

# ESSENTIALZ<sup>®</sup> & PROJECT ECHO<sup>®</sup>: LAUNCHING THE PROGRAM

**Thank you for participating! We appreciate your commitment to learning more about best practices in dementia care. This handout has instructions and suggestions for how to launch the program.**

## Inviting Staff

Use our pre-printed letters to invite your staff to the study. These letters describe the benefits of participation and include instructions on how to register.

## Materials

### Flyers

Display our pre-printed flyers in places that staff members frequent:

- The breakroom
- Hallways
- Lunch area
- Staff entrance
- Lockers
- Clock-in area
- Any other gathering spots

### Example Emails and Texts

Provided are examples of emails and text messages you can send to staff – they include messages to inform your staff about the study, a reminder to register, and next steps once the training is open or a questionnaire is ready.

Feel free to personalize the messaging to make it your own!

## Strategies

Remind staff of the study during meetings, huddles, shift changes, and orientations

Include the flyer or a link to our website in newsletters, staff emails, or near timeclocks

Feeling ambitious? Motivate your team and earn additional compensation for your time and effort (an extra \$100 if at least 30% of your eligible staff participate, \$125 for 50%, \$150 for 75%, and \$175 for 90%).

Host a kick-off party to start the study! You could incorporate this into a staff meeting or another preexisting event, or have it stand alone, to promote the study and training, pass out provided swag, and show staff how much they're appreciated with food and an investment in their skills development!

Spread the word to owners, administrators, or motivated team members and others to encourage staff to participate.