



# NLRCC Executive Director's Report – June 2022

**By Cheryl Dinnell**

(This report may generate one or more action items, as per posted agenda, and summarizes the Executive Director's activities since January 1, 2022.)

A) Board Membership

We have vacancies in representation from organizations that serve children with special needs and direct support workers. Recruitment efforts need to target these vacancies.

B) Community for Respite (See NLRCC Community for Respite Meeting Minutes for more information)

The NLRCC purpose is to develop strategies to increase awareness of respite and its benefits; reduce barriers to the access of respite services; improve the quality of respite services; and advocate for education, training, and grants in support of family caregivers.

To explore these issues, we have held 3 Community for Respite meetings so far in 2022. Minutes of each meeting have been posted for your review. The topics discussed in these meetings include the following:

- Caregiver Assessments and Self-Care
- Where Caregivers Intersect with LTSS system
- Effectively Messaging Respite throughout the Caregiving Journey
- Barriers to Realizing Real Respite

Findings from these meetings will be incorporated into the State Plan developed to address the availability and quality of respite and family caregiver support services in Nevada.

C) NLRCC Website & Social Media (See NLRCC Social Media Report for more details)

- Facebook Goal: Grow the "brand" of NLRCC and increase audience for respite messaging

During April 1<sup>st</sup> - May 31<sup>st</sup>, 2022, reporting period, the number of people reached through Facebook was 8144, up 77.9% from previous report. Facebook page visits (77) were up 20%. New Facebook Likes (20) were up 11%. Post engagements were 182, down 39% from previous period.

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- Website Goal: Drive audience to NLRCC page for content and resources and grow the "brand" of NLRCC and increase audience for respite messaging



During April 1<sup>st</sup>- May 31<sup>st</sup>, 2022, reporting period, the number of new users who visited website was 222 and 213, respectively, up between 60-67% from previous report. Page views (April 343/May 348) were up 16-18%. Page Visits (April 240/May 245) were up 44.5-47.6% from previous period.

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- YouTube-Specific Goals: Provide content for training, education, and awareness to improve quality of care and reduce caregiver burnout

“Welcome to NLRCC” video (published 10 months ago) has had 92 views, with a total watch time of 2.5 hours since published. Total Impressions were 268 with a click-through rate of 5.2%.

A short 1-min video is in development. This video is part 1 of a 3-part series and will address common barriers that stop caregivers from seeking respite.

#### D) Presentations & Public Comments

Since January 1<sup>st</sup>, to introduce the Coalition and its purpose to the other boards and commissions, public comments were made or requested by ADSD leadership at the following groups:

- Commission on Aging
- Task Force on Alzheimer’s Disease
- Commission on Service for Persons with Disabilities
- Commission on Autism Spectrum Disorders
- Developmental Disabilities Council
- Tribal Council
- Interagency Coordinating Council

Presentations and training have also been requested by ARCH or other Lifespan grantees, Governor’s office, and ADSD leadership, such as:

- LifeCourse Nexus/UMKC Institute for Human Development & ARCH National Respite Network
- Nevada Governor’s Healthcare Provider Summit
- Colorado Respite Coalition Statewide Conference
- ADSD Tribal Cultural Awareness Training

#### E) ARCH Conference

Since the Executive Director was selected to represent the NLRCC Coalition, arrangements are being made to attend the ARCH National Lifespan Respite Conference in Madison, Wisconsin on September 13-15, 2022.

#### F) Advocacy & Legislative Awareness



NLRCC has received requests and invitations to provide recommendations for possible consideration during work sessions for the 2023 Legislative Session. NLRCC Bylaws state “the Coalition shall”

- Evaluate proposed legislation and provide insight on how it could affect family caregivers or afford them education, services or other supports based on their needs.
- Make recommendations to the Legislature, the Governor’s Office, or other State Agencies to improve the availability, quality, and access of respite services in Nevada

In addition to recommendations for Bill Draft Requests, NLRCC has been urged to act or include positional statements to letters of support. ARCH Lifespan Respite Network and other organizations also send legislative alerts that request NLRCC action.

On 02/14/2022, the NLRCC board granted power to the Executive Director to represent the Nevada Lifespan Respite Care Coalition at the Interim Sessions meetings, but that was limited.

The DAG office has recommended that the NLRCC Board grant specific powers to the Chair and Executive Director to respond to these requests for action and support, at least throughout the Legislative Interim Session, until the NLRCC Board can propose changes to their bylaws and ratify the changes made, to permanently grant powers to take such action on behalf of the Coalition. This will allow for timely response and action.

The power granted to the Chair and/or Executive Director to act on behalf of the Coalition should be in alignment with previously stated goals, responsibilities, priorities, and positions.

#### G) State Plan Development

Per the NLRCC Board-approved outline for the State Plan, information, and data pertinent to the document is being sought, organized, and drafted into a document that will be reviewed by the Board prior to calendar year end.

Workgroups may need to be formed to develop specific recommendations for inclusion in the document that can be presented to the NLRCC Board for approval.