

PL Project planning, contracting, scheduling and development

\* Curriculum development

\*\* Geriatric Medication Learning Collaborative site selection, implementation planning and reporting development

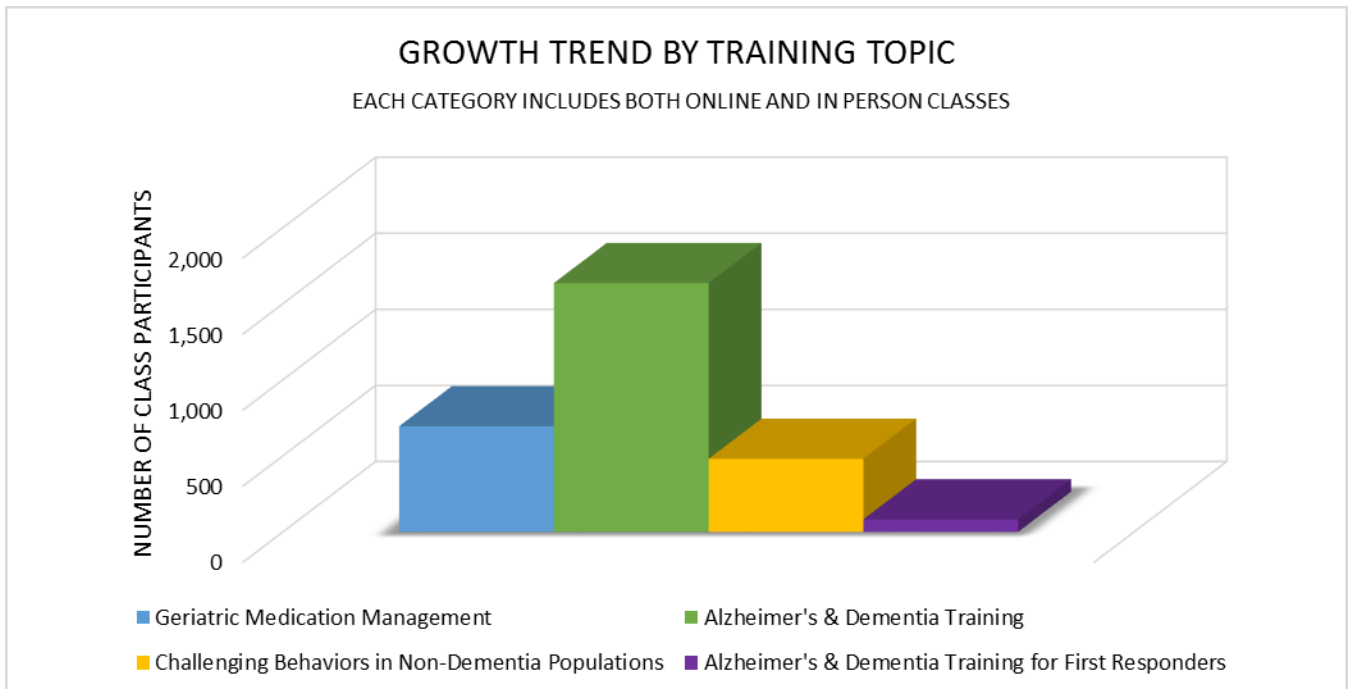
## Training Curriculum Summary

### Top 5 Online Classes

1. A Vital Part of Your Client's Wellbeing
2. Activities for Meaningful Dementia Care
3. Challenging Behaviors: a Framework for Action
4. Alzheimer's and Dementia: Signs and Symptoms
5. Caring for Someone with Early to Mid-Stage Alzheimer's Disease

### Top 3 In-Person Classes

1. Positive Approach to Care (PAC) Workshops
2. Living with Alzheimer's for Caregivers
3. Geriatric Medication Management



## Geriatric Medication Learning Collaborative (GMLC)

### Overview

Oregon Care Partners' Geriatric Medication Learning Collaborative will provide participating communities with a dedicated, expert team who will provide quality training and data collection guidelines to help improve medication administration practices within assisted living facilities, residential care facilities and memory care facilities. Participating communities will receive ongoing education and support to help improve the quality of life for residents by reducing medication errors, hospitalizations, and instances of falls, while gradually reducing dosage and eliminating the use of unnecessary medicines. The GMLC is an expanded pilot of these quality improvement practices to demonstrate the impact on quality of life and care as well as cost savings through the reduction of unnecessary medications and adverse drug events.

### Program Overview

The GMLC consists of five major activities: training, site visits, sharing events, surveys and evaluations, and data collection.

### Role of the Participating Community

- Designate a key member of the Community to act as the Community project lead and liaison with the Oregon Care Partners program lead.
- Construct a core GMLC team of up to five staff members.
- Commit to agreed-upon appropriate staff time to work on program outcomes and process measures, site visits, trainings, one-on-one and group conference calls, webinars and teleconferences.
- Collaborate/share outcomes with other individuals and communities.
- Ensure agreed-upon number of appropriate staff attend training and sharing events.
- Host site visits for the facilitation team.
- Engage the ownership, governing board, community leaders, clinicians and front-line staff and, where applicable, facilitate residents and /or their family members in quality improvement efforts aimed at improving their care.
- Collect and report monthly process and outcome data on key measures as determined by the program.
- Sustain the positive resident outcomes and practice improvements resulting from GMLC participation.
- Serve as leaders and change agents to peers in Community-Based Care by promoting person-centered care through best practices



**GMLC implementation milestones completed as of December 31, 2015**

- Contacted over 25 prospective communities in the Portland Metro and Willamette Valley area with the opportunity to participate in the GMLC.
- Recruited 10 communities from non-profit, for profit, independent and multi-facility organizations
- Consolidated and revised the Medication Management training curriculum
- 21 staff from participating communities attended the GMLC kick-off meeting
- Needs assessments completed by each participating community
- AQRH surveys delivered to communities
- Medication Management and Data Reporting training session scheduled January 29, 2016 for approx. 40 GMLC participants
- First base-line data submission due February 1<sup>st</sup> for January data

## Marketing and Promotion Review

### Oregon Care Partners Communications Activity Report

#### “Spread the Word” Campaign

##### Goals and objectives

**Primary goal: Effectively communicate and drive attendance in Oregon Care Partners’ online and in-person caregiver trainings through June 2016**

*Objective 1: Continue effective outreach to professional caregivers, public safety workers and state workers.*

*Objective 2: Engage in grass roots efforts to more effectively reach the family caregiver audience including family caregivers of Veterans.*

**Secondary goal: Build broader awareness of Oregon Care Partners and its mission among key audiences across the state.**

*Objective 1: Build relationships with local organizations or individuals whose missions and services closely align with that of Oregon Care Partners to broaden Oregon Care Partners’ reach in every corner of the state.*

*Objective 2: Pitch story ideas to statewide news media to secure feature stories on the need for caregiver training opportunities statewide.*

*Objective 3: Increase social media following by 20%.*

##### **Key Communication Strategies**

- (1) Weekly Partner Communications Call
  - a. Weekly calls are taking place with the Alzheimer’s Association, OHCA, IPCed, and SEIU Local 503 representatives to ensure we work together to strategically reach our shared goals.
- (2) Outreach - Family Caregiver Audience
  - a. Focus Groups
    - i. Held two family caregiver focus groups to better understand the perspective, needs, current knowledge and informational needs of family caregivers.



- b. Direct calls, emails, and follow-up to key statewide organizations, associations and community members:
  - 16 - Area Agencies on Aging, SPD offices and family caregiver support programs representing all 36 Oregon counties
  - 59 - Faith base organizations in the Portland Metro and Willamette Valley areas
  - 37 - Colleges and Universities
  - 97 - Senior Centers
  - 15 - County Veteran Services Offices
  - 7 - Local Libraries
  - Meals on Wheels (Portland Metro)
  - Oregon Department of Veterans Affairs
  - OHSU Brain Institute & Library
  - Alzheimer's Network
  - AARP
  - O4AD
  - 211info.org
- c. Results of initial outreach efforts:
  - i. Media Moments - Newsletters
    1. Vet News – Fall 2015 issue
    2. The Advisory - Washington County Senior and Veterans Services newsletter – reach 1,000
    3. NWSDS newsletter for Marion, Polk, Yamhill, Clatsop & Tillamook – reach 500
    4. Lane Council of Governments newsletter
    5. Portland Community College Gerontology e-newsletter – reach 500
    6. O4AD quarterly newsletter
    7. Brain Injury Alliance of Oregon newsletter
  - ii. OCP flyers and class schedules emailed/mailed – reach over 200
  - iii. 200 individual email addresses added to OCP's email subscriber list
  - iv. Created action plan and calendar to capture each new outreach opportunity and to aid in follow up and implementation.
- d. Family Caregiver Events
  - i. OCP attended and/or provided resources at the following family caregiver events reaching a total of approximately 700 caregivers:
    1. McGinty Conference (250)
    2. Washington County – Family Caregiver Conference (150)
    3. AARP – Family Caregiver Conference (100)
    4. Volunteers of America – Sundowners Awareness Event (50)
    5. AARP – Still Alice Screening (150)
- e. Created a process contact OCP class participants who indicated they would like to support and help spread the word about OCP.

**(3) Local Media Outreach**

- a. Pitched stories in Salem, Portland, Hillsboro and Astoria. Placed two stories in Astoria.
- b. Placed calendar listings in print and web outlets where classes occur.

Description	Media Source	Location	Date
<b>Stories</b>			
Free Class in Astoria Helps Caregivers of Older Adults (web & print)	The Daily Astorian	Astoria	12/9/2015
Keep Calm and Care On	The Daily Astorian	Astoria	12/15/2015
<b>Calendar Listings/Briefs</b>			
Dementia Care	Yakima Valley News Register	McMinnville	11/18/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	1859	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	Eventful	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	KATU	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	KGW	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	KOIN	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	KPTV	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	The Oregonian	Portland	11/16/2015
Caring for Aging Loved Ones – Memory Loss, Dementia and Alzheimer’s	The Statesman Journal	Salem	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	Travel Portland	Portland	11/16/2015
Free Class: Caring for Aging Loved Ones – Challenging Behaviors	Willamette Week	Portland	11/16/2015
Free Class: Understanding Medicines in Older Adults – Care Team Principles	1859	Portland	12/3/2015
Free Class: Understanding Medicines in Older Adults – Care Team Principles	Eventful	Portland	12/3/2015
Free Class: Understanding Medicines in Older Adults - Care Team Principles	KGW	Portland	12/3/2015
Free Class: Understanding Medicines in Older Adults - Care Team Principles	KOIN	Portland	12/16/2015
Free Class: Understanding Medicines in Older Adults - Care Team Principles	KPTV	Portland	12/3/2015
Understanding Medicines in Older Adults	The Oregonian	Portland	12/3/2015

**(4) General Outreach Activities**

- a. Distributed promotional materials to state DHS contacts, as well as local senior centers, hospitals, universities, libraries, and Veterans Service Organizations in areas where classes are taking place
- b. Posted class listings on the Retirement Connection website calendar
- c. Submitted OCP content for the OHSU Brain Institute’s “On the Brain” blog

**(5) Email Marketing (E-Blasts)**

- a. Sending weekly emails for upcoming classes and reminders for new events and “hot” upcoming classes.
  - i. OCP
    1. “What’s Coming Up” email
    2. Advance notice of upcoming classes in personal email to communities
    3. Partner engagement emails
  - ii. Partners
    1. OHCA
      - a. Online News Bulletin
      - b. County/Area specific e-blasts on upcoming classes

2. SEIU
    - a. Quarterly Newsletter
    - b. Targeted emails
  3. DHS
    - a. Administrator Alerts
    - b. Monthly Listserv
    - c. County specific newsletters
  4. Alzheimer's Association
    - a. Weekly e-newsletter
- (6) Grow Oregon Care Partners' Social Media Channels
- a. Facebook and Twitter
    - i. Facebook following up by 5%
    - ii. All scheduled class details are posted to Facebook as events. Facebook posts and tweets about upcoming classes, OCP announcements, and events are ongoing to bring awareness.
- (7) Advertising
- a. Radio Ad
    - i. Finalized script for "Spread the Word" radio ad
  - b. Print Ads
    - i. Created and placed ads in small and large newspapers in communities across Oregon to promote upcoming classes in the area.
  - c. Digital
    - i. Continued to place digital ads across the state, and determined opportunities to bolster language and branding.
- (8) General Administrative Activities
- a. Maintained class enrollment tracker, outreach grid, success stories grid, media moments, and outreach calendar.
  - b. Bi-monthly meeting with GARD Communications.
  - c. Compilation of feedback forms to identify possible testimonials for press and website.
  - d. Reconcile class registrations for data reporting.
  - e. Continue to provide class lists and flyers for OHCA class packets
- (9) Events – Professional Caregivers
- a. OCP attended and had resource tables at the following event:
    - i. OHCA Annual Convention

## Digital Marketing Summary

	11/12 - 11/30/15	12/1 - 12/7/15	12/8 - 12/14/15	12/15 - 12/21/15	12/22 - 12/28/15	12/29/15 - 1/4/16
<b>Google Adwords</b>						
Clicks	85	37	61	55	62	58
Impressions	9,778	5,597	8,172	6,855	7,224	8,129
Click-through-rate	0.87%	0.66%	0.75%	0.80%	0.86%	71
Average Cost-per-click	\$1.42	\$2.13	\$1.83	\$1.80	\$1.55	154
Cost	\$120.48	\$78.97	\$111.60	\$99.04	\$96.19	89.04
Average Position	2.5	2.7	2.6	2.7	2.2	2.3
<b>Facebook Ads</b>						
Clicks	117	34	107	132	133	162
Impressions	68,541	18,990	7,484	6,718	8,280	9,308
Cost-per-click	\$0.95	\$1.24	\$0.46	\$0.64	\$0.53	0.26
Total Spent	\$112	\$42	\$48	\$49	\$49	41.79
Reach	18,762	7,204	4,742	4,889	5,179	5,092
Frequency	3.65	2.64	1.58	1.37	1.6	1.83
Actions	127	37	118	95	100	168
Page Likes	2	1	0	0	1	1
Post Likes	6	0	6	8	4	4
Social Impressions	32	9	83	191	136	65
Post Shares	2	1	5	5	1	1
<b>Google Analytics</b>						
Sessions	1,741	515	700	575	637	659
Users	1,185	362	513	420	521	501
Pageviews	8,528	2,796	3,534	2,343	2,467	3,554
Pages/Session	4.9	5.43	5.05	4.07	3.87	5.39
Avg Duration	3:59	4:22	3:57	3:21	2:57	4:24
Bounce Rate	53.30%	40%	43.71%	51.30%	63.11%	50.99
% New Sessions	83.69%	54%	58.4%3	58.78%	69.78%	62.82
Goal: User Signup	88	52	36	21	16	29
Goal: Survey Completion	89	32	41	22	20	35
Goal: Class Registration	163	43	67	57	52	84

## Alzheimer's Association Marketing Summary

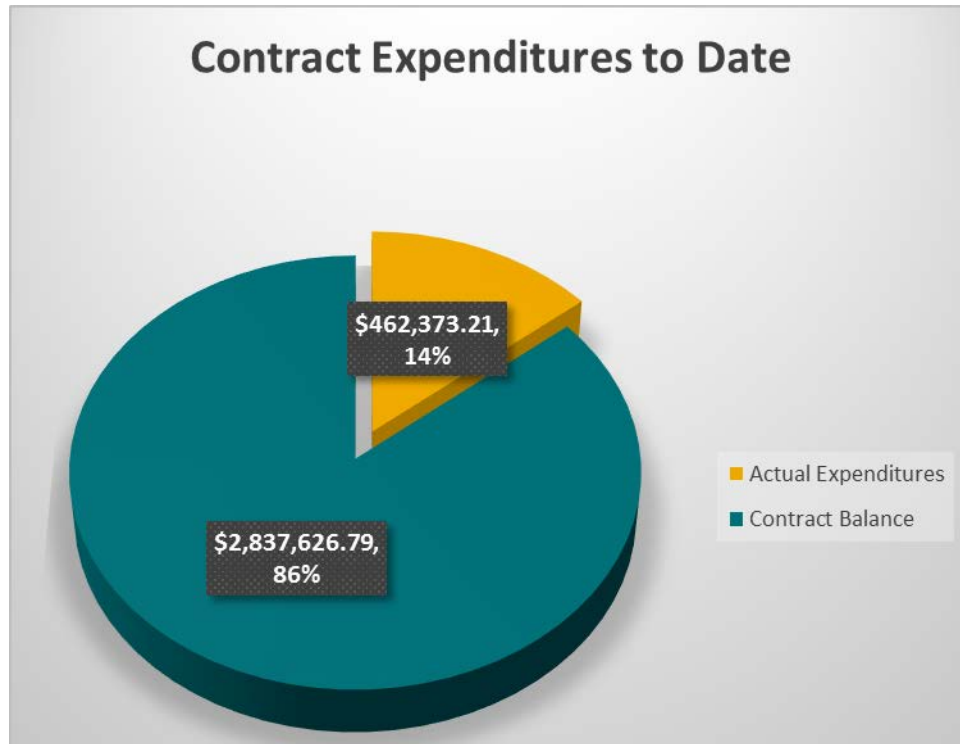
- I. Email blasts**
- II. Social media**
  - a. Facebook
  - b. Twitter
- III. Traditional media**
  - a. *Events calendars*
  - b. *Print Ads*
    - i. *Statesman Journal (Salem)*
    - ii. *Portland Tribune*
    - iii. *The Register Guard (Eugene)*
    - iv. *Keizer Times*
    - v. *The Newberg Graphic*
    - vi. *Corvallis Gazette-Times*
    - vii. *Hillsboro Tribune*
    - viii. *Grants Pass Daily Courier*
    - ix. *Mail Tribune (Medford)*
    - x. *Albany Democrat-Herald*
    - xi. *The Dalles Chronicle*
    - xii. *East Oregonian (Pendleton)*
    - xiii. *Lake Oswego Review*
- IV. Weekly e-newsletter**
- V. Alzheimer's Association Oregon Chapter networks**
  - a. Email to leadership board
  - b. Email to SPADO work groups
  - c. Support group leaders (email and visits)
  - d. Early-stage engagement participants
  - e. RACs
  - f. Community contacts (Memories in the Making sites)
  - g. AAAs/ADRCs
  - h. Senior centers (mail and email)
  - i. Care coordinators (Jan)
  - j. OHCA contacts?
  - k. Meals on Wheels People's October newsletter
  - l. Volunteers
  - m. Alzheimer's Ambassadors (state and federal)
  - n. Schools (public health, social work, gerontology, OHSU)
  - o. AARP
  - p. Office of the Long-Term Care Ombudsman
  - q. PreSERVE Coalition?
- VI. Other outreach efforts**
  - a. Health fairs
  - b. Community classes
  - c. Walk to End Alzheimer's and other events
  - d. Networking meetings (Alzheimer's Association program and development(?) teams)
  - e. Alzheimer's Association staff email with McGinty talking points

## SEIU Marketing Summary

Mail Type & Target Audience	Email Target Audience	Location Target	Tentative Subject Heading	Date to Comm	Drop Date	Done?
	AFH Providers	Statewide	Exciting News from Oregon Care Partners!	9/24/2015	9/28/2015	Yes
Postcard - AFH Providers		By Region: Mult, Clack, WA, Columbia, Clatsop	General, advertising CB classes only	10/21/2015	10/30/2015	Yes
	AFH Providers	Statewide	Oregon Care Partners In-Person Trainings - November Update	11/2/2015	11/5/2015	Yes
	AFH Providers	Statewide	Oregon Care Partners - December Update	12/3/2015	12/4/2015	Yes
Newsletter - AFH Providers		Statewide	OCP Winter Quarterly Newsletter	12/9/2015	1/1/2016	Yes



## Budget Summary



Expense Type	Not to Exceed	Actual Expenditures	Contract Balance	Percent of Goal
Staffing	\$836,213.00	\$154,747.99	\$681,465.01	18.51%
Contract Labor	\$831,501.00	\$82,396.91	\$749,104.09	9.91%
Other Key Persons	\$733,886.00	\$116,229.19	\$617,656.81	15.84%
Marketing and Promotion	\$664,400.00	\$65,999.12	\$598,400.88	9.93%
Online Training	\$184,000.00	\$43,000.00	\$141,000.00	23.37%
Alternate Language	\$50,000.00	\$0.00	\$50,000.00	0.00%
<b>Totals:</b>	<b>\$3,300,000.00</b>	<b>\$462,373.21</b>	<b>\$2,837,626.79</b>	<b>14.01%</b>

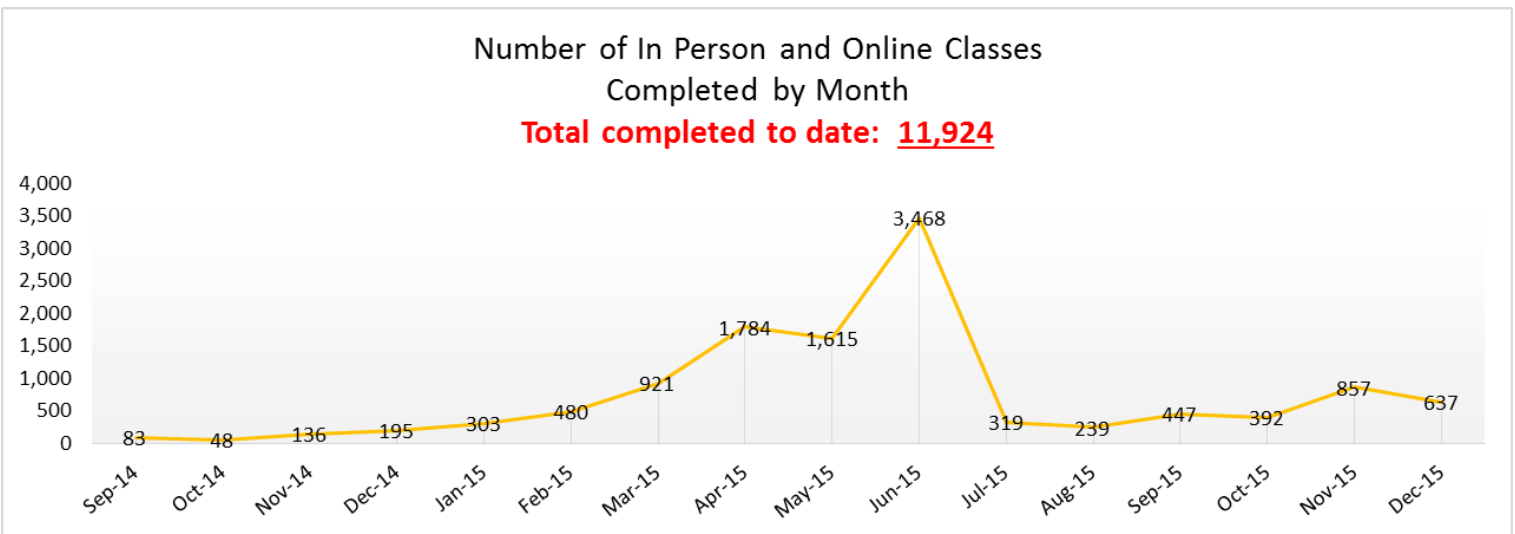
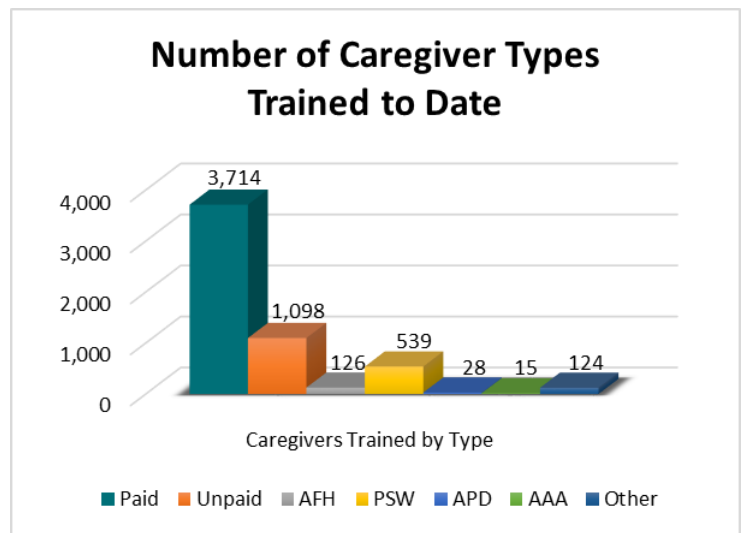
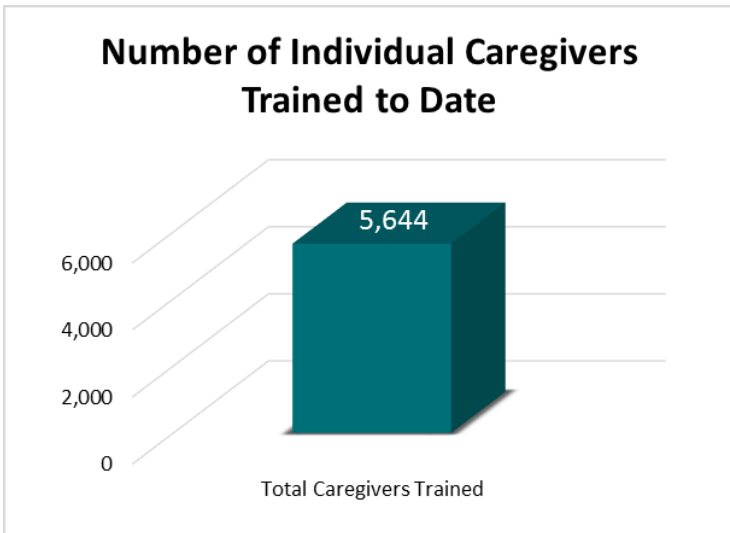
### Expenses by Month

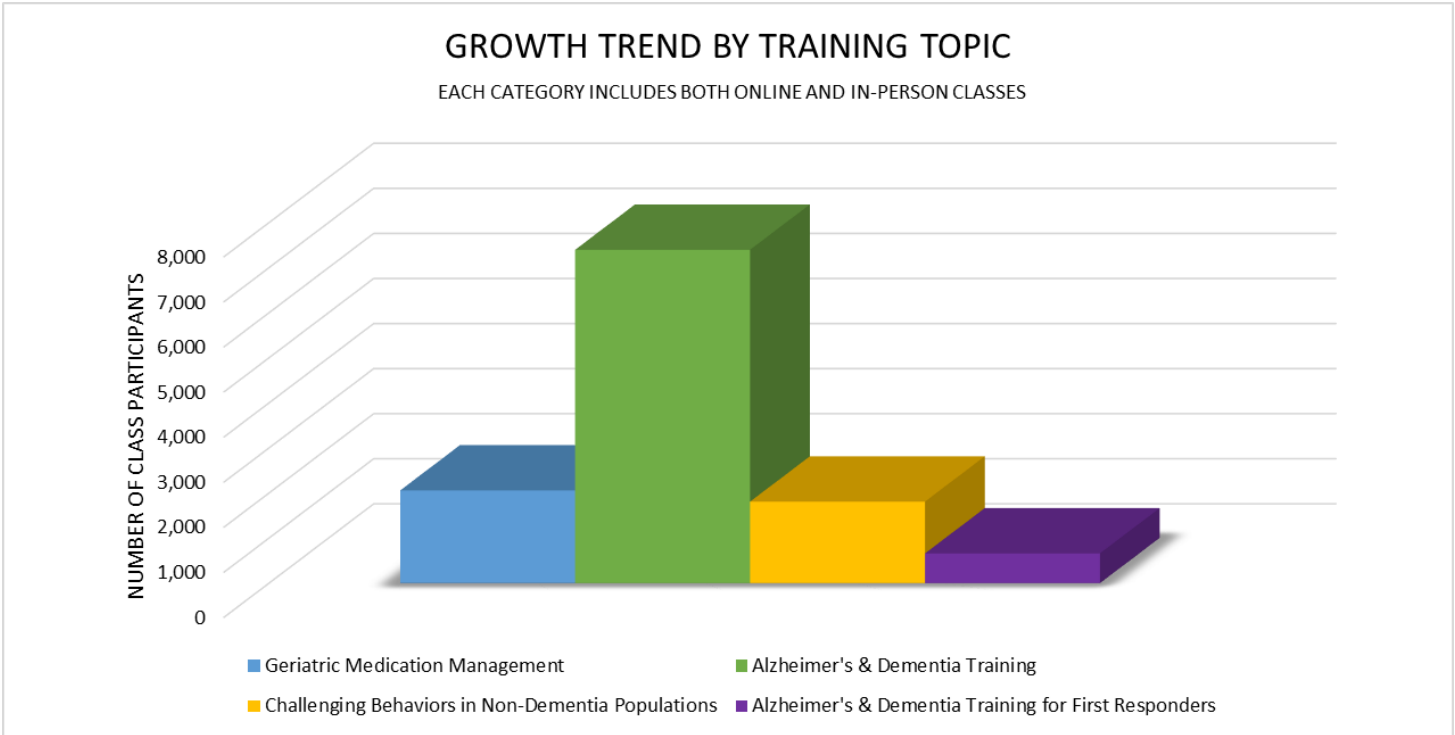
July 2015	\$37,709.76
August 2015	\$37,603.71
September 2015	\$78,423.56
October 2015	\$110,794.58
November 2015	\$105,375.67
December 2015	\$92,465.93

## Cumulative Project Summary

August 2014 to December 31, 2015:

- **11,924** in person and online classes have been completed
- **5,644** unique individual Caregivers have received training
- **45%** of caregivers who have attended training have done so in-person
- **55%** have taken a training course online
- **53%** of participating caregivers are taking multiple classes
- **68%** of those trained were paid Caregivers
- **19%** of those trained were unpaid Caregivers
- **10%** of those trained were professionals working in public safety
- **3%** of those trained were State or Local Government staff
- **100%** of Oregon counties have had at least 1 caregiver attend training





#### Cumulative Summary by Region

Region	Total Trained – Includes Online & In-Person	Percent Trained Per Region
Central	280	5%
Eastern	409	7%
Metro	2,295	41%
Northwest	292	5%
Southwest	855	15%
Valley	1,513	27%
<b>Total:</b>	<b>5,644</b>	