

ShareTheCare™ (STC™)



Project Description:

- STC™ is a caregiving model that helps people pool their talents, time and resources to assist a friend or loved one facing significant health challenges
- STC™ stations, located within reputable community organizations, provide information about how STC™ works and help interested individuals get started
- Caregiverexchange.ca is a website for caregivers that provides support in the form of a blog, and lists news, events and resources, including information on the STC™ program

Target Population:

- People within the South West region of Ontario who are caring for someone who is palliative, seriously ill, disabled and/or frail

Goals and Objectives:

- To make the target population aware of the STC™ caregiving model
- To help the target population implement the STC™ caregiving model
- To reduce the strain on the healthcare system and on individual caregivers

Project Successes:

- Here is a quote from a woman who used the STC™ program to help her mother take care of her elderly and ill father, “My parents were hesitant [about using STC™], not wanting to bother anyone, but it was really jotting down numbers of people who offered support [that was the push they needed to get started]. Both of my parents voiced later that it was a helpful program. I especially can't say enough about the positives as it lifted some of the stress off of me and I could be [their] daughter and not just “_____ the nurse”. Dad liked that his coffee buddies would come to him when he couldn't get out.”

Quick Stats:

Between April 1, 2011 and March 31, 2012 there were:

- 7 information sessions on STC™ with 823 individuals in attendance
- 2262 visits to the STC™ section on caregiverexchange.ca

Note: This time period includes the initial start-up period for the STC™ stations. Numbers are expected to increase as time goes on.

Milestones:

- Established five STC™ stations
 - Elgin – Serenity House Hospice
 - Grey Bruce – Grey-Bruce Geriatric Education Cooperative
 - Huron Perth – Mitchell and Area Community Outreach
 - London Middlesex – Hospice of London
 - Oxford – VON Sakura House Residential Hospice
- Developed and distributed STC™ promotional materials (e.g., pens, stress balls, brochures, note pads, usb drives)
- Developed and populated the STC™ section on the caregiverexchange.ca website, including a STC™ testimonial video highlighting Pat's story (<http://www.caregiverexchange.ca/sharethecare/content.aspx?id=146>)

Challenges:

- Enhancing awareness and increasing referrals to the STC™ stations
- Tracking the number of people who use the STC™ caregiving model
- Supporting caregivers at difficult points in the STC™ caregiving model (e.g., forming STC™ care groups)

Lessons Learned and Actions:

- Initially, funding was provided to run a two year STC™ awareness campaign; to maintain momentum following this initiative, a sustainability plan for STC™ was developed
- In addition to the STC™ stations, there needs to be a STC™ program liaison; the caregiverexchange.ca Coordinator has taken on this role

Next Steps:

- Increase STC™ stations awareness by continuing to promote the program
- Increase referrals to STC™ by working with community stakeholders
- Create linkages to support materials on caregiverexchange.ca as needed (e.g., add linkages to bereavement support materials to assist STC™ teams should loved ones pass away)
- Continue to monitor and evaluate STC™ station use

For more information contact:

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