A New Guide for Establishing and Growing Your Family Caregiving Coalition

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About the Alliance

- Nonprofit coalition of over 50 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
Potential Coalition Members

• State Department of Aging & AAAs
• Hospitals and Health Organizations
• Veterans Organizations and VA Medical Centers
• Faith-Based Organizations
• Cultural/Diversity Groups
• Family Caregivers
• Disease Specific Groups
• Organizations for Persons with Disabilities
• AARP; Universities; Cooperative Extension Offices
Benefits of a Coalition

• Advocacy
• Outreach
• Raising Awareness
• Identify Gaps in Service
• Service Provision
• Supporting State & Local Efforts
Volume I: Planting the Seed

- Planning
  - Gathering Information
  - Coalition Formation
  - Preparing for the first organizational meeting

- Vision and Mission Statements

- Goals and Objectives
  - Developing Your Goals and Objectives
  - Action Plan
  - Evaluation & Sustainability
Volume I: Planting the Seed

- Operationalizing Your Coalition
- Establishing the meeting schedule and style
- Communications
- Coalition Leadership: Skills, Structure and Style
- Financial Management and Funding
Volume II: Growing Your Coalition

To be released Spring 2014! Topics include:

- Creating a Strategic Plan
- Communications and Social Media
- Projects and Activities (Programming)
- Sustainability
- Evaluation
How Do Coalitions Communicate?

• Emails, letters, brochures
• Newsletter
• Social Media (Facebook, Twitter, LinkedIn)
• Meetings, events, personal testimony
• Mass Media & Earned Media: television, radio, brochures, bulletin boards, press releases, letters to editors, etc.
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
- Work to support the “CARE” Act with local AARP office

Find them on Facebook!
Education Coalition Example:
Arizona Caregiver Coalition

- Works closely with local Aging & Disability Services
- Caregiver Resource Line (Telephone)
- Arizona Respite Registry

AZ Caregiver.org

A Family Caregiver

National Alliance for Caregiving
Community 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/
Brainstorming Activity

Your coalition has identified __________ as a priority for the 2014 year. Develop a strategy with action steps to identify how you would accomplish and support this priority.
Goals to Identify/Consider

**Identify**
- Goals
- Action Steps
- Measures of Success
- Communications Strategy
  - Audience
  - Publicity

**Consider**
- External Partners
- Funding
- Types of Measurement
- Communication Tools
How Do We Support Coalitions?

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

- Ongoing Webinar Series
- Recent webinars on Caring for Veterans, the Long-Term Care Commission, and the ReACT Employer Toolkit

Visit www.caregiving.org to subscribe for the Caregiving Coalitions listserv!
Join Our Network!

Member of the National Network of Caregiving Coalitions
TAKE ACTION NOW TO PROTECT MEDICARE DRUG COVERAGE - COMMENTS DUE THIS FRIDAY, MARCH 7TH AT 5PM ET -

The Centers for Medicare & Medicaid Services (CMS) has proposed a rule to change the Part D prescription drug coverage available to seniors under the Medicare program. The rule would remove the "protected class" status of antidepressants and immunosuppressant drug classes, and potentially remove protection for antipsychotics after 2015. (For the CMS fact sheet on the rule, please click here.)

This issue is critical for family caregivers, especially those who care for patients facing mental illness and/or challenged immune systems. Patients with lupus, multiple sclerosis, Crohn's disease, rheumatoid arthritis, HIV/AIDS, psoriasis and other immune disorders may lose access to prescriptions that are needed to treat their conditions. Likewise, patients and caregivers over the age of 65 facing major depressive disorder and other mental health conditions will have less access to the drugs they need and less flexibility to change drugs if their medication isn't working.

The National Alliance for Caregiving has joined numerous organizations in asking CMS to reject the proposed rule. Please see the letter from the Healthcare Leadership Council, which the National Alliance for Caregiving signed and supports, by clicking here.

We encourage you to take action by writing to CMS to let them know your concerns about the proposed changes to the Medicare Part D program. Write to CMS by clicking here. Comments are due by 5pm ET on Friday, March 7, 2014.
Questions & Comments

Thank you!
www.caregiving.org