

Tip Sheet
Moving Forward

Your organization has some caregiving resources. How can you keep moving forward?

ASSESS AND MEASURE: It's important to determine the success of your efforts to support caregivers to date, and continue to measure at regular intervals. You will want to know if employees have utilized your resources and if they are satisfied. You can examine if there is a missing element in your efforts or if additional resources or services could better support your caregiving employees. Conduct an employee survey to find out if all employees know about your resources. If not, consider ways to inform employees about resources such as during onboarding or employee training.

- Ask employee users about their satisfaction with your organization's caregiving resources and if there are any areas of improvement.
- Benchmark to see what your competitors are doing. Is there something to be learned from their approach or programmatic offerings?
- Ensure that all employees, regardless of level or seniority, have access to your policies and programs and are comfortable using the resources.
- Evaluate current marketing and communication efforts to determine if they are sufficient and reaching all stakeholder groups.

DEVELOP SUPPORT AT ALL LEVELS OF THE ORGANIZATION: A program can only be successful if managers are aware of and supportive of their employees accessing caregiving resources. Some organizations include a rating of "supervisor supportiveness" in their supervisory performance reviews to communicate that this type of support is critical for an effective supervisor.

- Provide formal training for managers/supervisors with tips on how to support caregiving employees.
- Make sure that you have support at all levels of the organization – top leaders, managers/supervisors and employees in various roles.

CREATE A SUPPORTIVE ENVIRONMENT: Having resources for caregivers is one aspect of a successful program. In addition, you want to create a work environment where employees at all levels feel that they can utilize these resources without negative consequences or impact on their career.

- Destigmatize caregiving through education and information for all employees. Ensure that caregivers are not overlooked for promotions or opportunities due to their caregiving status.
- Build your "caregiver friendly" image through employee communications and other internal vehicles such as your company intranet or website.