

Summary: Caregiver Awareness Project (Spring-Summer 2017)

Bus Advertising Campaign - Beloit

- Partnership with the Wisconsin Caregiver Strategy Group, led by WI Dept. of Health Services, Office on Aging (DHS) and Greater Wisconsin Agency on Aging Resources (GWAAR).
- Beloit Transit System city buses
- Beloit location identified as priority demographic by DHS, including strong local supports and a small(ish) but well-used bus system.
- Three bus routes:
 - Medical Centers Route (incl. Beloit Clinic, Hosp., Medical Center)
 - Shopping Center Route (incl. Woodman's Walmart, Family Dollar, etc.)
 - Janesville-Beloit Commuter Express (incl. Blackhawk Technical College)
- External and inside ad placement.

Purpose

- Focus on caregiver awareness, support, and stigma reduction
- Drive interested parties/caregivers to existing state and local resources
- Promote state/county Aging Disability Resource Centers (ADRCs)
- WWC community outreach and marketing, including, e.g., recognition on bus ads: "Brought to you by The Wisconsin Women's Council * www.womenscouncil.wi.gov"

Project Resources

- Builds on a caregiver campaign being rolled out in radio and print advertising by DHS and GWAAR.
- Uses the existing print ads (owned by GWAAR – view at: [Caregiver Ads](#))
- Women's Council 4th Quarter Project Funds and staff time

Complementary WWC-organized Activities

- Media outreach. Press conference about the ads that will be running in Beloit, with state/local speakers, and pre-arranged informational newspaper story.
- Community programs.
 - Seek partnerships with community organizations to host awareness and resources discussions, over the period, such as roundtables, panels and/or community forums. Involve legislators and other community leaders where possible.
 - Write a short article suitable to community and faith-based organization newsletters and outreach.

Total cost: \$4,500, including \$4,000 bus advertising and up to \$500 for programs and events.