

# 2025 CARE SERIES HIGHLIGHTS

## PROJECT GOALS

Gather views on content, format and delivery.  
Understand strengths, challenges and opportunities.  
Provide recommendations based on feedback.

11

FAMILIES  
PARTICIPATED  
IN FOCUS GROUPS

13

INTERVIEWS  
WITH  
PROFESSIONALS

21

SURVEYS  
WITH FAMILIES &  
PROFESSIONALS

45

TOTAL  
RESPONSES

## INSIGHTS (from families)



- Need plain, simple language and small, digestible quick tips.
- Prefer **multiple formats**: in-person, virtual, recorded sessions and short videos.
- Value **physical and digital resources** to revisit content.
- Want to connect with other families through breakout sessions or small group discussions.
- Want guidance on navigating services, Individualized Education Programs (IEPs) and care coordination.
- Want to hear family perspectives and experiences in learning sessions (i.e. interview families).
- Desire to go deeper in specific learning session topics. Explain why it is important/beneficial.

## STRENGTHS (from professionals)



- Virtual access allows families to attend without travel or child care barriers.
- Opportunities to connect: Families value sharing experiences and resources with others.
- In-person care mapping sessions are engaging, hands-on and create meaningful conversations.
- Caring for the Whole Family learning session addresses emotional aspects of caregiving.

## CHALLENGES (from professionals)



- **Attendance and engagement:** About 50% of registrants attend. Interaction is limited, especially when virtual.
- **Complex content:** Topics like Shared Plan of Care (SPoC) and medical home are confusing.
- **Marketing and outreach:** Email alone is not enough. Families are often unaware of sessions.
- **Feedback collection:** Low response rates and differences in feedback collection.
- **Timing and format:** Single format or fixed times do not work for everyone.

The CARE Series is a valuable resource for families navigating complex health care journeys. Families benefit most from clear, purposeful information, chances to connect with others and flexible learning formats. Trainings need to be adaptable as what works for one family or community may not work for another. It is critical for professionals to talk with families who represent each community to understand and meet their unique needs.

## TOP RECOMMENDATIONS



- **Content improvements:** Simplify language, update slides, provide practical examples and resources.
- **Format and delivery:** Offer multiple formats, varied session times and short video clips and recordings. Attendance improves when paired with other learning sessions.
- **Engagement and outreach:** Partner with schools, neonatal intensive care units and community organizations. Use social media and word-of-mouth.
- **Feedback methods:** Revise the survey process and test new feedback methods. Follow up with resources and offer optional check-ins for families who request more support.
- **Future training topics:** Provider education on culturally competent care, IEP navigation, family-wide coping strategies, care coordination and supporting families through transitions.

## DATA LIMITATIONS

- The feedback was not representative of all Wisconsin communities.
- One focus group focused only on SPoC and Caring for the Whole Family learnings sessions (as the Care Notebook and Care Mapping sessions are more interactive and well-attended).
- Survey was only available for people who stopped at the Family Voices' Circles of Life Conference exhibitor table.