

National Family Caregiver Month (NFCM) Statewide Toolkit
Week 1: Monday, November 11 - Friday, November 15, 2024



Goal #1: Increase Awareness and Outreach

WFACSA's Toolkit aims to provide comprehensive resources and materials supporting unified messaging and outreach efforts across **Wisconsin's 72 counties and 11 federally recognized tribes** during November. **The Toolkit also aims** to equip local organizations, agencies, and relevant parties with tools **to effectively promote NFCM in newsletters, social media, and print, engaging target audiences and amplifying the reach** of the statewide campaign. When posting on your social media platform, don't forget to use **@WisconsinFamilyCaregiver** in the text of the posting. Using this generates more views to promote the campaign.

This year, the Toolkit will have weekly themes that showcase the [National Strategy to Support Family Caregivers' Five Goals](#).



Increase awareness and outreach

- Education and awareness campaigns for professionals and the public
- Increased caregiver self-identification
- Culturally competent outreach to unserved and underserved caregivers
- Inclusion of family caregivers in state, territorial, tribal, and local planning
- More public-private partnerships that drive family caregiver support

Monday, October 28, 2024 -

Education and Awareness for Professionals and the Public

[Caregiver Action Network \(CAN\)](#) spearheads the celebration of this month to recognize and honor family caregivers across the country. National Family Caregivers Month – celebrated each November — is a time to recognize and honor family caregivers nationwide. Celebrating enables all of us to:

- Raise awareness of family caregiver issues
- Celebrate the efforts of family caregivers
- Educate family caregivers about self-identification
- Increase support for family caregivers
- Reduce feelings of isolation

For questions regarding the National Family Caregiver Month Statewide Toolkit, contact:

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The infographic is titled "CAREGIVING IN WISCONSIN" in large, bold, green letters. It features a map of Wisconsin with human icons placed across it to represent caregivers. Two circular callouts provide statistics: "1 OUT OF 5 WISCONSINITES is a family caregiver, providing help to a family member or friend with an illness or a disability." and "1 IN 8 EXPECT to become a caregiving sometime in the next 2 years." The University of Wisconsin-Madison Extension logo is in the bottom left corner.

Caregiving is incredibly common and often nearly invisible. **Program leaders at the University of Wisconsin Division of Extension developed these infographics** to shed light on what caregiving looks like in Wisconsin, using state-wide data from the Behavioral Risk Factor Surveillance System. Post them to social media, share them in presentations, or embed them into your web pages to raise awareness during November and beyond.

You can download the image by clicking [here](#).

- Caring Across Generations does a fantastic job illustrating why "care can't wait" in this brief video, highlighting its mission to make care more visible. In under four minutes, you'll understand why care matters to all of us! Watch, post, and share—it's a powerful message we should all support!
 - Share the video [Introducing the Caring Across Generations Creative Care Council](#)
- Do you know what caregiving looks like? Do you think you're prepared to care for a loved one? Take a look at the five myths about caregiving. The more you know, the better care you can provide. The more you know, the better support you can be to others.
 - Get the full article [here](#).

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2024 National Family Caregiver Month



THERE ARE ONLY FOUR KINDS OF
PEOPLE IN THE WORLD:

THOSE WHO HAVE BEEN CAREGIVERS,
THOSE WHO ARE CURRENTLY CAREGIVERS,
THOSE WHO WILL BE CAREGIVERS,
AND THOSE WHO WILL NEED CAREGIVERS.



@wisconsin caregiver.org

You can download the image by clicking [here](#).

Tuesday, October 29, 2024

Increased Caregiver Self-Identification

- The following short video adds humor to help you determine, "[You Might Be A Caregiver If...](#)"
- [Caregiver Action Network \(CAN\)](#) is another excellent resource for helping you identify and understand what it means to be a family caregiver. Here's the best place to start: [I Just Realized I'm a Family Caregiver Now](#).
- *AARP The Magazine* spent 24 hours filming a day in the life of caregivers across America, documenting their joys and challenges. Watch the video [here](#).
- Caregiving is incredibly common and often nearly invisible. **Program leaders at the University of Wisconsin Division of Extension** developed this [infographics series](#) to shed light on what caregiving looks like in Wisconsin, using state-wide data from the Behavioral Risk Factor Surveillance System. Post them to social media, share them in presentations, or embed them into your web pages to raise awareness during November and beyond.

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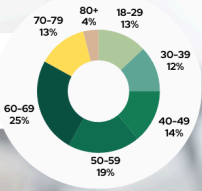
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CAREGIVERS ARE DIVERSE

-  **36% of caregivers** are taking care of their **parents / in-laws**
-  **18% of caregivers** are taking care of their **spouse**
-  **10% of caregivers** are taking care of their **child**

CAREGIVERS PROVIDE CARE AT ALL AGES:




Age Group	Percentage
70-79	13%
80+	4%
18-29	13%
30-39	12%
40-49	14%
50-59	19%
60-69	25%




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Many family caregivers don't identify as caregivers for several reasons:



1. Cultural or Familial Expectations
2. Gradual Nature of the Role
3. Lack of Awareness
4. Reluctance to Seek Support
5. Emotional Resistance
6. Social Stigma or Gender Norms
7. Misconception About Professionalism



@wisconsin caregiver.org

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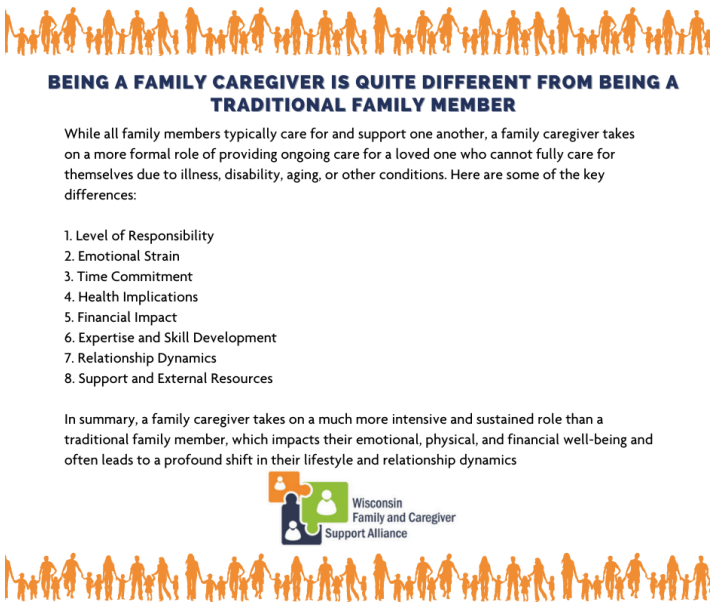

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Wednesday, October 30, 2024

Greater Awareness & increased self-identification

- This [video](#) helps explain who the Administration for Community Living is and its mission to advance independence, integration, and inclusion throughout life. Their programs help seniors and people with disabilities maintain some independence and autonomy and save taxpayers' dollars, but they also **rely on family caregivers' support**. This will not be sustainable as the American (and Wisconsin) population ages. The ACL is aware of this, so they created the [2022 National Strategy to Support Family Caregivers](#).
- How is being a family caregiver different from being a traditional family member?
 - **Traditional Family Member:** Provides general emotional support, companionship, and occasional help when needed. Responsibilities are shared or more informal.
 - **Family Caregiver:** This person takes on structured, often daily, or intensive tasks such as bathing, feeding, medication management, and transportation to medical appointments. The caregiver has a more active and hands-on role in maintaining the person's health and well-being.

 <p>BEING A FAMILY CAREGIVER IS QUITE DIFFERENT FROM BEING A TRADITIONAL FAMILY MEMBER</p> <p>While all family members typically care for and support one another, a family caregiver takes on a more formal role of providing ongoing care for a loved one who cannot fully care for themselves due to illness, disability, aging, or other conditions. Here are some of the key differences:</p> <ol style="list-style-type: none">1. Level of Responsibility2. Emotional Strain3. Time Commitment4. Health Implications5. Financial Impact6. Expertise and Skill Development7. Relationship Dynamics8. Support and External Resources <p>In summary, a family caregiver takes on a much more intensive and sustained role than a traditional family member, which impacts their emotional, physical, and financial well-being and often leads to a profound shift in their lifestyle and relationship dynamics</p> 	<p>You can download the image by clicking here.</p>
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- How is family caregiving disproportionately affecting and impacting women?

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- Caregiving is universal but also can be experienced differently by individuals based on their other social identities. Here's a great video addressing how caregiving is being done by millions of everyday folks who need to be better represented and understood: [Caregivers Don't Wear Capes](#)

Thursday, October 31, 2024

Culturally Competent Outreach to Unserved & Underserved Populations

- BOO! Do you feel like a “ghost” or an unidentified family caregiver because of other social identities you have or cultural differences that aren’t considered? Many social groups face unique issues as family caregivers that can get overlooked. Let’s showcase some of these populations!
 - [African American/Black](#) and [Black/African American Caregivers of Persons Living with Dementia](#)
 - Undocumented Families – [Abuela Gets a Fever](#)
 - [Hispanic and Latino; and Latino/x/e and Hispanic Caregivers to Persons Living with Dementia \(in Spanish\)](#)
 - [American Indian/Alaska Native](#)
 - [Suzette, A Native American Caregiver from Arizona](#)
 - [Chinese and Korean American](#)
 - [Southeast Asian American](#)
 - [Middle Eastern and North African Caregivers of Persons Living with Dementia](#)
 - [LGBTQIA+ and LGBTQIA+; LGBTQIA+ Caregivers for Persons Living with Dementia](#)
 - [Children as caregivers; American Psychological Association report on Young Caregivers; Today's Caregiver: Children as Caregivers](#)
 - [Grandfamilies and Kinship Families; Grandparents as Caregivers](#)
 - [Easterseals: Caregiving in Rural America; Rural Family Caregiving; Rural Health Information Hub: Caregivers and Caregiver Wellbeing](#)
 - [Male caregivers](#)
 - [Long Distance Caregivers for Persons Living with Dementia](#)
 - [Friends/Neighbor Caregivers to Persons Living with Dementia](#)

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Friday, November 01, 2024

Raising Education and Awareness for Professionals

- Here is a detailed description of state agencies' actions/programs/strategies to reach family caregivers: [Making the Invisible Visible: State Strategies for Identifying and Reaching Family Caregivers](#). The four primary suggestions involve:
 1. **Embed processes to identify family caregivers** through state agencies and public-private partnerships rather than waiting on family caregivers to self-identify.
 2. **Prioritize stakeholder education** to ensure that approaches for identifying family caregivers are responsive to specific state and community contexts.
 3. **Tailor outreach strategies and build trust** to reach specific caregiver populations.
 4. **Leverage caregiver assessments, surveys, and tools** to support identification, data collection, and service delivery.
- The Wisconsin Department of Public Instruction provides [Family Support Organizations for Students with Autism and Other Neurodiverse Needs](#).
- Family Caregiver Alliance and the Benjamin Rose Institute on Aging collaborated to create [Best Programs for Caregiving](#), a free online directory of proven support programs for family and friend caregivers of individuals with dementia. This tool is an easy-to-use, data-rich resource. It offers **BOTH community providers and families and friends who care for someone with dementia** detailed information on more than 40 proven dementia caregiving programs located across the U.S. [Programs for Caregiving Database \(for Alzheimer's & Dementia\)](#)
- The [Alzheimer's and Dementia Care \(ADC\) program](#) was developed at UCLA based on theory and evidence to enable, empower, and support caregivers and provide disease management/care coordination to navigate the complicated healthcare system.
- [Family Voices](#) is a national family-led organization of **families and friends of children and youth with special health care needs (CYSHCN) and disabilities**. We connect a **network of family organizations** across the United States that support families of CYSHCN.

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- You can download the image by clicking [here](#).
- Learn more about promoting the Caregiver Postcard Project to **professionals** [here](#).
- Learn more about promoting the Caregiver Postcard Project to **caregivers** [here](#).

Caregiver Postcard Project



Participate in the Caregiver
Postcard Project to help **YOURSELF**



Scan the QR Code for more information!

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