Caregiving Coalitions 101: Build Your Network of Family Caregivers

Rick Greene, MSW, Executive Advisor

C. Grace Whiting, J.D.,
Director of Strategic Partnerships

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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
- Mini-Grants from Sponsors
Quarterly Webinar Series

- Ongoing Webinar Series
- Recent webinars on White House Conference on Aging, Engaging Caregivers, and Employed Caregivers

Visit [www.caregiving.org](http://www.caregiving.org) to subscribe to updates!
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

http://www.caregiving.org/coalitions/coalition-resources/
Volume II: Growing Your Coalition

Released Fall 2014, and includes:

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

http://www.caregiving.org/coalitions/coalition-resources/
Join Our Network!

Join by taking our survey at:
https://www.surveymonkey.com/s/carecoalitions
How many family caregivers does your coalition serve, on average, each year?

Answered: 24  Skipped: 0

- 1 - 30
- 31 - 50
- 51 - 75
- 76 - 100
- 100+
Informal Survey Responses

How is your coalition or caregiving community organized?

Answered: 24  Skipped: 0

- Independent Organization
- 501(c)(3) Non-Profit
- Affiliate of an Area Agen...
- Affiliate of a Healthcare...

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Informal Survey Responses

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

Answered: 24  Skipped: 0

- Legislative Action (e.g.): 20%
- Educational Resources for: 90%
- Support Groups: 40%
- Resource Fairs/Conferences: 60%
- Community Outreach: 70%
- Social Media/Online: 40%
- Respite: 30%
- Caregiver Stipends: 10%
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

http://www.reachoutmb.org/
Educational Coalition Example: Caregiver U (Austin, Texas)

- 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

- Reaches 1,500+ caregivers each year in northeast 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

Goal: Create a Caregiver Support Group

- Implementation: How will the program work? Who will do the work?
- Identify Funders & Partners
- Communication Strategies
- Measurement & Evaluation

Organization
- Tie-breaker?
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

http://www.nmdirectcaresupport.org
Advocacy Coalition Example:
Hawaii Family Caregiver Coalition

- State Legislature Visits
- Annual Caregiver Day at the State Capitol
- Annual Aging & Disabilities Issues guidebook
- Worked to establish the Kapuna Caucus to focus on caregiving issues

Find them on Facebook!
Caregiving Champions
Wisconsin

Senator Tammy Baldwin, United States Congress (D-Wis.)

**District Office (Madison)**
30 W. Mifflin Street, Suite 700
Madison, WI 53703
(608) 264-5338

**Online**
http://www.baldwin.senate.gov
https://twitter.com/SenatorBaldwin
https://www.facebook.com/senatortammybaldwin

Senator Baldwin was born in Madison, Wisconsin and raised by her grandparents in the Badger State. She graduated from Madison West High School and went on to double-major in political science and mathematics at Smith College. In 1989, she received her law degree from UW-Madison.

With a deep commitment to public service, she served on the Madison City Council, the Dane County Board of Supervisors and in the Wisconsin State Assembly. In 1998, Wisconsin's 2nd Congressional District elected Baldwin as the state’s first female member of Congress. In 2012, she was elected to the U.S. Senate as Wisconsin’s first woman to serve in the Senate and the first openly gay member elected to the Senate.

Senator Baldwin has long been a supporter of older adults and is committed to strengthening their retirement security. While serving in the U.S. House of Representatives, she introduced the Family Fairness Act to expand the Family Medical Leave Act (FMLA) to cover all part-time workers that were caring for a loved one. In addition, Senator Baldwin co-signed legislation to support the Elder Justice Act and is a strong advocate for the reauthorization of the Older Americans Act.

Senator Baldwin serves on the U.S. Senate Committee on Health, Education, Labor and Pensions (HELP); the Senate Budget Committee; the U.S. Committee on Homeland Security and Government Affairs; the U.S. Senate Energy and Natural Resources Committee; and the U.S. Senate Special committee on Aging.
Caregiving Coalition Mini-Grants

► 8 states, including: Virginia, Florida, Tennessee, Georgia, Wisconsin, Minnesota, New York, and New Mexico

► Events included lawmakers and CEOs, discussing family caregivers at work

► Identified Champions will be featured online
Caregiving Coalition Mini-Grants

- Town Halls
- Breakfast Panel Discusses
- Poster Presentations
- Advocacy Trainings
Thank you!

PH (301) 718-8444
www.caregiving.org
gracewhiting@caregiving.org