



COUNCIL ON AGING

CARE CENSUS: Building AAA's Value with Area Businesses

BACKGROUND

- COA is the AAA for the Southwestern Ohio Region: Cincinnati (Hamilton County) and surrounding area
- COA administers four county tax levies which generate \$48 million in revenue for home and community-based services for individuals not eligible for Medicaid but who are in need of assistance
- These property tax levies are voted on every five years and require “yes” votes greater than 50%
- COA helps to run the campaigns and manages the levies via contracts with the respective Boards of County Commissioners
- Levies provide critical resources to help seniors as seniors tend to be low priority among local human/social services needs

OUR WHY: LACK OF SUPPORT FROM BUSINESS COMMUNITY

During a recent campaign to pass the largest senior services tax levy in COA's region, we failed to receive an endorsement from the region's largest Chamber of Commerce.

We came to an important realization: area businesses did not understand the significant role we, as the AAA, play in the business community – namely providing services that enable family caregivers to continue working

This lack of understanding contributed to a feeling in the community that COA was an organization that supported older adults only. And since most older adults are no longer in the workplace, why would area businesses and employers be interested in supporting COA?

As a result, we made a radical shift in how we market our programs and services and the impact they have on older adults, caregivers and the community at large. We set out to raise awareness of the impact family caregiving has on our regional workforce and to show the local business community that their AAA is a valuable partner in helping their employees remain focused and productive at work

OUR WHAT: CAREGIVER VIDEOS AND EMPLOYEE SURVEY

- COA incorporated this strategy into our new strategic plan
- Our Board authorized approximately \$241,000 for us to develop a caregiver survey, the production of working caregiver videos and a media package.
- \$240,950 total package – partnered with local marketing agency
 - Development and deployment of Caregiver Survey: \$33,500
 - Broadcast media (TV): \$52,000 – including production of up to 12 caregiver videos, each to air once and be promoted on Facebook
 - Targeted C-Suite LinkedIn/Email Marketing Campaign – developed monthly (12) content around the topic of working caregivers and impact to businesses. Purchased targeted localized C-Suite mailing list. Pushed content out through email marketing in InMail (paid LinkedIn promotions)

RESULTS



1,000 responses to caregiver survey



182,760+ views of caregiver videos (broadcast TV and social combined)



72,000 C-Suite emails with 22% open rate (industry average 18% - Constant Contact)



20,700 InMails (paid LinkedIn promotion) with 48% open rate (industry average 35%)



16 employer-based education events (COA invited after companies participated in survey)



COA and Caregiver initiative featured in two prominent business magazines

CAREGIVER VIDEOS

- In addition to the immediate need of videos to profile working caregivers, COA was also interested in building a library of videos that we could utilize during outreach and for other opportunities to promote COA
- [Let's watch one of these videos.](#)



CAREGIVER SURVEY

- **Goal:** collect employer-based data regarding working caregivers to share with local business leaders so they understand, from a business standpoint, how community investment in senior services benefits their organization.
- We provided support to launch survey internally, updates on survey response rates while survey was deployed and then produced company-specific reports at the close of the survey.
- We first piloted the survey by approaching a corporate “friend,” Cincinnati-based Messer Construction.
- Pilot featured in Cincinnati Business Courier.

“I was amazed to learn how many of our employees are dealing with this. It turns out that almost a third of the people who took the survey are dealing with an aging loved one and the issues of supporting them.”

“COA is an organization that many of our employees didn’t know about. So just the (realization) there’s an organization out there helping adults with disabilities and aging adults, that was beneficial.”

“We are bringing in COA in May to do a presentation. We’re inviting all of our Cincinnati employees. I think that’s one of the big successes – that we’re able to connect our employees with a resource that can help them.”

Tim Steigerwald, CEO Messer Construction

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From the Cincinnati Business Courier:

<https://www.bizjournals.com/cincinnati/news/2019/04/02/messer-construction-pilots-initiative-focused-on.html>

Messer Construction pilots initiative focused on employees who care for loved ones (Video)

Apr 2, 2019, 11:50am EDT Updated: Apr 10, 2019, 2:46pm EDT

Messer Construction Co. helped pilot an initiative of the Council on Aging of Southwestern Ohio that involves a survey to gauge the impact that caring for older loved ones has on area workers and their employers.

The Springdale-based council will partner with employers of all sizes on the survey to better understand the extent of such caregiving and how the responsibilities affect an individual's work and personal life. Employees remain anonymous, and employers receive a report on the results.

Tim Steigerwald, CEO of Cincinnati-based Messer, was among 111 employees – about 80 percent of those at the West End corporate office – who participated in the survey.

"I was amazed to learn how many of our employees are dealing with this," said Steigerwald, 54. "It turns out that almost a third of the people who took the survey are dealing with an aging loved one and the issues of supporting them."

That could include providing transportation, attending medical appointments or even overnight care. Of those at Messer who were not caregiving, 88 percent said



COURIER/DAVID KALONICK
Tim Steigerwald is CEO of Messer Construction Co.

Understanding Caregiving and the Work Environment

111 Total Respondents (92.5%)
65% Male, 35% Female



EMOTIONAL/ACTUAL WORK IMPACT*

Do you provide support, help or care for an older family member?



Top ways we help our aging loved one
(92% indicate providing 10 hours or less per week)



Paying bills and managing paperwork (52%)



Attending medical or other appointments (52%)



Errands and/or grocery shopping (48%)



Transportation (48%)

Top ways that Caregiving has impacted me:

- I have cut back or postponed personal things that I enjoy doing (50%)
- I have taken time off work (50%)

- I feel fatigued, stressed/unhappy (43%)
- While I'm at work, I worry about my family member (36%)

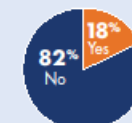
*All answers provided based on respondents who currently provide care.
*Of no, 88% foresee a time when they will have to provide

ACCESS TO RESOURCES

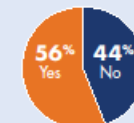
Does your employer provide caregiving resources?



Are you aware of local organizations that help seniors or caregivers?



Do you know anyone in your company caring for family?



OPPORTUNITIES



Does your employer have a relationship with COA?

- I don't know (80%)

I would like my employer to partner with COA to offer the following:

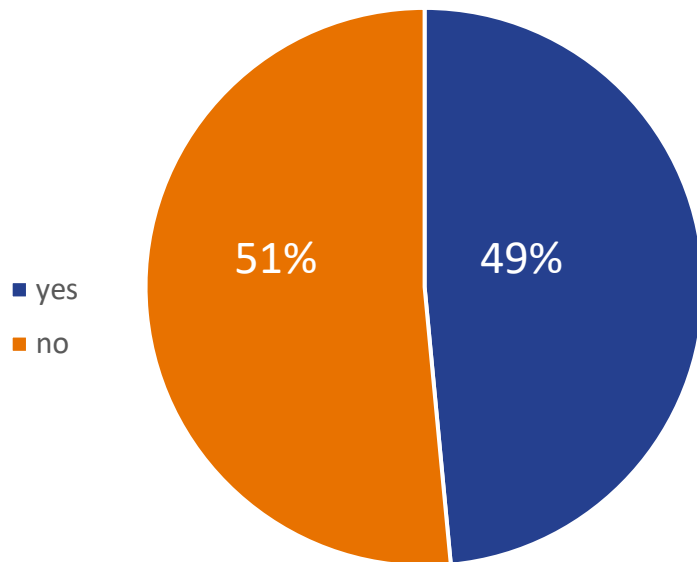
- A presentation about resources **62%**
- A workshop series (47%)

TOPICS ADRESSED IN THE SURVEY

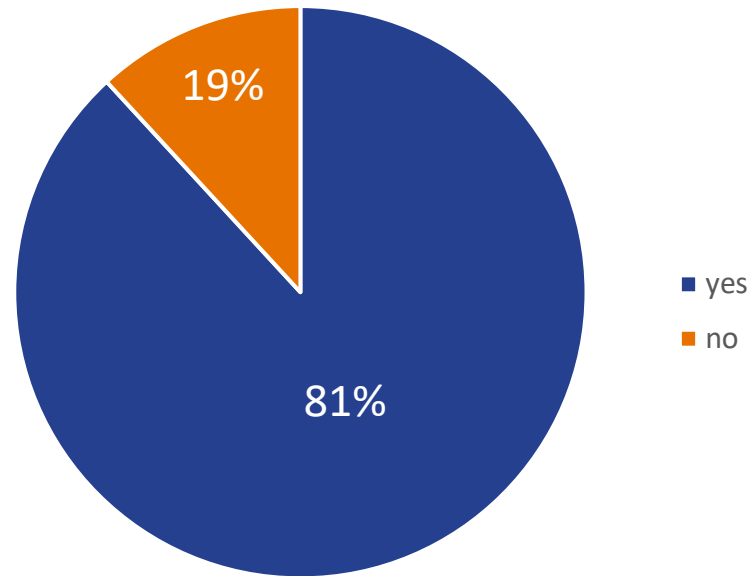
- Employees from employers across our region were surveyed to determine:
 - Prevalence of employees providing direct support to aging family members, today
 - Employees' anticipation of support they will be providing in the near future
 - Types of support needed by aging family members
 - Awareness of COA and its resources
 - Perceptions of their employers, related to:
 - Understanding the employees' unique situation
 - Creating a corporate culture that accepts caregiving as an important responsibility
 - The services and programs an employer can make available to assist employees who are providing care

PREVALENCE OF EMPLOYEES PROVIDING CARE

Do you provide support, help or care for an older family member?



Do you foresee a time when you may have to provide help or care for an aging loved one?



Almost half of all employees surveyed are providing some level of support for an older family member.

Of those that do not, 81% recognize the eventuality of caring for an aging loved one.

Two-thirds of all employees surveyed state they know someone who is providing care for an aging loved one.

*Survey results based on 952 employee respondents

EMPLOYEES ARE FACING A CAREGIVING DILEMMA

- Do you feel that you/your family has enough support to maintain caregiving for your loved one?
 - 56% of employees work within their families to provide caregiving duties
 - 30% state “No. We currently need additional support to continue caregiving.”
- Verbatims:
 - “This is getting VERY difficult. My parents live 3.5 hours away and there are many phone calls, online banking, and my mom will stay with us for extended periods of time.”
 - “(We) adult children feel more assistance is needed, however, (our) parents do not want additional support.”
 - We currently have support, but I anticipate a time in the next 2-5 years where we will need extra help.”

THE REAL STRUGGLE FOR EMPLOYEES

- 56% - I have **cut back or postponed personal things** that I enjoy doing to help or care for my family member
- 64% - I have **taken time off work** to help or care for my older family member
- 44% - I currently feel **stressed, fatigued or unhappy**
- 43% - **While I'm at work, I worry** about my family member
- 32% - I **get interrupted during the workday** to deal with immediate issues for my family member

Employees who are providing care for an aging loved one are working hard to balance the demands of work and care. ***Almost half are distracted while at work with the challenges of caregiving.***

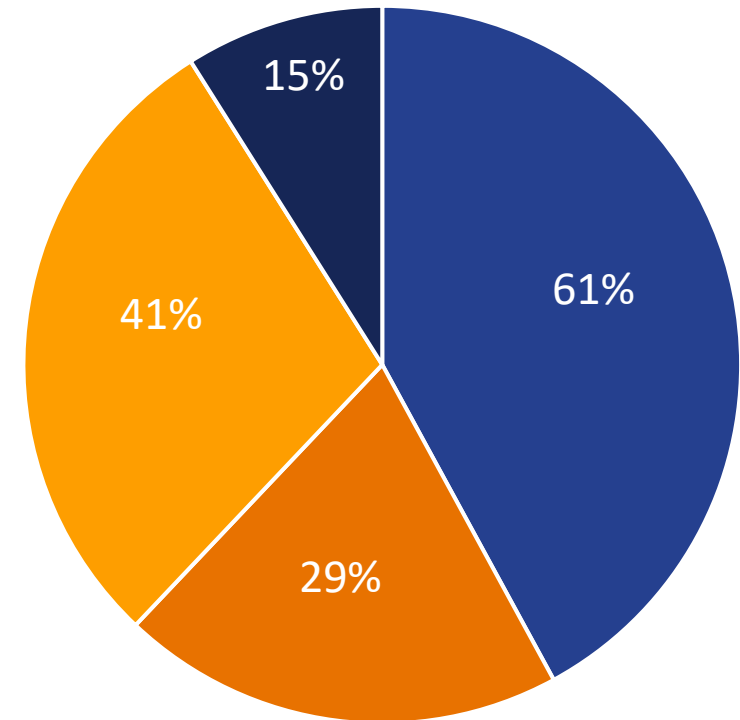
The reality of aging is having an unprecedented impact on local businesses and the employee's welfare.

MOST EMPLOYEES ARE PLANNING TO PROVIDE CARE ON THEIR OWN

For employees not currently in a caregiving role, concerns of future caregiving responsibilities are already being considered including thinking about how they will manage these responsibilities in addition to their work.

DO YOU HAVE A PLAN FOR HOW YOU INTEND TO HELP WITH CAREGIVING?

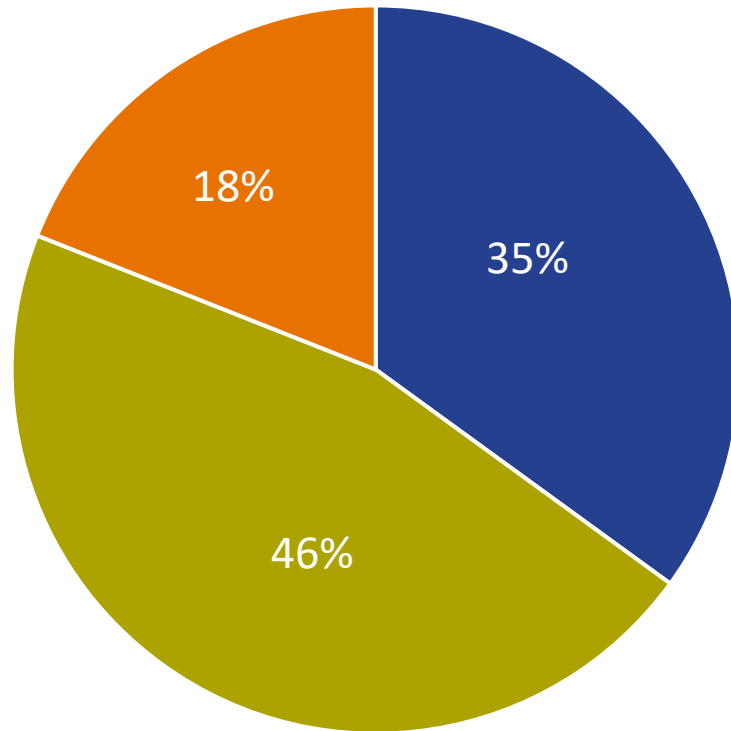
- I (my family) will manage the responsibilities
- I will hire an outside homecare company or independent caregiver
- I will look into local social services which may be able to help
- Other



**answers exceed 100% as respondents were allowed to choose multiple answers*

MOST EMPLOYEES ARE UNAWARE OF SUPPORT FROM THEIR EMPLOYER

DOES YOUR EMPLOYER PROVIDE RESOURCES OR ACCOMMODATIONS RELATED TO PROVIDING CARE?



■ Yes ■ I don't know ■ No

Nearly 57% of employees answered that their company **does foster a culture that supports** the important role employees play in providing care for an aging family member.

According to a Harvard Business Review survey, one-third of employees who left a position reported taking care of an elder with daily living needs as a reason for leaving their job. Almost 25% did so to care for an ill or disabled spouse, partner, or family member.

EMPLOYEE IMPACT AND COA

- 85% of employees surveyed are aware of COA and 22% have leveraged COA services
- **Of the respondents who have used COA services, 87% state they or a family member were able to continue working for their employer due to support they receive through COA**
- 58% of all employees surveyed indicated they would like their employer to partner with COA to give a presentation about resources and services to help care for an aging loved one

Employers do not measure and thus do not realize the extent to which employees are burdened by care: Many employers (52%) do not track data on their employees' caregiving responsibilities. (Harvard Business Review – The Caring Company Report – January 2019)

QUESTIONS?

- For more information about this program, contact Council on Aging's Director of Communications, Paula Smith: psmith@help4seniors.org