

Growing Your Caregiving Coalition: Nurturing the Seed

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About the Alliance

- Nonprofit coalition of over 40 national organizations focused on family caregiving issues
- Established in 1996 to support family caregivers and the professionals who work with them
- NAC Activities:
 - Conduct research and policy analysis;
 - Develop national programs;
 - Strengthen state and local coalitions;
 - Increase public awareness;
 - International work and awareness.

What is a Caregiving Coalition?

- Community that addresses needs of family caregivers across the lifespan
- Includes families of origin and families of choice
- Typically offers information and referral services, educational outreach, and advocacy
- United community voice to meet social, medical, physical, financial, spiritual, and emotional needs of family caregivers

How Do We Support Coalitions?

- ➔ Coalition Guidebooks
- ➔ Annual Conference
- ➔ Quarterly Webinar with Caregiving Experts
- ➔ Presentations
- ➔ One-on-One Coaching
- ➔ Online News & Outreach: Caregiving Exchange
Newsletter, Listserve, Facebook, Twitter &
LinkedIn

Quarterly Webinar Series

From Caring to Community: How to Engage Family Caregivers in Your Coalition

**FREE WEBINAR from the
National Alliance for Caregiving**

Thursday, June 26 from 3 – 4 pm ET

Register at:

<https://www.webcaster4.com/Webcast/Page/9/4780>



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Many thanks to the generous sponsors of our 2014 coalition work:



Genentech

- Ongoing Webinar Series
- Recent webinars on Engaging Caregivers, Caring for Veterans, and Employed Caregivers
- Visit www.caregiving.org to subscribe to updates!





FROM PLAN TO PRACTICE:

Implementing
the National
Alzheimer's Plan
in Your State

New Report on Best Practices

Join the free webinar!
Monday, Sept. 29th, 4pm ET
Register at <http://bit.ly/NAPAwebinar>

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Volume I: Planting the Seed



- Planning
- Vision and Mission Statements
- Goals and Objectives
- Operationalizing Your Coalition
- Communications
- Coalition Leadership: Skills, Structure and Style
- Financial Management and Funding

Volume II: Growing Your Coalition

To be released Fall 2014. Topics include:

- Creating a Strategic Plan
- Communications and Social Media
- Projects and Activities (Programming)
- Sustainability
- Evaluation

Join Our Network!



National Network of
Caregiving Coalitions

Join by taking our survey at:

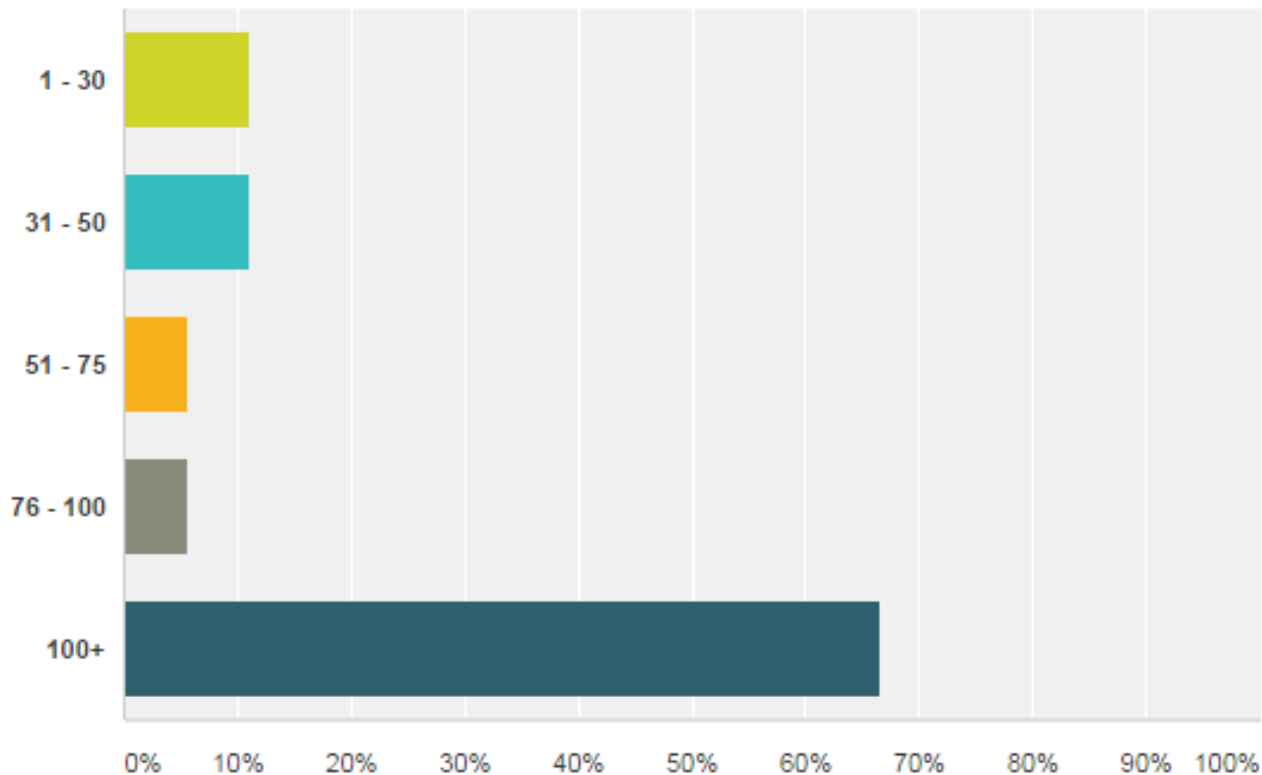
<https://www.surveymonkey.com/s/carecoalitions>



Current Survey Responses

How many family caregivers does your coalition serve, on average, each year?

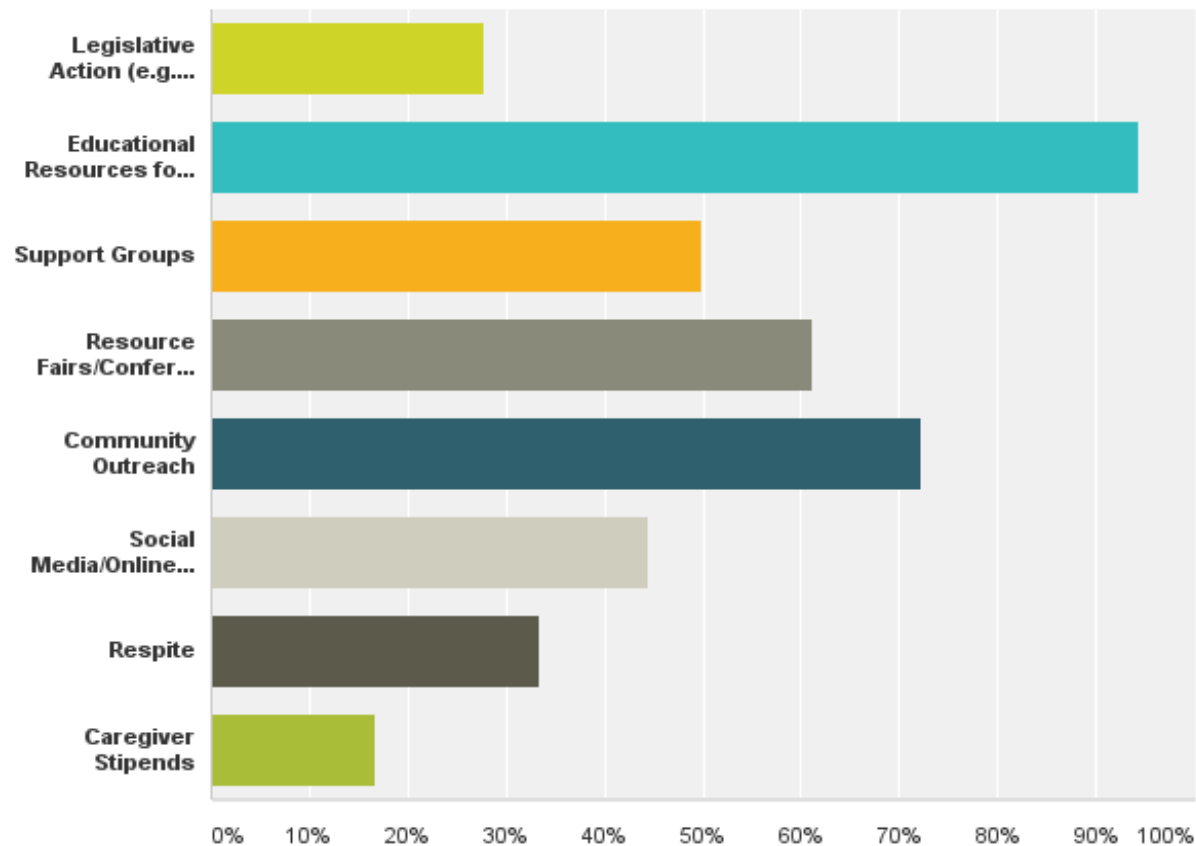
Answered: 18 Skipped: 0



Current Survey Responses

Q4 What types of activities does your coalition organize for family caregivers?

Answered: 18 Skipped: 0



Community Services Coalition Example: Reach Out Morongo Basin (29 Palms, CA)



- Matches volunteers with seniors for help with activities of daily living
- Worked with local military base to link volunteer Marines to service days
- Members include local community and faith-based organizations

Reach Out Morongo Basin

Neighbors Helping Neighbors

<http://www.reachoutmb.org/>



Educational Coalition Example: Caregiver U (Austin, Texas)

Caregiver U



- ➔ Uses 20 Central Texas non-profits to pool support and resources for caregivers and families
- ➔ Offers education (Powerful Tools for Caregivers) and conferences, free for caregivers
- ➔ Hosts a blog to provide additional resources

<http://caregiverucentx.wordpress.com/>

Community Services Coalition Example: Caregiver Coalition of NE Florida



- ➔ Supported/staffed by a local hospice association
- ➔ Resources include an annual conference, workshops for caregivers and recipients, radio show and newsletter
- ➔ Strong online presence

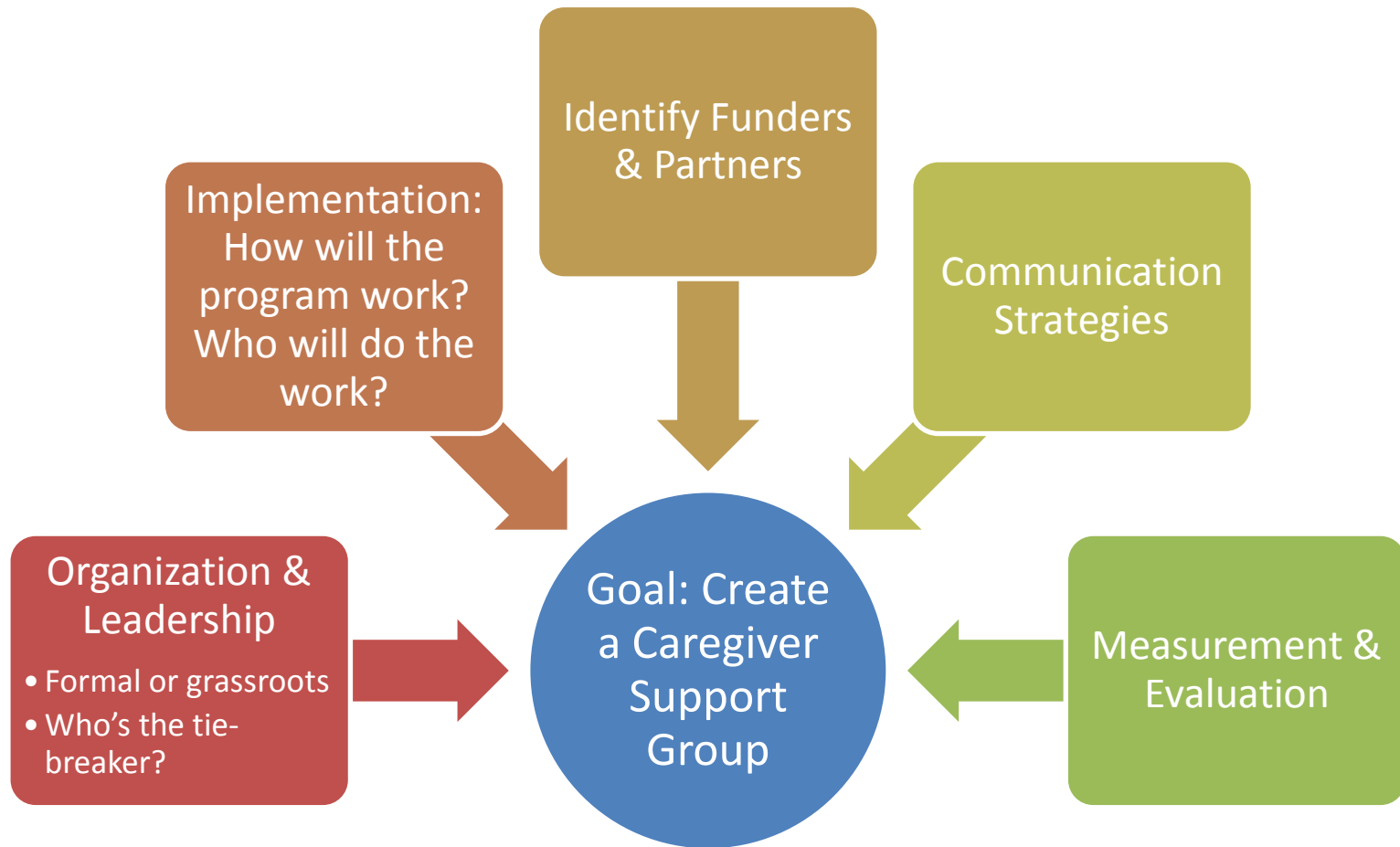
<http://www.mycaregiverconnection.org/>

So You Want to Grow Your Coalition...

You have a loose group of people and/or organizations interested in family caregiving issues.

Now what?

Organizational Goal Setting



Strategic Planning: S.M.A.R.T. Goals

S.M.A.R.T. goals are:

- **Specific**
- **Measureable**
- **Achievable**
- **Realistic**
- **Timely**

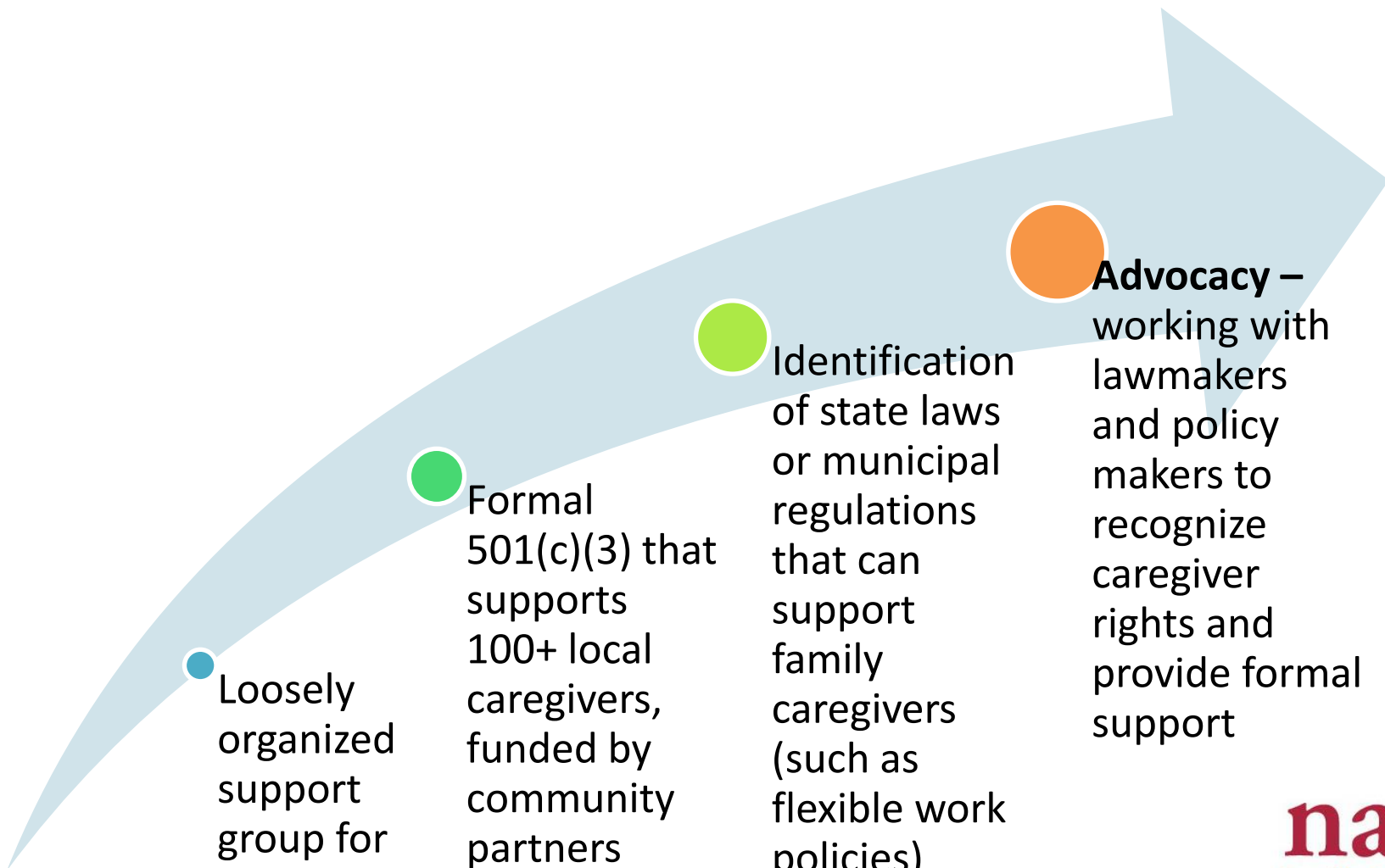
Example:

ABC Coalition will host a monthly caregiver support group, on the first Monday at 7pm at the Lion's Club.

Success will be measured by number of attendees and quality of caregiver engagement. The program will launch January 2015.

Source: <http://topachievement.com/smart.html>

Amplifying Your Coalition's Voice



Loosely organized support group for caregivers

Formal 501(c)(3) that supports 100+ local caregivers, funded by community partners

Identification of state laws or municipal regulations that can support family caregivers (such as flexible work policies)

Advocacy – working with lawmakers and policy makers to recognize caregiver rights and provide formal support

Advocacy Coalition Example: New Mexico Direct Caregiving Coalition



- “Listening Sessions” with local lawmakers, family caregivers and direct care workers
- Used to build and identify a policy agenda, attract new advocates, and empower caregivers

Advocacy Coalition Example: Hawaii Family Caregiver Coalition



- State Legislature Visits
- Annual Caregiver Day at the State Capitol
- Annual Aging & Disabilities Issues guidebook
- Work to support the “CARE Act” to assist families at hospital discharge

Find them on Facebook!



Discussion Activity

Your coalition has identified
_____ as a priority for the
2015 year.

What are the first two action steps you
would take to get started?



Advancing Family Caregiving

Through Research, Innovation and Advocacy



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Caregiving touches almost every family and in very different ways – different health conditions; different situations; even different cultures. Understanding the family caregiver and what they

SECOND ANNUAL MEETING: THE INTERNATIONAL ALLIANCE OF CARER ORGANIZATIONS



The International Alliance of Carer Organizations met at the beginning of June in Helsinki, Finland, for its second annual meeting, preceding the Eurocarers meeting. With representatives from Sweden, Canada, the European Union, the United Kingdom, Ireland, Finland, Australia, and the United States, the members of the international coalition shared best practices for caring and caregiving in their respective countries.

here.

The meeting was made possible through generous funding from BUPA Australia, Right at Home, and Novartis. For more about IACO, visit <http://www.internationalcarers.org>.

To view the press release, please click



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IN CASE YOU MISSED IT: From Caring to Community -

Thank you!

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