

State of Arkansas
Division of Provider Services and Quality Assurance

Lifespan Respite Care Program: State Program Enhancement Grants

HHS-2021-ACL-AOA-LRLI-0045



ACL Grant Award Number: 90LRLI0045-02-00

Semi-Annual Report: 1/01/2023- 6/30/2023

Submitted to:

**Administration for Community
Living-Administration on Aging**

July 31, 2023

Table of Contents

Administration for Community Living-Administration on Aging	1
AOA Lifespan Respite Care Integrity & Sustainability (PL 116-324) Grant Detail	3
Introduction	4
Arkansas “Take the Time” Lifespan Respite.....	4
Overall Goal and Objectives.....	4
Project Partners	4
Activities and Accomplishments	5
What did you accomplish during this reporting period and how did these accomplishments help you reach your stated project goal(s) and objectives(s)? Please note any significant project partners and their role in project activities.....	5
What, if any, challenges did you face during this reporting period and what actions did you take to address these challenges? Please note in your response changes, if any, to your project goal(s), objective(s), or activities that were made as a result of challenges faced.....	5
How have the activities conducted during this project period helped you to achieve the measurable outcomes identified in your project proposal?	6
What was produced during the reporting period and how have these products been disseminated? Products may include articles, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources.....	18
Appendices.....	18

AOA Lifespan Respite Care Integrity & Sustainability (PL 116-324)
Grant Detail

- **Project Title:** Arkansas “Take the Time” Lifespan Respite Program
- **Authorized Official:** Martina Smith, Division of Provider Services & Quality Assurance (DPSQA) Director, Arkansas Department of Human Services
- **Project Director/Principal Investigator:** Sarah Schmidt, Division of Provider Services & Quality Assurance (DPSQA) Deputy Director, Arkansas Department of Human Services
 - **Grantee Organization Name:** AR DHS Division of Provider Services & Quality Assurance
 - **Address:** P.O. Box 1437, Slot S-428, Little Rock, AR 72203
 - **Phone Number:** 501-320-6555
 - **Email Address:** sarah.schmidt@dhs.arkansas.gov
- **ACL Grant Award Number:** 90LRLI0045-02-00
- **Total Project Period:** 07/01/2021- 06/30/2026
- **Reporting Period:** 1/1/2023-6/30/2023 (Semi-Annual, Year Two)
- **Date of Report:** July 31, 2023
- **ACL Program Officer:** Lori A. Stalbaum
- **ACL Grants Management Specialist:** Jan-Sheri Morris

Introduction

Arkansas “Take the Time” Lifespan Respite

The Arkansas Department of Human Services- Division of Provider Services and Quality Assurance submitted a grant proposal application on May 21, 2021, for the Lifespan Respite Care Program: State Program Enhancement Grants (Funding Opportunity Number: HHS-2021-ACL-AOA-LRLI-0045) by the Administration for Community Living. On July 8, 2022, Arkansas received the Notice of Award (Number: 90LRLI0045-02-00) in the total budget period amount of \$369,924.00. The breakdown of this project period funding (July 01, 2022, through June 30, 2023) is:

- Federal Share totaling \$274,985.00
- State General Revenue/Non-Federal Share totaling \$94,939.00

This report is the fourth report submitted within the award term, and includes activities and challenges experienced during the second six months of the project period: January 1, 2023, through June 30, 2023.

Overall Goal and Objectives

The overall project goal is to continue improving overall quality of life for Arkansas caregivers, inclusive of all groups and communities, but with a cognitive effort to reach underserved populations through education, increased awareness and resource allocation, and technological advances in a user-friendly environment to consolidate the statewide respite system.

Objectives include: 1) implementing a robust centralized Arkansas Lifespan Respite Search/Locator; 2) drafting and implementing by-laws for the ALRC; 3) updating statewide caregiving data at the beginning and end of the grant project term in order to assess effectiveness; 4) identifying underserved populations; 5) increasing opportunity for caregiver input and feedback; 6) launching a large-scale informational and educational outreach, particularly to the underserved; and 7) direct service opportunities and training events.

Project Partners

The Arkansas Lifespan Respite Coalition (ALRC) membership is representative of professionals and other respite organizations and advocacy groups, as well as family caregivers themselves. A list of all current coalition members can be found in Appendix I. During the reporting period, no coalition meetings were held.

The Arkansas Department of Human Services partners with the University of Arkansas Medical Sciences-Schmieding Caregiver Training Center to provide volunteer respite training per the grant objectives. This partnership has been in existence for the past four years and continues currently.

Currently, Arkansas DHS and the ALRC are also partnering with ARCH National Respite Network and Resource Center, National Academy for State Health Policy, and the Respite Care Association of Wisconsin (RCAW) to develop and implement a Respite Provider Recruitment, Training and Retention

Project. This pilot project is funded through RCAW's national application for a Lifespan Respite Care Program Grant: Special Projects to Strengthen Program Development, Implementation and Sustainability (#HHS-2020-ACL-AOA-LRSP-0432). Arkansas is using this pilot project in conjunction with objectives listed in our Lifespan Respite grant, to maximize outcomes and build on our respite training goals.

The Arkansas Department of Human Services is also partnering with the Alzheimer's Association-Arkansas Chapter and Alzheimer's Arkansas to pilot an Alzheimer's and Dementia Respite Voucher Program. This pilot project, while not using funding from this grant, is using funding from Arkansas' Social Services Block Grant awarded to DHS.

Activities and Accomplishments

What did you accomplish during this reporting period and how did these accomplishments help you reach your stated project goal(s) and objective(s)? Please note any significant project partners and their role in project activities.

The following list are accomplishments during the reporting period. [Note: all project partners are listed in above section]:

- Continued to maintain the Arkansas Lifespan Respite Locator to the public with enhancement designs
- Continued to maintain the in-house Lifespan Respite Voucher Program, forms, and funding process
- Continued a statewide multi-media educational and awareness campaign
- Collaborated with Arkansas Department of Human Services and Arkansas State Police to build state criminal record check, Adult and Child Maltreatment check activities into the Arkansas Lifespan Respite Search Locator for any Independent Respite Worker who requests to be added

What, if any, challenges did you face during this reporting period and what actions did you take to address these challenges? Please note in your response changes, if any, to your project goal(s), objective(s), or activities that were made as a result of challenges faced.

Coalition member engagement continues to limit activities. There are a handful of members who are actively engaged and participate on multiple levels; however, many members may log in for the coalition meeting but choose not to participate outside of the bi-monthly meeting. Changes have been made to the coalition membership form including information on how much time per month the prospective member can dedicate to coalition work as well as what they are looking to gain from that participation. Anticipation for coalition by-laws to be created in Year 3 of the grant will hopefully organize and revive coalition efforts.

How have the activities conducted during this project period helped you to achieve the measurable outcomes identified in your project proposal?

The following measurable outcome activities are divided below by project proposal objective:

Implement a Robust Centralized Arkansas Lifespan Respite Locator

In the current reporting period, Arkansas DHS worked with its vendor, Deloitte, to redesign the respite locator search engine, via PowerBI. This redesign included transitioning from a single selection option to a multi-selection/comparison view. This view now allows caregivers to select up to three (3) respite organizations and/or workers to view in a side-by-side comparison look. Additionally, a filter option was added for the caregiver to select whether they are looking for an organization or an independent worker if they so choose. A snapshot of the search locator and its new design can be found in Appendix I.

During the reporting period, proposed legislative language was drafted in order to allow DHS to run background checks on independent respite workers being added to the Search Locator. Implementation of this measure was created as a benefit to caregivers who expressed in previous reporting period feedback that this process was a financial strain to the caregiver to complete independently. During this drafting process, it was identified that DHS could process state-only record checks as well as Child Maltreatment and Adult Maltreatment registry checks without statute. DHS began communicating with the Arkansas State Police (ASP), Division for Children and Family Services (DCFS) and the Division of Adult, Aging and Behavioral Health (DAABH) to create a process in which these will be ran in the future. To expedite the paperwork, DHS has also developed an online record request form (via Formstack) that will allow electronic signatures and a workflow process in submitting documentation. The electronic form is expected to go-live in July 2023 in which independent respite workers currently on the Search Locator will be notified in order to complete the forms.

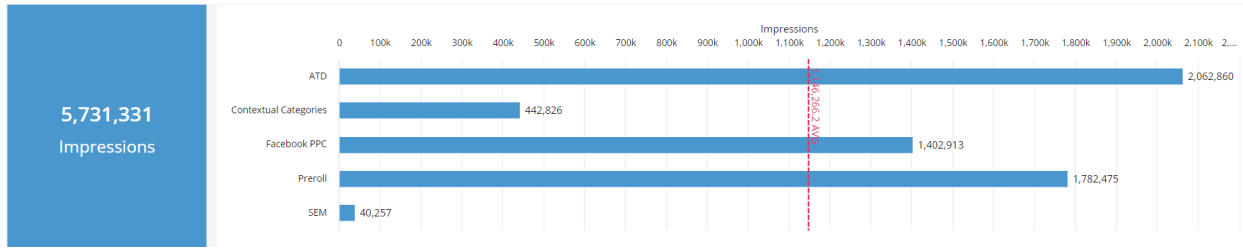
Updating Statewide Caregiving Data and Identifying Underserved Populations

Year 2 of the grant cycle included key tasks of developing a multi-media campaign for outreach and awareness which would target rural regions within the state. Beginning in the previous reporting period and continuing into this reporting period, the Arkansas Lifespan Respite Coalition in partnership with Arkansas Department of Human Services' Communication Department build an outreach and awareness campaign to span several different mediums and have statewide reach. Within the multi-media campaign activities in this reporting period, two (2) vendors were used to produce the following products in the reporting period: digital ads and billboard ads consisting of messaging around respite voucher opportunities and respite training opportunities. A third vendor, Newspaper/Print, was included in the overall project; however, print activities ceased prior to the reporting period.

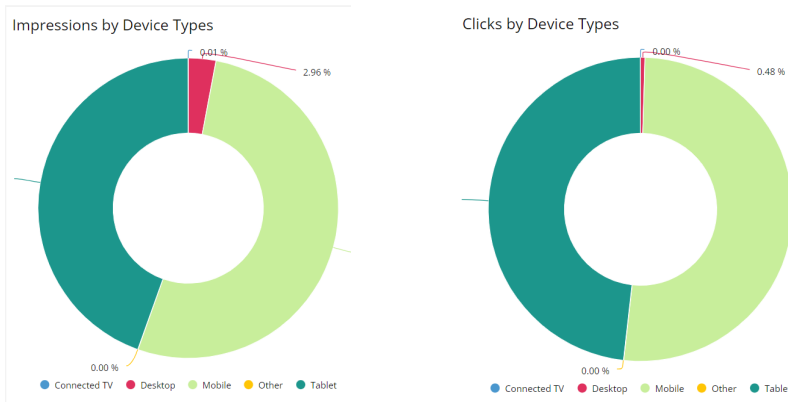
Digital Ads

The Arkansas Department of Human Services contracted with Cumulus C-Suite to provide a selection of digital graphics and animations with key respite messages deliverable to a targeted audience in rural/underserved counties via digital means (smartphones, smart TVs, computers, tablets, etc.). Digital advertising consisted of Search Engine Marketing (SEM), Advanced Targeting Display (ATD), Pre-Roll Advertising, Contextual Targeting, and Facebook pay-per-click. The first ads in this digital campaign were

released on November 11, 2022, and ran through May 31, 2023. During that time, over 5.7 million ads (also known as “Impressions”) were displayed digitally for Arkansas Lifespan Respite.



Data tracked the device type in which the advertisements were being viewed and clicked from. Both mobile devices and tablets made up 97% of the viewing devices, while desktop computers and other devices were also present. There were 344 ads viewed through Smart TVs and/or streaming devices.



Advertisements were targeted to the three rural regions defined by the Arkansas Lifespan Respite Program- The Delta, The Highlands, and The Coastal Plains. From the results data, it appears that The Highlands counties were the most active in responding to the campaign. As shown below in the geographical layouts, bubbles colored in pink indicates where advertisements were placed while the bubbles in blue indicates where individuals clicked advertisements to receive additional information.

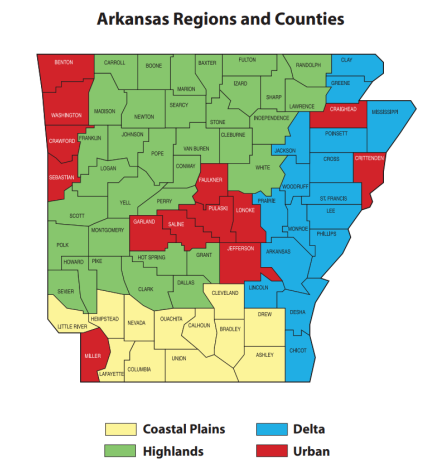


Figure 1- Counties identified by Region.

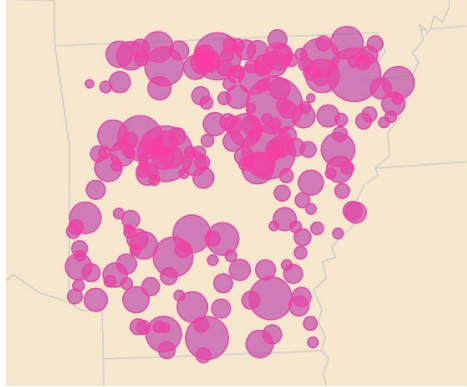


Figure 2- Geographical Locations indicating where advertisements were targeted to display.

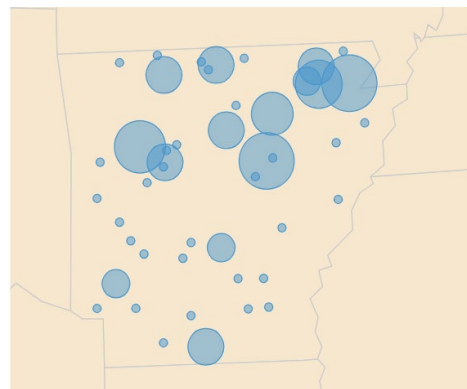
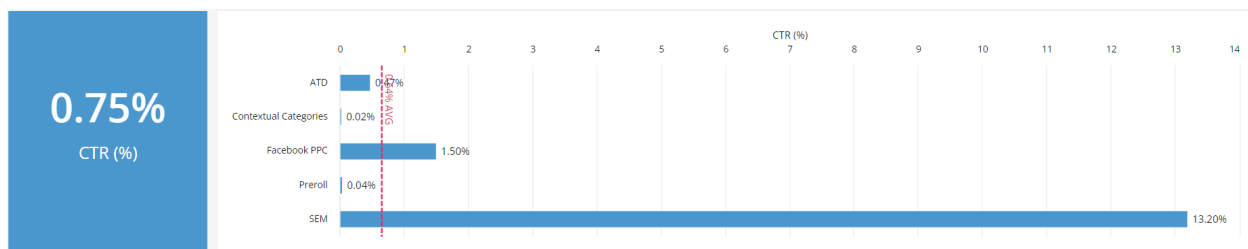


Figure 23- Geographical Locations indicating where click-through activities occurred.

Overall, the digital campaign was successful in outreach and building awareness of the program itself and the respite services offered. The Arkansas Lifespan Respite campaign received higher than average click-through rate of 0.75%. Click-through rate (CTR) is defined as the percentage of individuals viewing an advertisement who then click that advertisement for more information. The Facebook Pay-Per-Click and the SEM Targeting went well beyond average click-through rates resulting in over twice the average for Facebook PPC (1.50%) and over 20 times the average on SEM Targeting (13.20%).



Social Media (Facebook) Pay-Per-Click

Social Media pay-per-click is a form of internet advertising where the ad is paid for by the number of clicks it receives. In this case, social media pay-per-click (PPC) was placed on the social media app Facebook. Facebook PPC ads were used in a variety of spots on Facebook, including the sidebar, desktop or mobile newsfeed, and audience network. The Facebook PPC also ties into an audience's Instagram

feed, another social media app connected to Facebook, for additional exposure. Based on the final data report, Facebook PPC garnered 1,402,913 impressions and 21,063 clicks.

Social Media Pay-Per-Click is beneficial for awareness and outreach advertising. The Arkansas Lifespan Respite Program only paid for the advertisement if the individual clicked on the link (i.e., 21,063 times) yet the number of individuals who were exposed to the ad and the information contained within it (1,402,913) was expansive. Social Media Pay-Per-Click is also beneficial because it can be shared by an individual to others in their network if they share on their feed page.

Incorporating the impressions and the clicks and comparing them to the average expectancy, it appears that the Social Media pay-per-click and ATD forms of advertising both exceed expectations. Social Media pay-per-click far exceeding both the impression and click averages, in turn defining it as most successful of all types.

SEM Targeting Model

SEM Targeting utilizes keyword searches across search engines such as Google, Bing and Yahoo to target an audience with match phrases and words. Based on the final data report, 40,257 ads were displayed, and 5,314 clicks were collected through the SEM model. Ads from the SEM model also resulted in 49 phone calls and 23 conversions (conversions are defined activities where an individual clicked on the ad and completed a form for additional information).

Keyword data indicates that Arkansas Lifespan Respite ads were visible when 48 different key words or phrases were searched (see keyword search list in Appendix II). The top five (5) key word searches included the following: “family caregiver,” “care givers,” “in home care services,” “care giving,” and “elderly caregiver.” The key word search which resulted in the most click-through activity was “resources for caregivers of elderly parents.” This key word/phrase was searched 216 times with 75 of those searches clicking into the Arkansas Lifespan Respite Program information.

ATD Model

ATD uses voice recognition, location services and online searches to identify target customers and immediately serve the ad during an online experience. Based on the final data report, ATD received with 2,062,860 ads displayed and 9,699 clicks.

Pre-Roll Model

Pre-Roll Advertisements are a video advertisement that automatically play directly before a featured video on both mobile and desktop devices. These ads are commonly 15 to 30 seconds long and can be targeted to an audience based on interest, age, gender, location and more. Within this campaign, the pre-roll ads started off slow but over the course of the campaign did appear to build slightly. Often a person is waiting for their selected video to play and therefore may not click on the advertisement at that point; however, the advertisement does build brand and familiarity. While they may not have clicked on the ad prior to their selected video, they might be familiar with the image or logo the next time they see it somewhere and inquire more. Based on the final data report, Pre-Roll received with a total of 1,782,475 impressions and 694 clicks.

Contextual Targeting Model

Contextual Targeting is used to pair advertisements with relevant content that someone is browsing or reading. These ads are placed on web pages depending on the content of those pages, rather than data about the consumer's online behavior. Based on the final data report, Contextual Targeting received a total of 442,826 impressions and 96 clicks.

Billboard Ads

The Arkansas Department of Human Services contracted with Lamar Advertising to strategically place billboard ads in rural/underserved counties with key respite messages. A total of 18 billboards were scheduled across the state with a potential of 1.2 million views expected weekly. 14 of the 18 billboards (78%) were in rural/underserved counties. Billboards were rotated based on regions with the following schedule:

Billboard Active Date Range	City Locations
November 28, 2022- December 25, 2022	Pine Bluff, Malvern, Hot Springs, Sheridan, Dumas, El Dorado
December 26, 2022- January 22, 2023	Lonoke, Warren, Monticello, Truman, Stuttgart, Harrisburg
January 2, 2023- January 29, 2023	Russellville, Carlisle, Perryville, Morrilton, Clinton, Searcy

While we do not currently gather information from caregivers on how they came across the voucher program/information, a total of 12 new caregivers from counties in which the digital campaign and/or billboards were located submitted a respite voucher application for the first time.

Increase Opportunity for Caregiver Input and Feedback

Caregiver input and feedback has been limited to the open invitation to attend Arkansas Lifespan Respite Coalition meetings at this time as well as during the annual Lifespan Respite and Caregiver Conference. With the development of several other projects (such as the search locator, respite voucher program, etc.) ending, efforts will now be turned toward this objective as outreach and evaluation of these activities begin.

Additionally, the Arkansas Lifespan Respite Program utilizes the Choices in Living Resource Center, located within the Arkansas Department of Human Services, to field inquiries and provide information to Arkansas residents about the services and opportunities the grant provides. During the reporting period, the Resource Center received a total of 33 inquiries on respite, while reporting a total of 154 inquiring for the Year 2 grant cycle (July 1, 2022, through June 30, 2023).

Direct Service Opportunities

Through our project proposal, direct service opportunities were broken into two categories: respite vouchers and services and training opportunities.

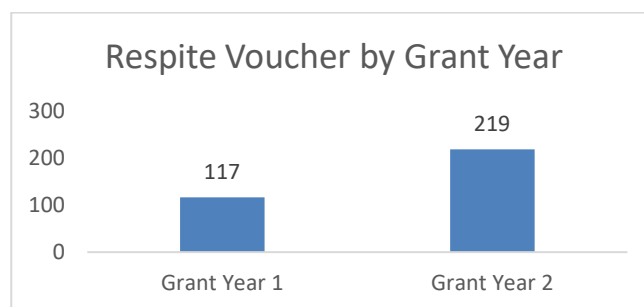
Arkansas DHS continues to utilize an in-house voucher program processed through the Choices in Living Resource Center. During this reporting period, 128 respite voucher applications were received and 118 were awarded (a 16% increase in overall awards from the first semi-annual report for Grant Year 2). 26

of Arkansas' 75 counties were represented in the voucher awards (a 13% increase in overall identified counties from the first semi-annual report for Grant Year 2). 17 of the 26 counties have been identified as rural regions (an increase of 30%) with an average of 66% of the voucher awards and funding being provided to rural regions (a significant increase from the reported 28% rural awards in the first semi-annual report for Grant Year 2). This includes seven (7) new rural counties not identified from the first semi-annual report for Grant Year 2.

Ashley- 2**	Baxter- 2 **	Benton- 29	Boone- 5 **	Bradley- 1 **
Clark- 1 **	Cleburne- 1 **	Crawford- 1	Crittenden- 5	Faulkner- 14
Grant- 2 **	Greene-1**	Independence- 3 **	Jefferson- 4 **	Johnson- 1 **
Lincoln- 1 **	Marion- 1 **	Mississippi- 1 **	Perry- 1 **	Pope- 3 **
Pulaski- 12 *	Randolph- 2 **	Saline- 3	Sebastian- 1	Washington- 20
White- 1 *				

*Indicates county locating State Capital; **Indicates rural defined counties per a 2013 University of Arkansas Division of Agriculture report¹

Since beginning the grant period in July 2021, a cumulative 336 vouchers have been awarded to a total of 34 counties within the state being identified, almost half of the state's 75 counties. Data shows an overall increase of 87% in voucher awards from Grant Year 1 (July 2021- June 2022; 117 awards) to Grant Year 2 (July 2022- June 2023; 219 awards).



8 diagnoses categories were developed for the voucher awards. The most prevalent diagnoses category was for Intellectual/Developmental Disabilities.

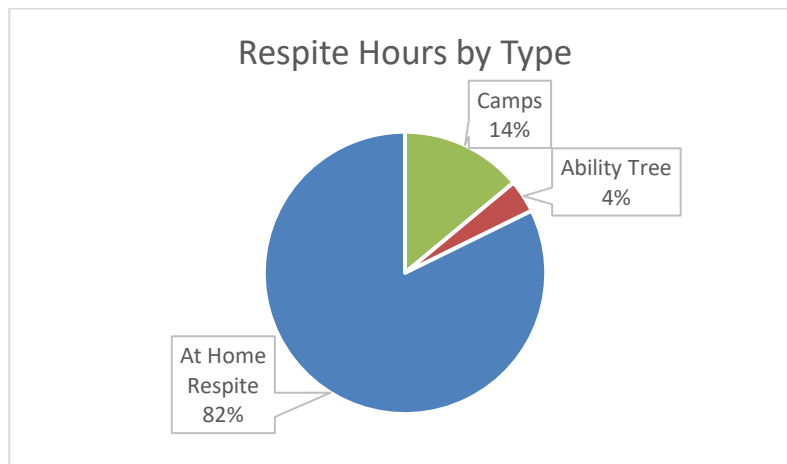
Alzheimer's/Dementia- 11	Heart Defect/Issues- 0	Lung Defect/Issues- 1	Stroke- 2
Cancer- 0	Vision Impairment/Blind- 0	Depression/Mood Disorder- 4	I/DD- 74 **
Behavior Disorder- 3	Epilepsy/Seizures- 6	Skeletal Disorders- 3	Other- 0

** Includes diagnoses of Angelman's Syndrome, Autism, Cerebral Palsy, Spina Bifida, Down Syndrome

Based on service delivery reports that were required to be submitted upon the use of the voucher, we were able to pull information regarding how the vouchers are being used. For example, based on the service delivery reports, the average hourly pay paid out through the voucher awards (excluding

¹ University of Arkansas Division of Agriculture. *Rural Profile of Arkansas*. Arkansas: 2013. <https://www.uaex.uada.edu/business-communities/economic-development/Rural%20Profile%20of%20Arkansas%202013%20Pub.pdf>

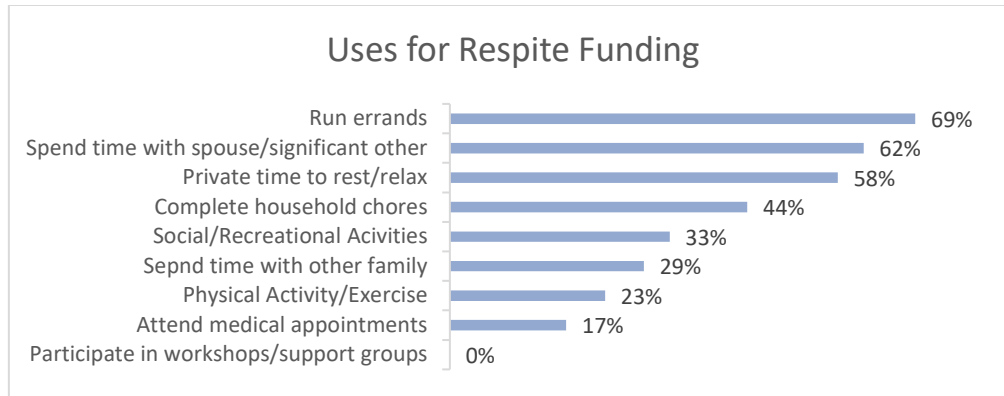
overnight and camp/event services) was \$16.00, an approximate \$0.10 decrease from the previous semi-annual average of \$16.10 but still an overall increase from the previous grant year of \$14.09. This reporting period also saw the use of five (5) voucher awards being utilized to assist with the overall cost of respite camps within the state (Camp Acadia and Camp Barnabas). Additionally, one caregiver was able to utilize short respite hours frequently with a faith-based non-profit organization known as Ability Tree. The lowest hourly pay reported during the reporting period was \$10.00/hour while the highest pay appeared to be \$37.50/hour. Service delivery reports indicated a total of 2120 hours of respite were received (1,744 hours from independent respite services, 296 hours from camps and 80 hours from Ability Tree), approximately 83 days during the reporting period. This is a significant increase from the 866 hours report in the first semi-annual report for Grant Year 2; approximately an 84% increase.



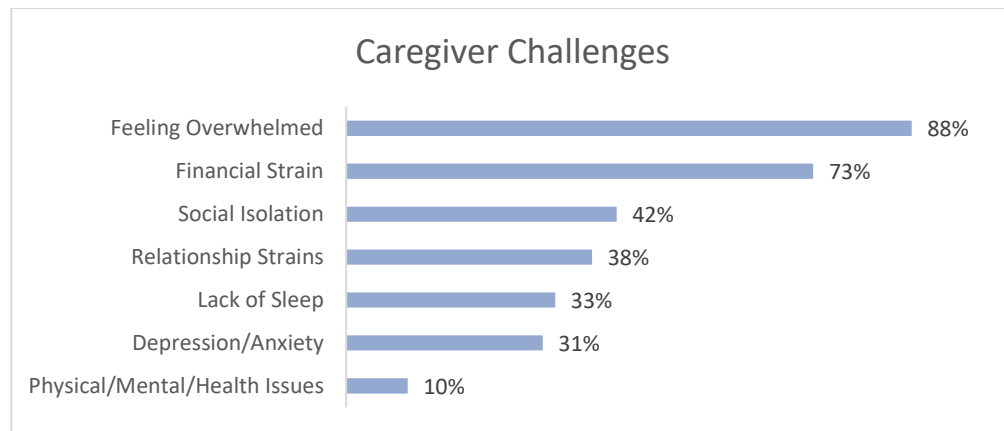
Caregivers receiving respite vouchers were also asked to complete a satisfaction feedback survey upon the use of their voucher. Of the satisfaction surveys returned, 100% of caregivers indicated that they found the voucher program “very useful,” an increase of 3% from the first semi-annual report for Grant Year 2.

75% of caregivers found the voucher application process to be “very easy.” This indicates continued progress in the ease of the application process as the previous semi-annual report for Grant Year 1 was 66% and the previous grant year (Grant Year 1) feedback was 58%. The remaining 25% found it to be “somewhat easy” and no surveys indicated a difficulty in the process. Caregivers were allowed to provide comments on the application process. One mentioned the application process was time consuming to fill out the application and gather requested documentation while another mentioned it did take some time to receive the funding. Several caregivers provided feedback in how they heard of the application and program- through a friend or on Facebook, but suggested more promotion of the program because it is not widely known. One caregiver suggested the respite voucher application be provided to every doctor’s office in the state who provides care and diagnoses children/adults with developmental disabilities or mental health issues.

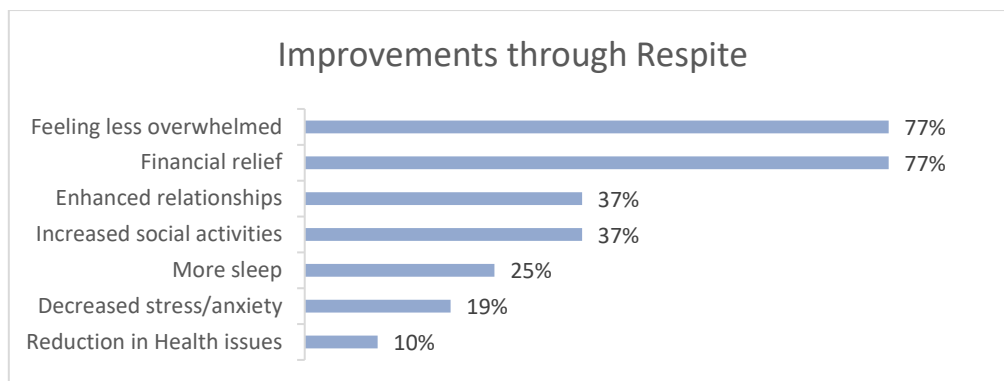
Feedback surveys also ask caregivers to identify what the respite funding enabled them to do. The top three (3) answers included running errands, spending time with spouse/significant other, and using the private time to rest and relax.



Feedback surveys also asked caregivers what their top three (3) challenges are as a family caregiver and what areas improved due to receiving respite funding/services. The top three (3) challenges consisted of the feeling of being overwhelmed, financial strains, and social isolation.



As a result of receiving respite funding and respite services, caregivers indicated that they equally felt financial relief as well as feeling less overwhelmed (77%). Approximately one-third of the caregivers reported their relationships with others improved and they increased their social activities (37% equally).



The final section of the feedback survey allowed caregivers to comment on other respite services they would like to see in the future or an overall feeling of respite and the respite program in general. Below are a few of the comments received.

Getting a voucher for respite services has been so helpful- it gave me the freedom to choose trusted caregivers. I would choose the voucher again as it truly did give me a chance to relax and care for myself.

I would like a respite service that includes a kids' night out so both my husband and I can enjoy a dinner night together.

Transportation. In our area there are no consistent providers.

Just the small amount of time provided is such a blessing. To be able to visit with other adults.

Having the respite voucher program continued. It helps me by relieving me from the daily mental stress of having a child with special needs.

Having access to adult daycare centers close enough to use- which my town does not!

This is best for flexibility. It helps knowing I may pick the person to have for my child and the peace of mind. It helps knowing we can use this as we wish and there is a program that is for the caregiver. Thank you!

I would love to see more day services for individuals to attend for social activities with others. They have a hard time in normal settings, but they are still able to go places with a caregiver.

The financial aspect is huge for me- to be able to receive these funds is so helpful for our whole family!

Being able to send my child to camp with financial support allows for me to be a more efficient caregiver by reducing stress and taking care of myself.

Enough respite care for a weekend getaway with my spouse. We rarely travel without our child since he requires a lot of attention. Finding respite services so my husband and I can go away for a weekend to rejuvenate.

Day camps or summer camps- these camps can be costly, so the extra funds help cover the cost. They are great for my child to learn and improve social skills and attain friendships. We also get that mental break that helps us be better at meeting his needs.

In addition to our grant voucher activities, Arkansas legislators in early 2022 authorized the Arkansas Department of Human Services to allocate funding for a new respite voucher pilot program geared towards caregivers caring for Alzheimer's or other dementia related needs. While this funding was not taken from the federal Lifespan Respite grant, the pilot program received \$200,000 beginning June 2022. This pilot program ran through June 2023; respite inquiries made to the Lifespan Respite Voucher Program for dementia related diagnoses will be turned over to the pilot program's voucher system for processing. This allows for the pilot program to collect as much data and information on dementia caregivers in the state while freeing the Lifespan Respite voucher funding to be awarded to other diagnoses categories. If at any time the pilot program exhausts all of their funding, the Lifespan Respite Voucher Program would begin processing voucher applications for those diagnoses so that there is no gap in coverage.

Prior to the end of this reporting period, in April 2023, the Dementia pilot project had awarded the full \$200,000- providing a total of 400 vouchers in the amount of \$500 each. The pilot project data indicates that 30% of those awarded funds were dispersed to caregivers within rural areas of the state (as identified by the same Arkansas Division of Agriculture report used for the Arkansas Lifespan Respite Program). Based on the success of this pilot, Arkansas DHS is awarding another year of funding, through the Social Services Block Grant (SSBG), in the amount of \$200,000 to be used through June 2024.

Our project proposal included direct support opportunities through volunteer training events facilitated by the University of Arkansas Medical Sciences- Schmieding Caregiver Training Program. Arkansas DHS has partnered with The Schmieding Caregiver Training Program for these training events in previously awarded respite grants. During the reporting period, Arkansas DHS and UAMS were contracted for REST services effective July 1, 2022, through June 30, 2023; UAMS began offering classes in September 2022 across the state and continued through this reporting period. Performance Indicators for this contract require a minimum of ten (10) training sessions per year. Four (4) trainings were held in the first semi-annual report with an additional four (4) in this reporting period, a total of eight (8) for the year. One training location failed to submit their reporting in time for the report. The training dates and locations for this reporting period include:

Date	Location (City)	Number of Attendees
2/27/2023	Jonesboro	1
3/9/2023	Springdale	4
6/8/2023	Springdale	3
6/16/2023	Fort Smith	2

Additional to the project activities set forth in the grant proposal, Arkansas DHS, along with members of the Arkansas Lifespan Respite Coalition, continue to work with the national respite resource program, ARCH, and the Respite Care Association of Wisconsin (RCAW) on a multi-state pilot project designing and implementing an online, self-paced certification course providing minimum skills and knowledge for respite care workers. The online training/certification modules went live on January 1, 2022. During the reporting period, 19 individuals have successfully completed the online training (45 total since go-live). This online module certification also allows those who complete the course successfully to display their respite services on the Arkansas Lifespan Respite Search Locator. During the reporting period, 5 of the 19 (26%) certification holders have requested to be added to the Arkansas Lifespan Respite Search Locator with a total of 10 Independent Respite Providers, certified through the online course, added to the search locator since the course began. In November 2022, a multi-media campaign was deployed to provide education and awareness to the direct support opportunities available through this grant and the RCAW pilot project; additional information on the campaign can be found under the Identifying Underserved Populations section of this report as this campaign stretched into this reporting period.

Produce/Participate in New Outreach Material and Outreach Events

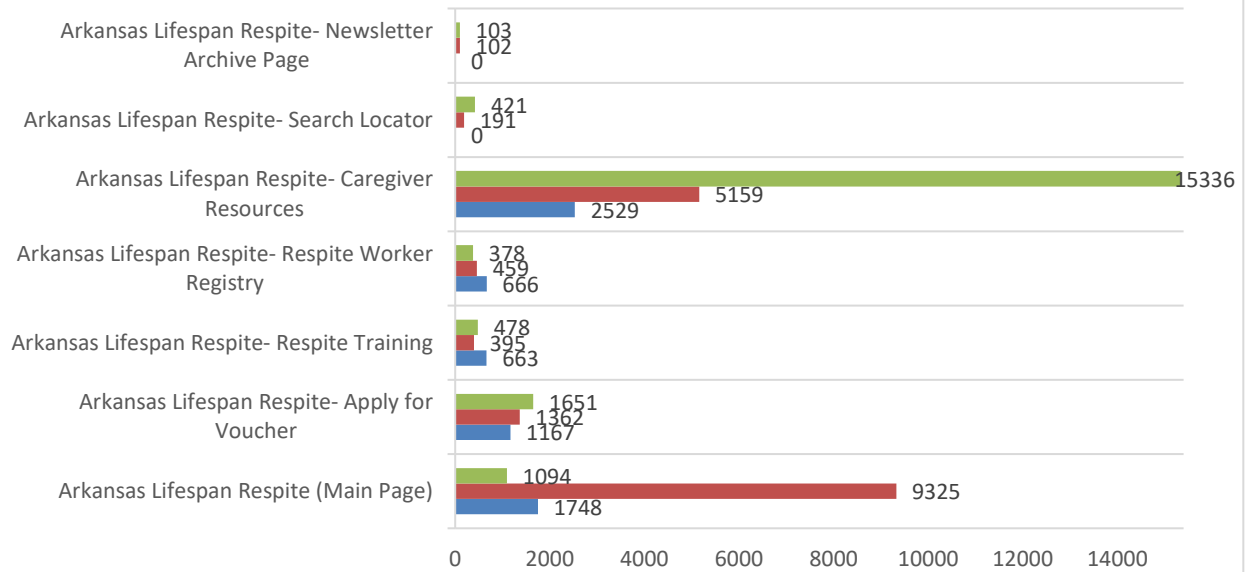
The Arkansas Lifespan Respite information lives within webpages attached to the Arkansas Department of Human Services' Division of Provider Services and Quality Assurance webpage. There is one main page for Arkansas Lifespan Respite with child pages related to vouchers, training, respite search

locator/worker registry, and caregiver resources. Within the reporting period, the following pages received the following online traffic numbers:

Page Title	Total Page Views	Unique Page Views	Average Time on Page
Arkansas Lifespan Respite (Main Page)	1,094	850	00:01:25
Arkansas Lifespan Respite- Apply for Voucher	1,651	1,248	00:02:03
Arkansas Lifespan Respite- Respite Training	478	376	00:01:37
Arkansas Lifespan Respite- Respite Worker Registry	378	307	00:01:47
Arkansas Lifespan Respite- Caregiver Resources	15,336	11,959	00:01:46
Arkansas Lifespan Respite Search Locator	421	350	00:01:06
Arkansas Lifespan Respite Newsletter Archive Page	103	102	00:00:59

Overall, data indicates that visits to the respite webpages are increasing compared to the first semi-annual report for Year 2. A comparison of traffic from the three (3) semi-annual reporting periods where data has been provided shows that the overall visitors to the main landing page have decreased but the individual child pages with more detailed topic information is increasing. The assumption can be made that individuals may be going directly to the topic of interest (i.e., vouchers or training) instead of working through the main page. The Arkansas Lifespan Respite Worker Registry traffic has also decreased; however, the Search Locator page has increased. The Respite Worker Registry page is, again, a landing page for the Search Locator specifically. Special attention will be paid to the Caregiver Resources page in the future to ensure that the most relevant and up to date information is available since traffic is extremely high, indicating that caregivers in Arkansas are looking for resources.

Arkansas Lifespan Respite Webpage Traffic Comparison (by Semi-Annual Reporting Period)



	Arkansas Lifespan Respite (Main Page)	Arkansas Lifespan Respite- Apply for Voucher	Arkansas Lifespan Respite- Respite Training	Arkansas Lifespan Respite- Respite Worker Registry	Arkansas Lifespan Respite- Caregiver Resources	Arkansas Lifespan Respite- Search Locator	Arkansas Lifespan Respite- Newsletter Archive Page
■ Total Page Views Y2 Q3/4	1094	1651	478	378	15336	421	103
■ Total Page Views Y2 Q1/2	9325	1362	395	459	5159	191	102
■ Total Page Views Y1 Q3/4	1748	1167	663	666	2529	0	0

During the reporting period, the quarterly respite and caregiver newsletter that was established as an outreach and awareness tool in the previous semi-reporting period, continued. The newsletter release schedule anticipates all four quarters- Fall, Winter, Spring and Summer editions, and is released via email to those subscribed, as well as posted to the Arkansas Lifespan Respite webpage. The following editions have been circulated during this reporting period:

- WINTER 2022- *Not published*
- SPRING 2023- March 17, 2023
- SUMMER 2023- Expected in July 2023

During the reporting period, no outreach events occurred.

What was produced during the reporting period and how have these products been disseminated? Products may include articles, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources.

The following items were produced during this reporting period:

Marketing Material

- Arkansas Lifespan Respite Search Locator- Enhancement View (Appendix I)
- Digital Ads for Cumulus Digital Campaign (Appendix III)
- Billboard Marketing (Appendix V)
- Spring 2023 Respite/Caregiver Newsletter- March 17, 2023 (Appendix VI)

Appendices

The following pages contain all appendices mentioned within this report.

- Arkansas Lifespan Respite Search Locator- Enhancement View (Appendix I)
- Search Engine Marketing Keywords (Appendix II)
- Digital Ads for Cumulus Digital Campaign (Appendix III)
- Full Cumulus Digital Report (Appendix IV)
- Billboard Marketing (Appendix V)
- Spring 2023 Respite/Caregiver Newsletter- March 17, 2023 (Appendix VI)

Appendix I- Arkansas Lifespan Respite Search Locator (Enhancements)

Lifespan Respite Provider Locations

Provider Name: County: Age Served: Respite Type: Type: Payment Option(s):

[Reset Filter\(s\)](#) 17

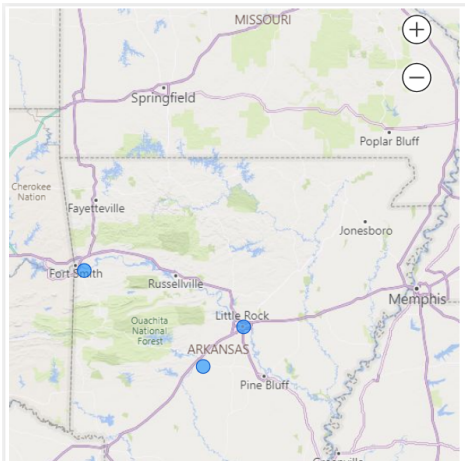
Select up to 3 providers from the 'Provider Name' filter OR click up to 3 providers from the map by using the control/command key while selecting multiple providers from map. Data as of 7/26/2023

Select up to 3 providers from the 'Provider Name' filter OR click up to 3 providers from the map by using the control/command key while selecting multiple providers from map.

[Click here to view additional details](#)

Please click on the [link](#) here to access and complete the form to be added on the list.

The Division makes every effort to ensure that the information reported on this web site is accurate. All information provided is as factual as possible and does not constitute an endorsement of any facility or the programs they offer, either expressed or implied. All information is presented without guarantee by the Division of Provider Services and Quality Assurance. If you find any inaccurate information, please contact the [Deputy Director](#) regulating the notated provider type.



Provider Name	Provider Name	Provider Name
ARChoices Medicaid Waiver Program-All-Statewide	Addus Home Care, Fort Smith	Brittany Quinn-Grant
County Served	County Served	County Served
All-Statewide	Logan	Grant
Age Served	Age Served	Age Served
65+	N/A	All Ages
Services Offered	Services Offered	Services Offered
Provides temporary relief to a primary caregiver who is providing long-term care	Caregiving staff can be provided to relieve primary caregivers.	I have 10 years experience. I can help with anything from just enjoying a nice conversation to making sure you are at every appointment on time!
Medicaid Provider	Medicaid Provider	Medicaid Provider
Yes	Yes	Yes
Medicare Provider	Medicare Provider	Medicare Provider
No	No	Yes
Cost of Service	Cost of Service	Cost of Service

Appendix II- SEM Key Word Searches

All Keywords: Impressions, Clicks, CTR (%) and Costs (\$)

Date range: 06/08/2022 - 07/20/2023; Export date: 07/21/2023

Keyword	Impressions Keyword	Clicks Keyword	Costs Keyword (\$)	CTR Keyword (%)	Search Top Impression Share (%)	Search Absolute Top Impression Share (%)
family caregiver	5,838	1,286	\$2,939.40	22.03%	63.09%	47.40%
care givers	9,318	1,188	\$3,007.07	12.75%	44.46%	28.78%
in home care services	9,116	960	\$2,504.12	10.53%	19.35%	13.13%
care giving	1,289	208	\$521.86	16.14%	39.33%	29.45%
elderly caregiver	1,645	180	\$500.49	10.94%	26.85%	17.77%
elder care resources	1,325	157	\$435.25	11.85%	37.29%	24.15%
assistance home care	1,033	147	\$354.79	14.23%	28.48%	16.78%
home care for elderly in their own homes	869	137	\$253.22	15.77%	65.44%	51.24%
hospice home care	2,429	102	\$394.67	4.20%	16.39%	12.01%
elder care locator	605	84	\$186.64	13.88%	26.06%	21.76%
caregiver resources	455	79	\$192.58	17.36%	69.57%	53.97%
senior respite care	631	77	\$213.36	12.20%	50.96%	33.62%
resources for caregivers of elderly parents	216	75	\$103.82	34.72%	91.04%	75.76%
private duty caregiver	636	74	\$179.51	11.64%	47.54%	32.43%
respite care resources	262	71	\$164.64	27.10%	58.66%	44.80%
home care agency	977	61	\$163.86	6.24%	16.22%	13.60%
being a carer for a family member	201	60	\$170.70	29.85%	84.62%	74.44%
caring for elderly parent	364	52	\$129.57	14.29%	61.07%	47.71%
caregivers home health	336	51	\$136.78	15.18%	53.62%	38.04%
caregiver services	578	48	\$127.24	8.30%	29.30%	20.78%
senior care resources	487	46	\$139.47	9.45%	20.80%	17.47%
home care assistance	318	40	\$84.12	12.58%	29.57%	19.49%
home nursing care	612	38	\$129.83	6.21%	23.06%	16.06%
elder caregiver support	107	25	\$59.60	23.36%	66.92%	57.14%
dementia support groups	145	20	\$54.30	13.79%	75.64%	62.61%
respite resources	73	16	\$46.66	21.92%	65.69%	60.81%
alzheimers support groups	209	14	\$39.43	6.70%	60.00%	38.10%
alzheimer's caregiver support group	33	5	\$8.58	15.15%	82.86%	48.15%
home hospice care	49	4	\$11.64	8.16%	54.05%	36.84%
dementia support groups near me	33	3	\$9.36	9.09%	83.87%	48.00%
caregiver support and resources	7	1	\$2.30	14.29%	85.71%	80.00%
caregiver support resources	2	1	\$2.07	50.00%	100.00%	50.00%
caring for someone with dementia carers handbook	1	1	\$7.30	100.00%	100.00%	100.00%
resources for elderly caregivers	5	1	\$5.88	20.00%	100.00%	66.67%
resources for family caregivers	6	1	\$7.27	16.67%	100.00%	100.00%
support groups for caregivers of elderly parents	5	1	\$4.33	20.00%	100.00%	100.00%
aarp caregiver guide	1	0	\$0.00	0.00%	0.00%	0.00%
alzheimer's support groups near me	3	0	\$0.00	0.00%	100.00%	100.00%
caregiver support groups zoom	1	0	\$0.00	0.00%	0.00%	0.00%
caretaker support groups near me	1	0	\$0.00	0.00%	0.00%	0.00%
caring for aging parents checklist	7	0	\$0.00	0.00%	100.00%	100.00%
dementia caregiver support groups near me	1	0	\$0.00	0.00%	100.00%	100.00%
dementia support groups for family members	1	0	\$0.00	0.00%	100.00%	100.00%
eldercare resource planning	4	0	\$0.00	0.00%	100.00%	100.00%
primary caregiver	6	0	\$0.00	0.00%	100.00%	100.00%
respite care for elderly	5	0	\$0.00	0.00%	100.00%	100.00%
senior respite care near me	7	0	\$0.00	0.00%	100.00%	0.00%
valley caregiver resource center	5	0	\$0.00	0.00%	100.00%	100.00%





ARKANSAS LIFESPAN RESPITE

**ARE YOU A CAREGIVER FOR A
LOVED ONE AND NEED A BREAK?**

DHS HAS RESPITE OPPORTUNITIES:

- Vouchers to pay for respite care
-up to \$1,200 a year!
- Free online training to become a
respite caregiver
- Free online search for qualified
respite caregivers

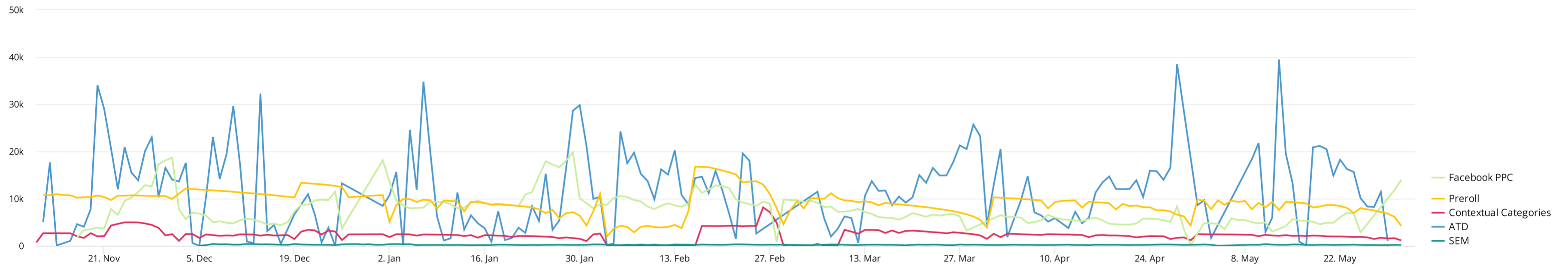
**To learn more,
visit ar.gov/arlifespanspitem**



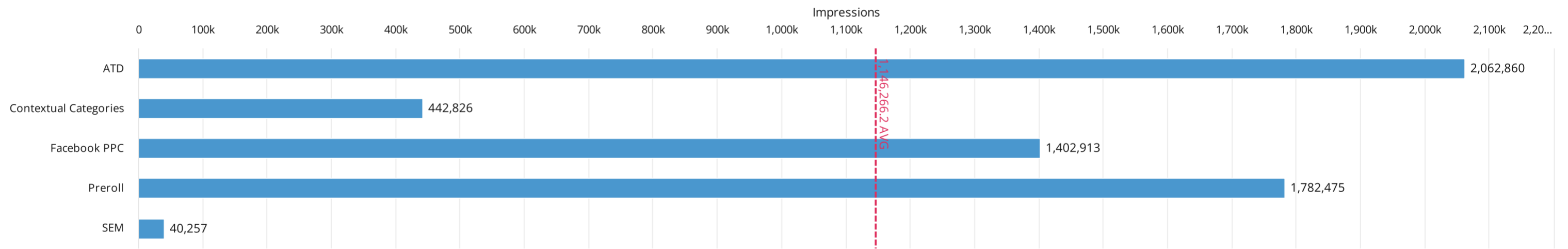
Overview - Arkansas Department of Human Services - v3 - Lifespan Respite Care Campaign

Strategy All

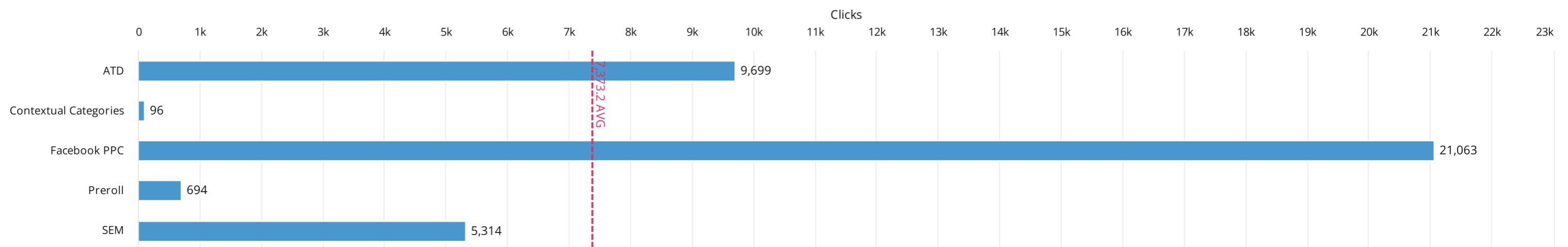
Daily Impressions



5,731,331 Impressions

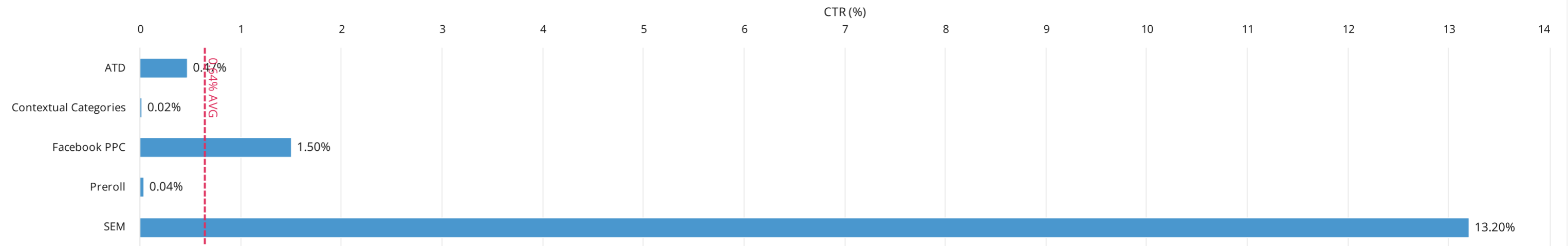


36,866 Clicks



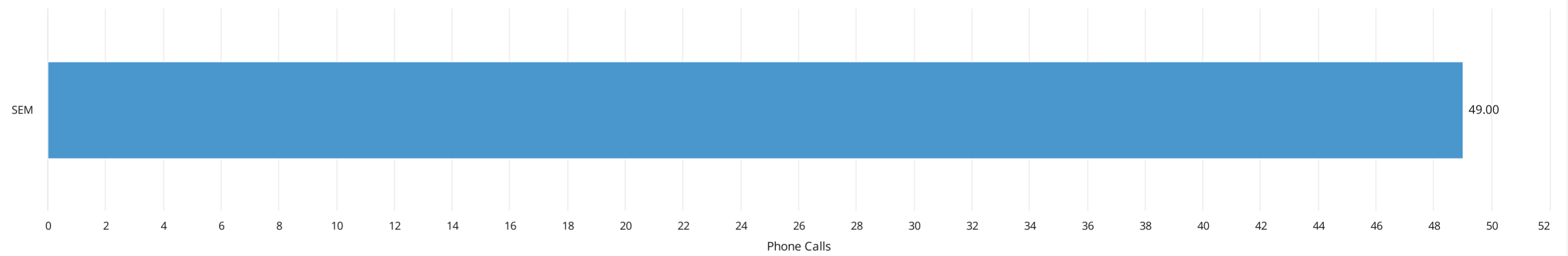
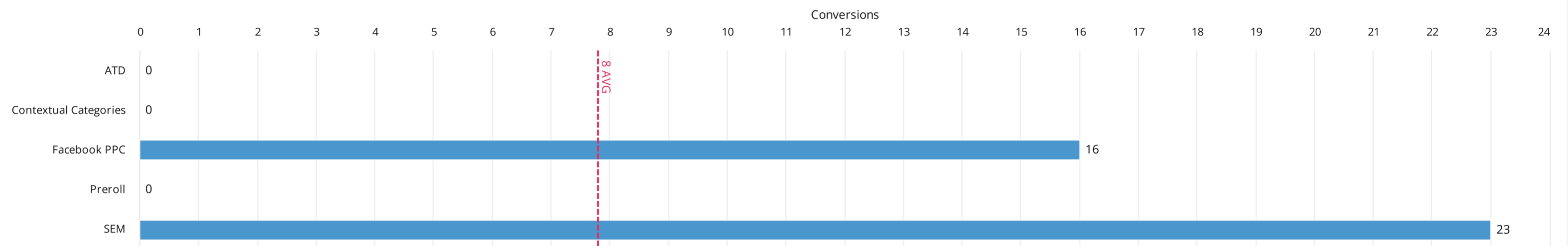
0.75%

CTR (%)



88.00

Conversions

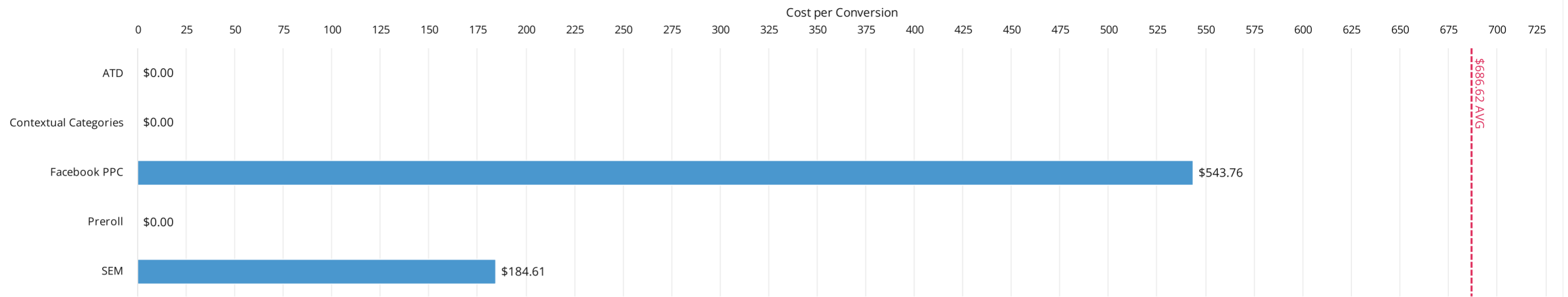


\$60,422.83

Costs (\$)

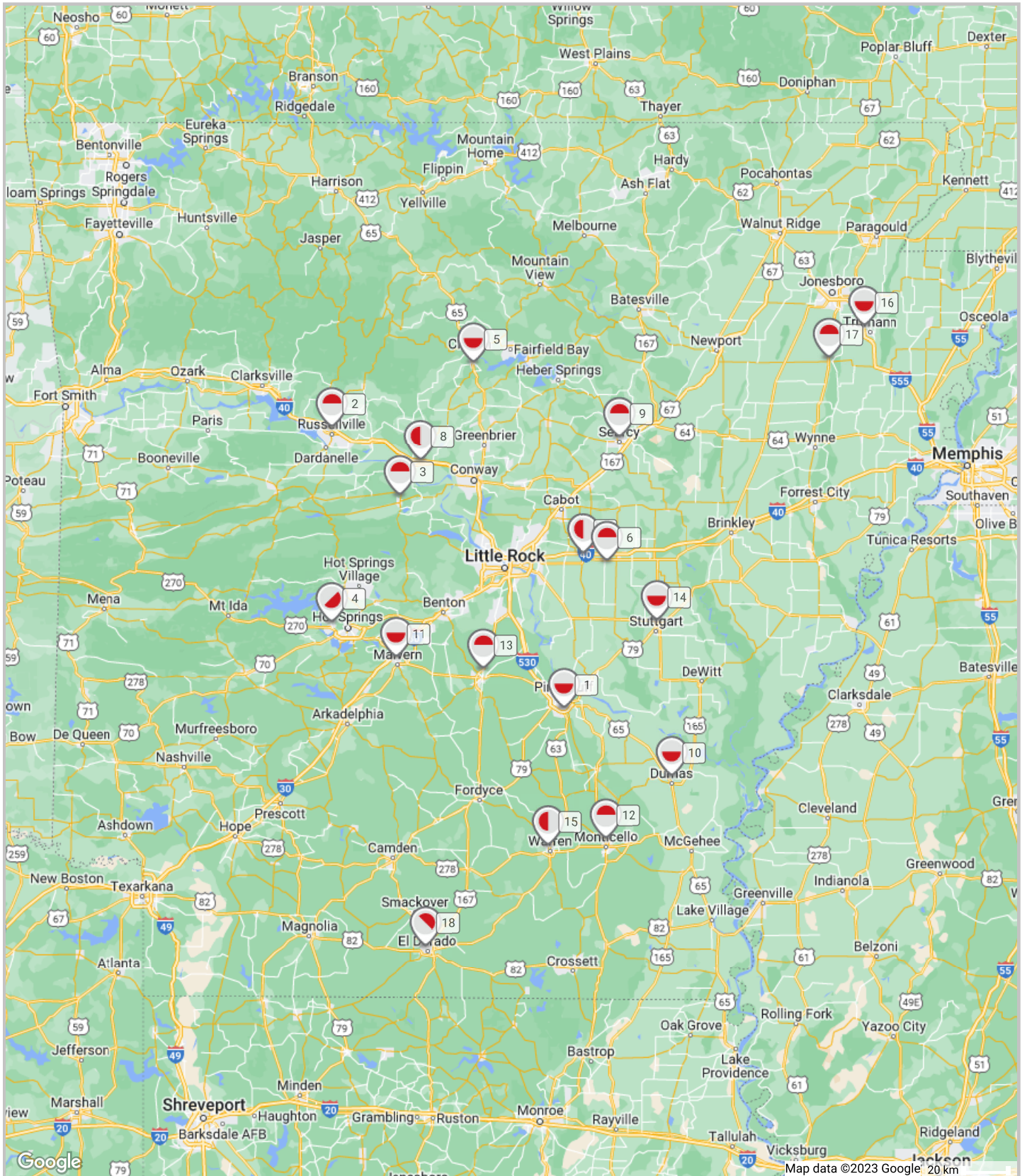
\$686.62

Cost per Conversion



MAP #1






RESPIRE CARE PROGRAM



LOCATION LIST

RESPITE CARE PROGRAM

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	56312	30484818	Poster / Retro	North	10' 6" x 22' 9"	58,993	YES
<p>Location: HWY 63 W/S .7 MI S/O I-530 Current Advertiser: BREASTCARE CAMPAIGN Booking Ranges: 11/28/2022 - 12/25/2022 Rate: \$410.00 Production Cost: 145.55</p>								
	2	82145	588924	Poster / Retro	South	10' 6" x 22' 9"	166,755	YES
<p>Location: SH 7 SOUTH W/S 75' S/O C ST P1(S) Current Advertiser: ST. MARY'S REGIONAL MEDICAL CENTER Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	3	83501	30496400	Poster / Retro	South	10' 6" x 22' 9"	37,216	NO
<p>Location: HWY9/10 W/S 50' W/O HWY 60 Current Advertiser: PRICE AG SALES & SERVICE Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	4	84164	30922628	Poster / Retro	North West	10' 6" x 22' 9"	125,516	YES
<p>Location: Albert Pike S/S 1250' W/O Thornton Ferry Rd Current Advertiser: T-MOBILE Booking Ranges: 11/28/2022 - 12/25/2022 Rate: \$410.00 Production Cost: 145.55</p>								
	5	85353	620269	Poster / Retro	North	10' 6" x 22' 9"	101,518	YES
<p>Location: HWY 65 N W/S 3/4 MI N/O HW 330 NFT Current Advertiser: CHILDREN'S ADVOCACY CENTER OF ARKANSAS Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								

LOCATION LIST

RESPITE CARE PROGRAM






*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	6	86081	0	Poster / Retro	South	10' 6" x 22' 9"	Pending Audit	NO
<p>Location: 1503 Bobby Glover Highway, SH 13 W/S 750' S/O I-40 Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	7	86092	365055	Poster / Retro	East	10' 6" x 22' 9"	21,603	NO
<p>Location: US 70 WEST Current Advertiser: CENTER FOR HEALING HEARTS AND SPIRITS Booking Ranges: 12/26/2022 - 1/22/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	8	87122	365063	Poster / Retro	East	10' 6" x 22' 9"	38,657	NO
<p>Location: US 64 EAST N/S 1.5 MI E/O SH 9 P2(E) Current Advertiser: THE ADVERTISING COUNCIL - PUBLIC SERVICE Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	9	88072	365078	Poster / Retro	South	10' 6" x 22' 9"	107,968	NO
<p>Location: MAIN ST W/S 0.6 MI S/O RACE P2(S)[R] Current Advertiser: CHARLIE'S/TRUMAN BAKER Booking Ranges: 1/2/2023 - 1/29/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	10	90891	620285	Poster / Retro	North	10' 6" x 22' 9"	77,092	NO
<p>Location: 100 N HWY 65 E/S .4 MI N/O HWY 54-165 Current Advertiser: JEFF WARDLAW STATE REPRESENTATIVE Booking Ranges: 11/28/2022 - 12/25/2022 Rate: \$410.00 Production Cost: 145.55</p>								

LOCATION LIST

RESPITE CARE PROGRAM




*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	11	91321	365202	Poster / Retro	North	10' 6" x 22' 9"	111,803	NO
<p>Location: US 270 VIADUCT W/S P1(N) [L] Current Advertiser: BREASTCARE CAMPAIGN Booking Ranges: 11/28/2022 - 12/25/2022 Rate: \$410.00 Production Cost: 145.55</p>								
	12	91682	588998	Poster / Retro	South	10' 6" x 22' 9"	108,405	NO
<p>Location: HWY 425 N E/S .4 MI N/O HWY 278 Current Advertiser: JEFF WARDLAW STATE REPRESENTATIVE Booking Ranges: 12/26/2022 - 1/22/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	13	94611	365217	Poster / Retro	South	10' 6" x 22' 9"	29,599	NO
<p>Location: US 167 W/S 0.4 MI N/O HWY 35 P1(S) Current Advertiser: RAINWATER,HOLT, & SEXTON, PA Booking Ranges: 11/28/2022 - 12/25/2022 Rate: \$410.00 Production Cost: 145.55</p>								
	14	96781	365246	Poster / Retro	North	10' 6" x 22' 9"	42,510	NO
<p>Location: HWY. 165 E/S 1000' N/O W. MICHIGAN Current Advertiser: BECK'S HYBRIDS Booking Ranges: 12/26/2022 - 1/22/2023 Rate: \$410.00 Production Cost: 145.55</p>								
	15	98263	365282	Poster / Retro	East	10' 6" x 22' 9"	39,515	NO
<p>Location: HWY. 278 .1 MI W/O HWY. 8 Current Advertiser: INSTITUTE ON AGING-O.A.P.L. Booking Ranges: 12/26/2022 - 1/22/2023 Rate: \$410.00 Production Cost: 145.55</p>								

LOCATION LIST

RESPITE CARE PROGRAM

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	16	50761	14923407	Poster / Retro	North	10' 6" x 22' 9"	58,723	YES
<p>Location: US 63 522 IND RD 1000' NO ST 69 B F/N Current Advertiser: LAMAR PLANT 403 Rate: \$410.00 Production Cost: 145.55</p>								
	17	260	463444	Poster / Retro	South	10' 6" x 22' 9"	42,835	NO
<p>Location: ST 1 .6 MILES S/O ST 14 EL LEFT Current Advertiser: LAMAR PLANT 403 Rate: \$410.00 Production Cost: 145.55</p>								
	18	98757	369663	Poster / Retro	South West	10' 6" x 22' 9"	46,922	NO
<p>Location: W/S HWY 15 0.7 MI. S/O HILLSBORO Current Advertiser: LEGAL AID OF ARKANSAS, INC. Rate: \$410.00 Production Cost: 145.55</p>								

Total Weekly Impressions: 1,215,630

PANEL #56312

HWY 63 W/S .7 MI S/O I-530



LOCATION #1

WEEKLY IMPRESSIONS: 58,993*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.16116 / -92.00666](#)

MARKET: PINE BLUFF

GEOPATH ID: 30484818

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North / Right

ILLUMINATED: YES

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #82145

SH 7 SOUTH W/S 75' S/O C ST P1(S)



LOCATION #2

WEEKLY IMPRESSIONS: 166,755*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.28 / -93.13378](#)

MARKET: RUSSELLVILLE

GEOPATH ID: 588924

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

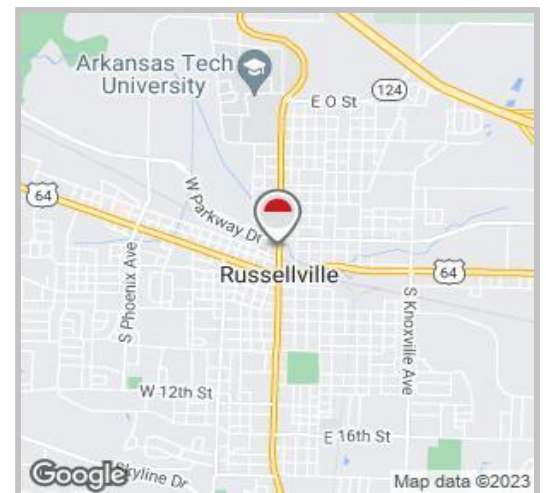
FACING/READ: South / Left

ILLUMINATED: YES

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #83501

HWY9/10 W/S 50' W/O HWY 60



LOCATION #3

WEEKLY IMPRESSIONS: 37,216*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.01063 / -92.80072](#)

MARKET: PERRYVILLE

GEOPATH ID: 30496400

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: South / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #84164

Albert Pike S/S 1250' W/O Thornton Ferry Rd



LOCATION #4

WEEKLY IMPRESSIONS: 125,516*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.505767 / -93.129392](#)

MARKET: HOT SPRINGS

GEOPATH ID: 30922628

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North West / Right

ILLUMINATED: YES

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #85353

HWY 65 N W/S 3/4 MI N/O HW 330 NFT



LOCATION #5

WEEKLY IMPRESSIONS: 101,518*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.53633 / -92.4439](#)

MARKET: CLINTON

GEOPATH ID: 620269

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North / Right

ILLUMINATED: YES

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #86081

1503 Bobby Glover Highway, SH 13 W/S 750' S/O I-40



LOCATION #6

WEEKLY IMPRESSIONS: Pending Audit*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.750771 / -91.796439](#)

MARKET: CARLISLE

GEOPATH ID: Pending Audit

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: South / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #86092

US 70 WEST



LOCATION #7

WEEKLY IMPRESSIONS: 21,603*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.78391 / -91.91296](#)

MARKET: LONOKE

GEOPATH ID: 365055

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 6" x 22' 9"

FACING/READ: East / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #87122

US 64 EAST N/S 1.5 MI E/O SH 9 P2(E)



LOCATION #8

WEEKLY IMPRESSIONS: 38,657*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.153495 / -92.702178](#)

MARKET: MORRILTON

GEOPATH ID: 365063

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

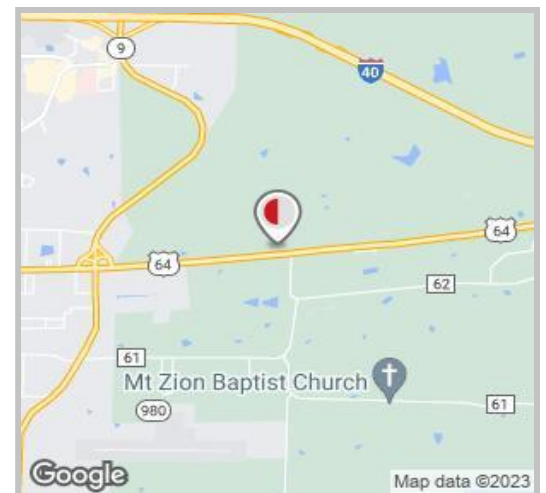
FACING/READ: East / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #88072

MAIN ST W/S 0.6 MI S/O RACE P2(S)[R]



LOCATION #9

WEEKLY IMPRESSIONS: 107,968*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.24251 / -91.73681](#)

MARKET: SEARCY

GEOPATH ID: 365078

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

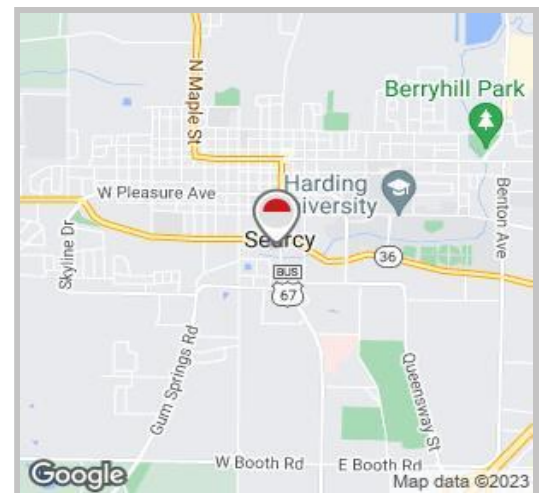
FACING/READ: South / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #90891

100 N HWY 65 E/S .4 MI N/O HWY 54-165



LOCATION #10

WEEKLY IMPRESSIONS: 77,092*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [33.8877 / -91.4841](#)

MARKET: DUMAS

GEOPATH ID: 620285

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #91321

US 270 VIADUCT W/S P1(N) [L]



LOCATION #11

WEEKLY IMPRESSIONS: 111,803*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.366239 / -92.81581](#)

MARKET: MALVERN

GEOPATH ID: 365202

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #91682

HWY 425 N E/S .4 MI N/O HWY 278



LOCATION #12

WEEKLY IMPRESSIONS: 108,405*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [33.63961 / -91.80135](#)

MARKET: MONTICELLO

GEOPATH ID: 588998

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

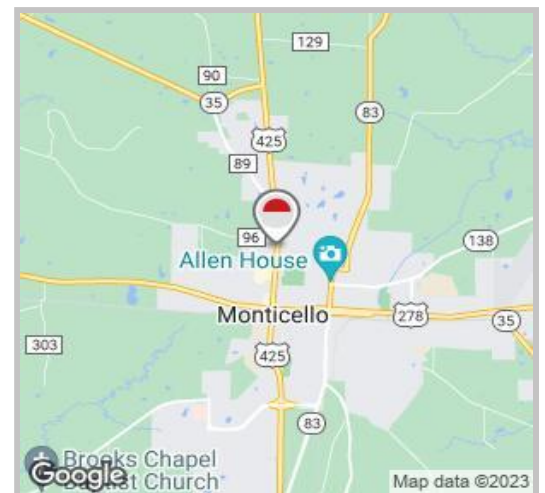
FACING/READ: South / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #94611

US 167 W/S 0.4 MI N/O HWY 35 P1(S)



LOCATION #13

WEEKLY IMPRESSIONS: 29,599*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.31974 / -92.3967](#)

MARKET: SHERIDAN

GEOPATH ID: 365217

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: South / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #96781

HWY. 165 E/S 1000' N/O W. MICHIGAN



LOCATION #14

WEEKLY IMPRESSIONS: 42,510*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [34.51132 / -91.55638](#)

MARKET: STUTTGART

GEOPATH ID: 365246

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

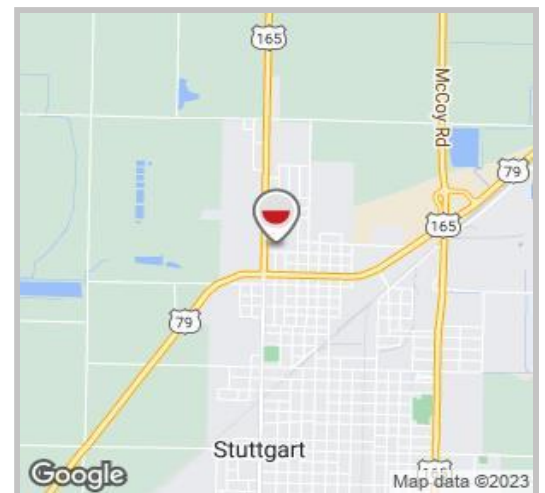
FACING/READ: North / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #98263

HWY. 278 .1 MI W/O HWY. 8



LOCATION #15

WEEKLY IMPRESSIONS: 39,515*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [33.60992 / -92.08149](#)

MARKET: WARREN

GEOPATH ID: 365282

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

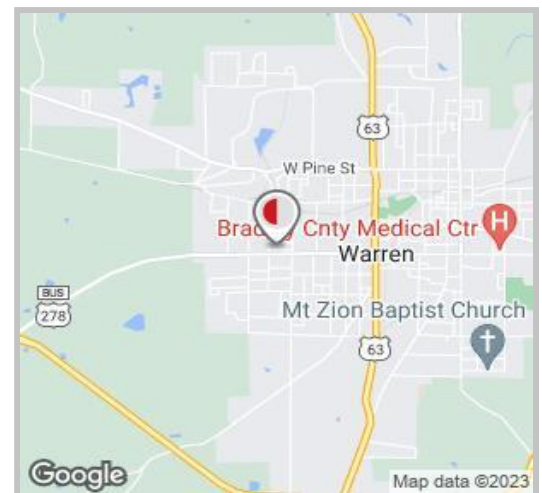
FACING/READ: East / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 12001 I-30 Little Rock, AR 72209



*Impression values based on: Total Population

PANEL #50761

US 63 522 IND RD 1000' NO ST 69 B F/N



LOCATION #16

ADVERTISING STRENGTHS: Positioned on US 63 near Trumann Complex. Near Walmart.

WEEKLY IMPRESSIONS: 58,723*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.68099 / -90.54984](#)

MARKET: TRUMANN

GEOPATH ID: 14923407

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

FACING/READ: North / Left

ILLUMINATED: YES

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 1339 East Parker Road. Jonesboro, AR 72404



*Impression values based on: Total Population

PANEL #260

ST 1 .6 MILES S/O ST 14 EL LEFT



LOCATION #17

ADVERTISING STRENGTHS: Inbound to Harrisburg's main intersection. Located near elementary school. Traffic is slowed for extended viewing.

WEEKLY IMPRESSIONS: 42,835*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [35.55658 / -90.72163](#)

MARKET: HARRISBURG

GEOPATH ID: 463444

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

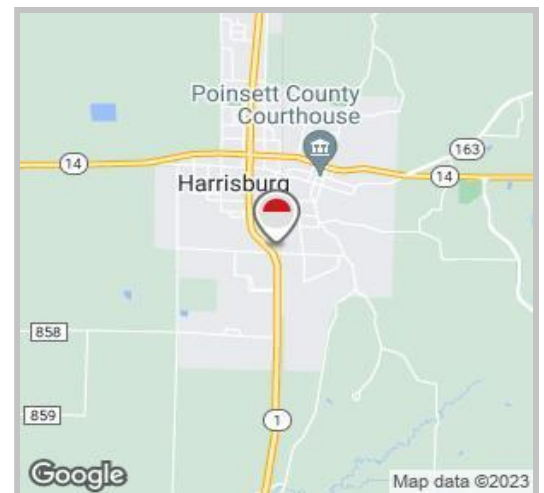
FACING/READ: South / Right

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 1339 East Parker Road. Jonesboro, AR 72404



*Impression values based on: Total Population

PANEL #98757

W/S HWY 15 0.7 MI. S/O HILLSBORO



LOCATION #18

WEEKLY IMPRESSIONS: 46,922*

MEDIA TYPE/STYLE: Poster - Retro

LAT/LONG: [33.201959 / -92.677784](#)

MARKET: EL DORADO

GEOPATH ID: 369663

PANEL SIZE: 10' 6" x 22' 9" [View Spec Sheet](#)

VINYL SIZE: 10' 7" x 22' 10"

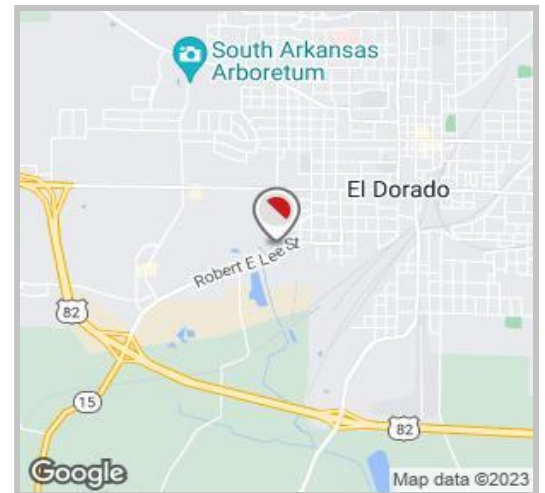
FACING/READ: South West / Left

ILLUMINATED: NO

RATE: \$410.00

PRODUCTION COST: 145.55

SHIPPING ADDRESS: 2200 Milhaven Rd Monroe, LA 71203



*Impression values based on: Total Population



ARKANSAS LIFESPAN RESPITE

Are you a caregiver for a loved one and need a break?

Visit ar.gov/respite to learn more.





ARKANSAS LIFESPAN RESPITE

*Do you want to be a PAID
caregiver for someone in need?*

Visit ar.gov/respite to learn more.



Appendix VI- Arkansas Lifespan Respite Newsletters

To view this email as a web page, go [here](#).



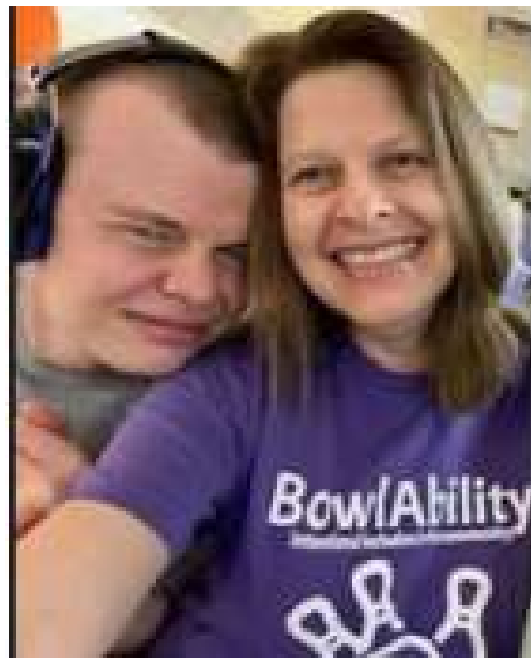
SPRING 2023 NEWSLETTER

RECOGNIZING YOU! The Winners of the 2022 Arkansas Respite and Caregiver Recognition Awards.

The Arkansas Lifespan Respite Coalition presented their first recognition awards during the 2022 Arkansas Caregiver and Respite Conference held on November 14-15, 2022. Recognition awards were broken into five categories to spotlight the variety of caregivers and advocacy happening across the state.

Family Caregiver of the Year- Denice Stout

The Family Caregiver of the Year honors an individual who cares for a family member or friend and spotlights this caregiver for complementing caregiving with their own needs and interests while inspiring others. Upon moving to Russellville in January 2022, Denice began researching supports available and discovered in her rural area that recreational activities for the young adult community with disabilities was lacking. She applied for a grant through the Arkansas Autism Foundation and started BowlAbility, a program for families with kids of all ages. At the time of the award, BowlAbility had successfully hosted three events with around 50 participants each time. Denice has also helped create educational videos on various topics relevant for transition-aged young adults with



autism and other special needs. She goes above and beyond as a caregiver and a mom, not only helping her own son, but reaching out to support other families with similar needs.



Caregiving Organization of the Year- Community Connections

The Caregiving Organization of the Year award spotlights an organization that leads by example and inspires other service providers to make a difference in the lives of caregivers and their loved ones. Community Connections, lead by Courtney Leach and her team, are a non-profit organization created in 2007 who provide respite sessions, free of charge for caregivers and families, across three locations- Bryant, Conway, and Little Rock. Children with disabilities and their siblings are provided time spent doing enjoyable activities in a community setting. In addition to a program director and a nurse onsite, volunteers are recruited from local colleges and universities, and local faith-based organizations to provide services. Each volunteer is supported with one-on-one training and staff support after completed an online respite training and many are bilingual in both English and Spanish.



Respite and Caregiving Visionary Award- Theba Lolley

The Respite and Caregiving Visionary Award recognizes an individual or organization that has developed and implemented innovated ways to support family caregivers and former family caregivers. Theba's understanding of caregiving comes from being a caregiver to both of her parents who were diagnosed with dementia-related diseases. Theba moved her father to Arkansas after he received his diagnoses of Dementia Lewy Body to care for him and soon after, her mother received a diagnosis of Alzheimer's. Initially she juggled both caregiving and working as an on-air host of THV11's The Vine but chose to retire and become a full-time caregiver in 2021. Even though Theba left the news station, she felt a calling to continue to reach people and share with the world, and more importantly, other caregivers, tips, and resources. She committed herself to creating a YouTube channel and podcast to help share personal stories she has had during her journey. Theba continues to advocate for the Alzheimer's and dementia population, and inspiring others through her personal experiences and showing her vulnerability as a caregiver.

Young Adult/Youth Caregiver of the Year- Madison Johnston

The Young Adult/Youth Caregiver of the Year honors an individual within the growing number of younger people taking on caregiving responsibilities. Madison, a 19-year-old college student at the University of Central Arkansas, also provides care to her younger sister Jaya. Jaya was diagnosed with a rare genetic disease called Ataxia Telangiectasia (AT)- a very rare, progressive disease that affects only 500 children and young adults within the U.S. Madison was 13 years old when her sister was diagnosed, but she did not hesitate to help and learned all there was to know on how to care for her sister. She has not only been instrumental in her younger sister's physical care, such as feed tubing, bathing, and other daily living activities, but Madison assists her sister mentally, providing encouragement and advocating on her behalf. Madison also uses her social media platform to spread awareness out AT and provides educational videos on what its like being a caregiver. Madison is not only a full-time college student and a caregiver to her sister, but she also works 30-40 hours a week, participates in the Honors College and Honors Counsel and is a member of the UCA Choir.



Caregiving Advocate of the Year- Jerilyn Swalve-Wasson

The Caregiver Advocate of the Year recognizes a caregiver and advocate, honored for providing support for family caregivers or former family caregivers in a way that makes the caregiving experience better and easier. Jerilyn is the proud mother to 10-year-old Emma, diagnosed with a genetic disorder called Turner Syndrome, a chromosomal condition in females where genetic material is missing and may prevent the body from growing and maturing naturally, as well as a combination of other health conditions and diagnoses. Even as a full-time mom and caregiver, Jerilyn finds time to serve and support the disability community. A few of her accomplishments include raising money to construct the One Heart Inclusive Playground at Burns Park, participating in speaking engagements on topics such as self-care and mental health counseling, and providing childcare during sib shops and hosting pampering events for caregiver moms. She has been instrumental in raising awareness and funding for Arkansas Children's Hospital, Easter Seals, and others. Jerilyn has done so much to help families in the disability community and continues to serve and support.

Do you know someone who should be recognized for our 2023 awards. Click below to let us know about them!

[Submit nomination packet online](#)

RENEWED! The Dementia Respite Pilot Program has been renewed for another year- receives funding through June 2024

The Arkansas Department of Human Services (DHS) partnered with the Alzheimer's Association and Alzheimer's Arkansas in July 2022 to begin providing respite vouchers to caregivers caring for loved ones with a dementia diagnosis. Alzheimer's Arkansas was awarded with \$200,000 to provide these vouchers and 100% of the funding went directly to the caregivers. Applicants who qualified receive up to \$500 every six months; a total of \$1000 a year. In the first nine months of the pilot, Alzheimer's Arkansas received 457 applications and had awarded 393 vouchers totaling \$196,500.00. Of the 393 vouchers awarded, 37% were provided to rural counties in the state.

"This exceeded our expectation we set at 25% rural outreach," stated Sarah Schmidt, Deputy Director for the Division of Provider Services and Quality Assurance, who oversees the Arkansas Lifespan Respite Program. "We anticipated this program would receive some attraction, but Alzheimer's Arkansas has done a fantastic job getting the word out. The caregiving population for Alzheimer's and other dementia diagnosis are receiving great support."

Based on the interest in the voucher program and positive feedback, DHS and the Alzheimer's Association have renewed the sub-grant for an additional year, adding another \$200,000 to help support voucher needs. For more information on how to apply for an Alzheimer's/Dementia respite voucher, please click the button below.

[Click here](#)

YOUR OPINION MATTERS: Taking suggestions and feedback on respite activities or events you would like to see or hear about in the 2023 Annual Conference

Planning will soon begin on the Annual Arkansas Caregiver and Respite Conference for 2023. We are looking for topic ideas or requests to present at this time. If you have a topic you would like to see at this year's conference or a topic you would like to present, please let us know by clicking the button below.

Previous topics included:

- Understanding What is Respite?
- Stress: The Good, Bad, and Ugly
- Basics of Medicare
- Navigating Medicaid
- Arkansas's PASSE System
- Caring for an Aging Loved One
- Getting Older: What its Like and What You Can Do To Help
- Radical Self-Care
- Managing Caregiver Expectations
- Caregiver Self Compassion
- Overview of the Arkansas Alzheimer's and Dementia Respite Pilot Project
- Panel Discussions on Long Term Care Options, Building a Respite Workforce and Caregiver Stories

Submit conference topic



This email was sent to: **Sarah.Schmidt@dhs.arkansas.gov**

This email was sent by: AR Department of Human Services
700 S. Main St. Little Rock, AR 72206 US

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)