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

- Ongoing Webinar Series
- Recent webinars on Engaging Caregivers, Caring for Veterans, and Employed Caregivers
  - Visit [www.caregiving.org](http://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/NAPAw webinar

Hosted by: nac, AFA, n4a
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/wp-content/uploads/2013/03/PlantingTheSeed_FINAL.pdf
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!

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

1 - 30
31 - 50
51 - 75
76 - 100
100+

National Alliance for Caregiving
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

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/
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

Organization & Leadership
• Formal or grassroots
• Who’s the tie-breaker?

Implementation: How will the program work? Who will do the work?

Identify Funders & Partners

Communication Strategies

Measurement & Evaluation
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](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

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” 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?
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.

To view the press release, please click 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.

IN CASE YOU MISSED IT: From Caring to Community -
Thank you!

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