



Dear Statewide Family Caregiver Advocates,

National Family Caregiver Month, celebrated each November, honors the estimated **580,000 family caregivers in Wisconsin** who provide a staggering **\$540 million** in unpaid family care, with an estimated economic value of **\$ 16.97 per hour** and a total **Wisconsin value of \$9.2 billion**.¹ Wisconsin Family and Caregiver Support Alliance (WFACSA), a group of professionals and family caregivers, addresses caregivers' needs and recognizes their invaluable contributions during National Family Caregiver Month (NFCM). Like in previous years, WFACSA has been committed to providing a statewide Toolkit.

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 to engage target audiences and amplify the reach of the statewide campaign.

This year, the Toolkit will have weekly themes that showcase the **National Strategy to Support Family Caregivers' Five Goals**.² Content to expect includes but is not limited to, infographics, images, links to resources, videos, articles, and websites.

The Toolkit focus areas are:

1. [October 28 – November 01 | Goal #1, Increased Awareness and Outreach](#) (click this link for Toolkit contents.)

Improving support for family caregivers requires increased awareness of their roles and challenges. Reaching these populations, especially historically marginalized groups, will require focused efforts to overcome mistrust of institutions, systems, and governments and the use of culturally competent approaches.

- 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

2. [November 04 – 08 | Goal #2, Build Partnerships and Engagement with Family Caregivers](#) (click this link for Toolkit contents.)

Family caregivers are called upon to play an integral role in the support, care, and well-being of others. Yet, the systems with which they are regularly required to engage (e.g., health care, long-term services and supports, education, child welfare, legal systems, etc.) are often burdensome, complicated, time-consuming, minimally responsive, and confusing. A holistic, person- and family-centered caregiver support system fully integrates the family caregiver into care processes within existing systems with the consent of the person receiving care.



- Use of evidence-based tools to assess and capture family caregiver needs and preferences
- Recognition of family caregivers as essential care team partners
- Inclusion of family caregivers in care plans
- Consideration of family caregivers during policy changes
- Training for professionals on ways to interact with family caregivers

3. [November 11 – 15 | Goal #3, Strengthen Services and Supports](#) (click this link for Toolkit contents.)

To enable caregivers to provide support now and into the future, the nation will need significant investments to ensure consistent access to an array of flexible services and supports tailored to their needs and preferences, including high-quality training about a wide range of topics, understandable instructions and communications about their responsibilities; flexible respite care, counseling, and peer support; and other accessible, culturally competent goods, services, and supports.

- Increased person- and family-centered, trauma-informed, and culturally competent services
- Flexible and accessible respite care
- Education, counseling, and peer support
- Access to safe homes, nutritious meals, transportation, and technology
- Leverage volunteers for family caregiver support
- Family caregivers and care recipients' needs are addressed in emergency response.
- Resources to improve planning for future care needs
- Increased support for the direct care workforce
- A child welfare system that recognizes kin- and grandparent-led families

4. [November 18 - 22 | Goal #4, Ensure Financial and Workplace Security](#) (click this link for Toolkit contents.)

Personal finances and future financial security are significant sources of stress for family caregivers. They face multiple financial threats associated with their caregiving responsibilities. Overall, there are many opportunities to ensure that family caregivers can provide care without risking their economic security—and that of their family.

This week, our focus is on the laws that protect working caregivers. We will also explore resources for care partners, create financial security across the lifespan, and meet some celebrities who are “hands-on” family caregivers. Lastly, Wednesday will feature information on creating a Caregiver-Friendly Workplace.

- Financial planning specifically for family caregivers
- Employee-centered, flexible workplace policies and practices
- Help with planning for the long-term needs of care recipients
- Affordable long-term services and supports



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5. [November 25 – 29 | Goal #5, Expand Data, Research, and Evidence-Based Practices](#) (click this link for Toolkit contents.)

While there is a collective sense of the prevalence and impact of family caregiving, there needs to be more infrastructure for collecting data about the prevalence of caregiving, the context in which care is provided, or its impacts. There is still much to learn about family caregivers, and the work of expanding data, research, and evidence-based practices will ensure the nation has the knowledge and data required to support our family caregivers.

WFACSA will distribute the statewide Toolkit to Tribal and County Aging Units (T/AUs), Aging & Disability Resource Centers (ADRCs), County Agencies, Caregiver Coalitions, Senior Centers, Boards, family caregivers, non-profit organizations, legislators, and other key partners. Our goal is to assist you in connecting with family caregivers in your counties and tribes. Feel free to adapt and share the upcoming content in your newsletters, social media platforms, and websites.

WFACSA Steering Committee Organizations

- Center for Caregiving Serenity (website forthcoming)
- [Community Living Alliance](#) (CLA)
- [Greater Wisconsin Agency on Aging Resource, Inc. \(GWAAR\)](#)
- [Milwaukee County Department of Health and Human Services - Aging Services](#)
- [Respite Care Association of Wisconsin](#) (RCAW)
- [TMG](#)
- [UW-Extension](#)
- [Wisconsin Bureau of Aging and Disability Resources](#) (BADR),
- [Wisconsin Board for People with Development Disabilities](#) (BPDD),
- [WisconsinSibs, Inc.](#)

You may also share content directly from Wisconsin’s Family Caregiver Support Programs Facebook page [@WisconsinFamilyCaregiver](#). If you are posting on your social media platform, don’t forget to use [@WisconsinFamilyCaregiver](#) in the text of the posting. Doing so generates more views to promote the campaign. You are encouraged to share this Toolkit with anyone who would benefit from it.

Respectfully,

WFACSA Steering Committee

¹ <https://states.aarp.org/wisconsin/wi-valuing>

² https://acl.gov/sites/default/files/RAISE_SGRG/NatStrategyFamCaregivers_Infographic.pdf