

NATIONAL FAMILY CAREGIVERS MONTH TOOLKIT

ABOUT THIS TOOLKIT:

Every day, more than 53 million family caregivers in the U.S. are providing complex care. It's time to value caregivers.

National Family Caregivers Month is an opportunity to celebrate caregiver contributions and reinforce our commitment to building a stronger, more equitable, and sustainable future for all caregivers.

The [National Alliance for Caregiving](#) has created this toolkit for your organization to use, with resources designed to raise awareness of family caregivers throughout the month of November.

Thank you for your support as we work together to uplift family caregivers!

RESOURCES:

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NATIONAL FAMILY CAREGIVERS MONTH TOOLKIT: LETTER TO THE EDITOR TEMPLATE

ABOUT THIS GUIDE:

Letters to the editor are a powerful tool for expressing your opinion on important issues and reaching a wide audience. By writing a letter to the editor about National Family Caregivers Month, you can help raise awareness about the challenges and needs of our nation's 53 million family caregivers providing complex care. Your letter can also encourage policymakers and the public to support initiatives that uplift caregivers.

HOW TO USE THESE TEMPLATES:

Step 1: Choose one of the two letters to the editor template options below.

Step 2: Customize it in your own words by telling a bit of your own personal caregiving story.

- Most papers have a 300 word limit on letters to the editor, so keep it brief.

Step 3: Find the email address to send your letter to by visiting the newspaper's website and looking for the Opinions page or the Contact Us page.

- It typically starts with opinions@, or editor@.

Step 4: Make sure to include your contact information at the end of the letter.

TEMPLATES

Option #1:

It's time to recognize family caregivers

November is National Family Caregivers Month, a time to honor the contributions and elevate the voices of America's 53 million family caregivers. Although they form the backbone of our healthcare workforce, their work is mostly unrecognized and under valued.

According to AARP, family caregivers contribute a staggering \$600 billion in unpaid labor to the U.S. economy each year. Most are untrained, but they provide much more than just basic care. Nearly six in 10 family caregivers assist with complex medical and nursing tasks such as injections, tube feedings and changing catheters, according to Caregiving in the U.S. 2020, a report from the National Alliance for Family Caregiving and AARP.

Nationally, more than 60 percent of family caregivers balance working a full-time job while they provide 20 hours or more of care each week. About 60 percent are women and 40 percent are men. They range in age from Boomers to young children. Regardless of race, it's likely that everyone reading this letter will be or will need a family caregiver at some point in their lifetime.

It's time we honor and support this unheralded workforce. During National Family Caregivers Month, we call on our elected officials to increase support for family caregivers and we urge our friends, neighbors and co-workers to share their own personal caregiver stories to help us raise awareness in [your state] communities about the vital role caregivers play in our healthcare system.

Your name

Title/organization if relevant

Your email/phone number

Option #2:

It's time to care for family caregivers

November is National Family Caregivers Month, a time to elevate the voices of America's 53 million family caregivers. Family caregivers contribute a staggering \$600 billion in unpaid labor to the U.S. economy each year, but the contributions of this essential healthcare workforce go mostly unrecognized.

According to *Caregiving in the U.S. 2020*, a report from the National Alliance for Family Caregiving and AARP, family caregivers average 24 hours of care each week, many while balancing full time jobs or struggling with overwhelming medical debt. Caregivers represent every race, gender, age, income or education level.

Now is the time to change the narrative for family caregivers. I urge us as a society to recognize the challenges caregivers face and prioritize funding and an infrastructure that supports the essential role they play in our communities. I call on Congress to reauthorize the Older Americans Act, which supports 12 million older adults and 800,000 caregivers each year. We implore employers to offer paid family and medical leave benefits enabling caregivers to take time off work without financial hardship. Together, we can change the narrative.

Your name

Title/organization if relevant

Your email/phone number



NATIONAL FAMILY CAREGIVERS MONTH TOOLKIT: PRESS RELEASE TEMPLATE

ABOUT THIS GUIDE:

Use this press release template as a starting point for outreach to local media in your state as you raise awareness of National Family Caregivers Month.

PRESS RELEASE TEMPLATE:

<INSERT YOUR ORGANIZATION'S LOGO>

National Family Caregivers Month Rallies Support for America's 53 Million Family Caregivers and **XX Caregivers in **(state)****

[Insert Organization] a member of the Caregiver Nation Network – part of the National Alliance for Caregiving (NAC) initiative – Calls for Urgent Action

(Washington, D.C., Nov. X) – With more than 53 million family caregivers providing complex care across the United States, the need for meaningful action has never been greater. During National Family Caregivers Month in November, the National Alliance for Caregiving (NAC) and its Caregiver Nation Network, are advocating for policy action that recognizes, values, and supports our communities' family caregivers who form the backbone of the U.S. health system.

[Insert Organization] is a member of the Caregiver Nation Network – a National Alliance for Caregiving (NAC) initiative, which unites caregiving leaders across 10 states in a shared

mission to improve support for family caregivers and enables state partners to champion impactful change for caregivers nationwide.

“Together, we uplift the voices of people across the US who are propelled into the role of a caregiver. Most caregivers in our state are unpaid at a time when rising healthcare costs are squeezing millions of households. We are working to change this every day, particularly during National Family Caregivers Month, where we work to raise awareness and elevate calls for policy reform among our state officials as well as our members of Congress,” said **LOCAL LEADER**.

[Insert Organization] and the Caregiving Nation Network is calling our federally elected official from (STATE or call our specific Representatives and Senators) to advance important policies that:

- *Strengthen Medicare for Family Caregivers*
- *Strengthen the Older Americans and increase funding to better support family caregivers*
- *Address the Impacts of Medical Debt for Family Caregivers*
- *Support Driving Action on the [National Strategy to Support Family Caregivers](#) (National Strategy)*

[Insert Organization] and the Caregiving Nation Network are also working with state officials to prioritize family caregivers. **(Ability to positively call out any important state legislative champions if relevant.)**

(INCLUDE STATE BREAKOUT DATA IF AVAILABLE AND RELEVANT)

Data demonstrates why policy reform literally and figurally hits home. Four in 10 family caregivers rarely or never feel relaxed, according to a 2023 AARP survey. Dementia care is among the most taxing, physically, financially and emotionally. Family members often provide in-home care themselves, because they can't afford to pay others, can't find caregivers they trust, or need to supplement paid care. Nearly one-third of caregivers have been providing care for five years or longer, up from one-fourth in 2015, according to a 2020 report by the AARP and National Alliance for Caregiving.

Snapshot: Who is the American Caregiver?

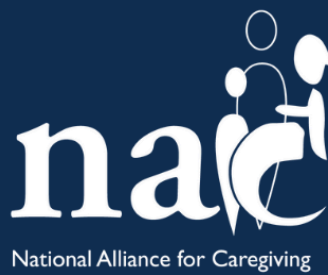
- More than 53 million family caregivers in the U.S. provide complex care
- Provide about 24 hours of care each week
- 1 in 4 caregivers find it difficult to take care of their own health
- 61% of caregivers are working while providing care
- 51% find a sense of purpose in caregiving
- 40% are in high-intensity caregiving situations
- 45% experience at least one financial impact, including going into debt and letting bills go unpaid
- 61% are women; 39% are men
- Majority caregivers are Baby Boomers and Gen X with a growing cohort of youngers caregivers
- 61% non-Latino white; 17% Hispanic or Latino, 14% non-Latino African American or black, 5% Asian American or Pacific Islander, 3% other including multi-racial

Source: NAC & AARP. Caregiving in the U.S. 2020

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About the Caregiver Nation Network

The Caregiver Nation Network unites caregiving leaders across 10 states in a shared mission to improve support for family caregivers. The National Alliance for Caregiving fosters collaboration and provides essential tools, including policy and media training, and data-driven insights from our Caregiving in the U.S. project, enabling state partners to champion impactful change for caregivers nationwide. For more information visit: <https://www.caregiving.org>



NATIONAL FAMILY CAREGIVERS MONTH TOOLKIT: SOCIAL MEDIA POSTS

ABOUT THIS GUIDE:

Help us spread the word and raise awareness about the critical role of family caregivers in our society throughout National Family Caregivers Month. All you need to do is share one of the social media posts below on your channels.

Please feel free to tag the National Alliance for Caregiving – all of our handles are below:

- [Facebook](#)
- [X \(@NA4Caregiving\)](#)
- [Linkedin](#)

SAMPLE POSTS + GRAPHICS:

Post #1:

Graphic #1 - [Download here!](#)



Copy option 1:

How about a ❤️ or a 👍 for all of the incredible family caregivers out there?

November is National Family Caregivers Month. This is an important opportunity to celebrate the contributions of these caregivers and reinforce our commitment to building a stronger, more equitable future for all caregivers.

Learn more about family caregivers and the unique challenges in the Caregiving in the U.S. report:

<https://www.caregiving.org/research/caregiving-in-the-us/caregiving-in-the-us-2020/>

Copy option 2:

Family caregivers are the backbone of our healthcare system, yet their contributions are often unrecognized.

During National Family Caregivers Month let's amplify the voices of family caregivers across the U.S. and take steps to build a stronger, more equitable future.

Do you or does someone you know have a caregiving story to share? Share it here: <https://www.caregiving.org/share-your-story/>

Post #2:

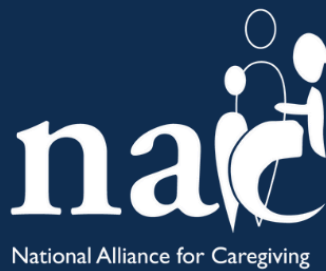
Graphic #2 - [Download here!](#)



Post copy:

This National Family Caregivers Month, let's celebrate the incredible caregivers who step up for their loved ones. From managing appointments to providing complex care to emotional support, family caregivers are the backbone of our communities.

It's time to take bold action to drive meaningful change for the 53 million caregivers across the U.S. Together, we can build a stronger, more equitable future for all caregivers.



NATIONAL FAMILY CAREGIVERS MONTH TOOLKIT: PROCLAMATION TEMPLATE

ABOUT THIS GUIDE:

As we continue our efforts to recognize the work of family caregivers, we have a crucial opportunity to amplify the recognition of family caregivers nationwide. We're counting on you to take action and help get your state to proclaim November as National Family Caregivers Month.

Why This Matters:

- Raises public awareness about family caregiving
- Provides official recognition of caregivers' contributions
- Helps promote caregiver support programs and resources
- Creates media opportunities to highlight caregiver issues
- Supports advocacy efforts for caregiver-friendly legislation

HOW TO USE THIS TEMPLATE:

We've made it simple for you to request your state's proclamation. This proclamation template toolkit has everything you need:

This Toolkit Includes:

1. Template legislative resolution proclamation
2. Template proclamation for Governors
3. Ready-to-customize template emails requesting a state proclamation via your legislature or governor.

Tips:

- **Share Your Story:** Include your personal caregiving experience when contacting officials. Your story can make a powerful impact.
- **Follow-Up:** After sending your initial request, follow up with phone calls or additional emails to ensure your message is received.

For assistance or questions, please don't hesitate to reach out at info@caregivernationnetwork.org

PROCLAMATION REQUEST EMAIL TEMPLATE - LEGISLATURE

[Attachment: National Family Caregivers Month Resolution Template]

Subject: Request for National Family Caregivers Month Resolution

Dear [Representative/Senator] [Insert Name],

As a constituent in your district and a member of the [Insert Organization], which is part of the Caregiver Nation Network, I am writing to respectfully request you introduce a resolution for National Family Caregivers Month in November. For your convenience, I have attached a template resolution.

National Family Caregivers Month is important because it recognizes the contributions of the nearly [insert number of family caregivers in your state] in [insert state] who provide an estimated [insert amount of unpaid economic impact in your state] of unpaid care by supporting loved ones with chronic illnesses, disabilities, and aging. A resolution recognizing National Family Caregivers Month in [insert state] would help:

1. Raise awareness of caregivers' contributions to society and the health care system
2. Highlight the urgent need for expanded support and resources
3. Demonstrate our state's commitment to family caregivers

I believe this aligns with your work commitment to [insert how it connects to the legislators' priorities (ie. Healthcare, labor, families, etc)]. By acknowledging National Family Caregivers Month in [insert state], we can take an important step toward ensuring caregivers receive the recognition and support they deserve.

I'd be happy to provide more information or discuss this further.

Thank you for your time and your service to our district.

Sincerely,

[Your Name]

[Your Address]

[Your Contact Information]

NATIONAL FAMILY CAREGIVERS MONTH RESOLUTION TEMPLATE

[STATE NAME]

[HOUSE/SENATE/LEGISLATURE] 2024

RESOLUTION NO. [Number]

A RESOLUTION recognizing November 2024 as National Family Caregivers

Month in [State]

WHEREAS; family caregivers and direct care workforce provide critical support and services that promote the well-being and enhance the quality of life of the state's older adults and those with chronic illnesses and disabilities; and

WHEREAS, approximately [Insert Number] [Insert State] residents serve as unpaid family caregivers for their loved ones, providing an estimated [Insert Amount] in unpaid care annually; and

WHEREAS, family caregivers provide a broad range of assistance including help with personal care, medical/nursing tasks, medication management, care coordination, transportation, and financial support; and

WHEREAS, the responsibilities of family caregiving often lead to physical, emotional, and financial challenges, with many caregivers reporting difficulty maintaining their own health and well-being; and

WHEREAS, the number of family caregivers continues to grow as our population ages, with more than one in five Americans now serving as caregivers; and

WHEREAS, family caregivers increasingly include younger generations, with 29% being Millennials or Gen Z, highlighting the changing demographics of caregiving; and

WHEREAS, family caregivers often must balance employment with their caregiving responsibilities, leading to workplace challenges and economic impacts; and

WHEREAS, supporting family caregivers is vital to maintaining our healthcare system and ensuring quality care for our most vulnerable residents;

NOW, THEREFORE, BE IT RESOLVED BY THE [HOUSE/SENATE/LEGISLATURE] OF THE STATE OF [STATE NAME];

SECTION 1. The [HOUSE/SENATE/LEGISLATURE] hereby recognizes November 2024 as "National Family Caregivers Month" in [State Name].

SECTION 2. The [HOUSE/SENATE/LEGISLATURE] encourages all residents to recognize and support family caregivers in their communities.

SECTION 3. The [HOUSE/SENATE/LEGISLATURE] acknowledges the importance of supporting policies and programs that address the needs of family caregivers.

SECTION 4. The Secretary of [Relevant Department that handles caregiving services in your state] shall transmit copies of this resolution to appropriate state agencies and organizations.

[Name and Title for Signature: Speaker of the House/Senate President]

[Name and Title for Chief Clerk/Secretary of the Senate]

ADOPTED: [Date]

PROCLAMATION REQUEST EMAIL TEMPLATE - GOVERNOR'S OFFICE

[Attach National Family Caregivers Month Proclamations Template]

Subject: Request for November National Family Caregivers Month Proclamation

Dear Governor [Insert Governor's Name or Legislative Body]

I am writing on behalf of [Your Organization], a member of the Caregiver Nation Network,[AGI] to respectfully request that you issue a proclamation for National Family Caregivers Month this November in our state.

Family caregivers are the backbone of our long-term care system, offering critical support to older adults and those with chronic illnesses and disabilities. In the United States there are over 53 million family caregivers and nearly [insert number of family caregivers in your state] in [insert state] who provide an estimated [insert amount of unpaid economic impact in your state] of unpaid care.

As our population ages, the demand for caregiving will only increase. A proclamation would:

1. Raise awareness of caregivers' contributions to society and the health care system
2. Highlight the urgent need for expanded support and resources
3. Demonstrate our state's commitment to family caregivers

I have attached a draft template for the proclamation for your convenience. Please feel free to modify it as needed. Thank you for your consideration of this important matter. By acknowledging National Family Caregivers Month, we can take an important step toward ensuring caregivers receive the recognition and support they deserve.

If you have any questions, please do not hesitate to reach out. I look forward to hearing from you soon.

Sincerely,

[Your Name]

[Your Title/Organization]

[Contact Information]

FAMILY CAREGIVER MONTH PROCLAMATION TEMPLATE

STATE of [INSERT STATE NAME]

OFFICE of the GOVERNOR

PROCLAMATION

WHEREAS; family caregivers and direct care workforce provide critical support and services that promote the well-being and enhance the quality of life of the state's older adults and those with chronic illnesses and disabilities; and

WHEREAS; [insert number of family caregivers in your state] family caregivers in [insert state] perform a variety of complex and essential tasks, including bathing, dressing, medication management, service coordination, financial assistance, transportation, and various medical or nursing tasks, providing an estimated [insert amount of unpaid economic impact in your state] of unpaid care by supporting loved ones with chronic illnesses, disabilities, and aging; and

WHEREAS; like many sectors across the state and country, the paid direct workforce in [Insert STATE] is facing a hiring and retention crisis that negatively impacts the ability of families across the state to obtain the care they need, which has resulted in more family members providing care to loved ones; and

WHEREAS; many family caregivers often struggle to meet their own personal and occupational needs, as well as the needs of others in their households, and they too, require support to stay well and be healthy; and

WHEREAS; [Insert STATE] have gone above and beyond to serve individuals in their care, often reducing hours at work, taking lower-paying jobs that offer more flexibility to provide care, or leaving the workforce entirely to care for loved ones; and

WHEREAS; resources and services to support family caregivers are available statewide through the Department of Health Services and local aging and disability centers, and on this occasion, the state of [Insert STATE] reaffirms its commitment to expanding these supports and ensuring [insert state demonym] who depend on the services of family caregivers have access to affordable, quality care that allows them to live with dignity and respect; and

WHEREAS; this month provides all [insert state demonym] with the opportunity to celebrate family caregivers throughout the state for their innumerable contributions and personal sacrifices in service to the health and well-being of friends, family members, and loved ones;

NOW, THEREFORE, I, [Insert Governor's Name], Governor of the State of [Insert State Name], do hereby proclaim November 2024 as

NATIONAL FAMILY CAREGIVERS MONTH

throughout the State of [Insert State Name] and I commend this observance

to all State’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great

Seal of the State of [Insert STATE] to be affixed. Done at the Capitol in the

[Insert City] this [INSERT DATE] day of [INSERT MONTH] in the year 2024.

[Insert Governor’s Signature]

[Date]