

Broadening Our Horizons, Expanding Our Reach

**Caregiver Action Network
Annual Report
July 1, 2014 – June 30, 2015**



A Letter from the Chair & CEO



Dear Friends of the Caregiver Action Network –

What a tremendously successful year for Caregiver Action Network!

We are very proud to say that CAN has reached more family caregivers than ever before in our history! But just *reaching* family caregivers is not enough. We also provided them with an unprecedented level of resources and information to help them with the many challenges that caregiving brings.

CAN's FY15 Annual Report entitled "*Broadening Our Horizons, Expanding Our Reach*" details how CAN served the needs of millions of caregivers across the country with our 25 different programmatic initiatives – many of which were new this year.

CAN was able to accomplish so much during FY15 by creating valuable new partnerships with some of America's largest companies and organizations who realize that meeting the needs of family caregivers is in everyone's interest – it's good for caregivers, good for their customers, and good for the country.

CAN is proud to play a leading role in spearheading national efforts on behalf of millions of family caregivers. We couldn't do it without the dedication of CAN's Board Members, our volunteers across the country, and our very committed staff.

It is an honor for us to do the work we do every day to make it just a little bit easier for family caregivers take better care of themselves as well as their loved ones.

Sincerely,

A blue ink signature of Dean A. Stephens, written in a cursive style.

Dean Stephens
Chairman of the Board

A blue ink signature of John Schall, written in a cursive style.

John Schall
Chief Executive Officer

Increasing CAN's Reach



Caregiver Action Network's work in FY15 was focused on reaching more family caregivers than at any time in history.

CAN has been very successful in this effort. From CAN's CEO, John Schall, being a featured guest on Lifetime Television's "The Balancing Act" program, to being quoted in Oprah's *O* magazine, to having CAN's name appear in lights on a jumbotron in New York City's Times Square – CAN made its presence felt to a broader audience than ever before.

There are 90 million family caregivers in America – 2 out of every 5 adults are caregivers to a friend or relative. Recognizing full well that no two family caregiving experiences are alike, we not only greatly expanded our efforts to reach out to family caregivers generally; we also targeted our resources to meet the specific needs of individual caregivers.

To reach millions more family caregivers, we forged new and important partnerships with companies and organizations across a wide spectrum – such as health providers, policymakers, insurance companies, and major manufacturers. A [List of CAN's Corporate Partners](#) can be found on page 12.

CAN now operates *25 different programs and other outreach initiatives* – many of which were new this year. This Annual Report includes an Appendix with a [List of Current CAN Programs](#).

Though CAN made tremendous strides in FY15, there still remains a great deal to do. While we have accomplished much to date, CAN aims to continue to expand the family caregiving network while focusing more deeply on the specific needs of every part of that network.

CAN remains enthusiastically committed to reaching more and more caregivers in order to assure better care for patients and a better quality of life for the 90 million Americans who care for them. It is an unending challenge, but one CAN is now even better equipped to meet!



Public and Media Outreach

One of CAN's main goals is to increase awareness of family caregiving issues in the general public, government, media circles and with family caregivers themselves.

Getting the word out is critical to improving the quality of life for family caregivers and their care recipients. But this can be a challenge when so many people don't self-identify as a "family caregiver" – even when they are handling caregiving responsibilities every day.

So, in FY15, CAN greatly expanded its efforts to raise the profile of family caregiving. We did so with a combination of media appearances, Public Service Announcements and general education efforts.

Among these:

- ✓ As part of National Family Caregivers Month, the Friday, November 21st, 2014, Thanksgiving weekend edition of USA Today featured an entire section devoted to caregiving. The insert included a foreword and other articles from CAN and was distributed in New York, Chicago, South Florida, DC/Baltimore, Dallas, Philadelphia, Phoenix, Atlanta and Nashville. This special section was also made available online for a total reach of approximately 8 million.
- ✓ John Schall was a guest on Lifetime Television's "The Balancing Act" show on November 6th, November 13th, and again on Thanksgiving Day 2014.
- ✓ "Guide to Caring for Yourself While Taking Care of Others," featuring comments from our CEO John Schall, was included in Oprah's *O* magazine.
- ✓ During the winter of 2014-15, CAN was prominently featured for three months on a jumbotron in New York's Times Square.



A New Emphasis on Advocacy



Another of CAN's main goals is to advocate for policies of interest to family caregivers. CAN embarked on three major new advocacy efforts in FY15:

- ✓ **CAN Helped Establish a New Congressional Caucus on Caregiving:** In March, the new bipartisan, bicameral Assisting Caregivers Today (ACT) Caucus was launched in the U.S. Congress. This was an effort headed by AARP, CAN, and other interested organizations. The goal of the ACT Caucus is to bring greater visibility to the value of and need to support family caregivers, as well as the challenges and opportunities individuals of all ages face as they seek to live independently. The caucus aims to inform Members of Congress about these issues, elevate the conversation, forge an environment and context conducive to reaching bipartisan solutions, and help create a sense of urgency to act.
- ✓ **CAN Created Caregiver Voices United:** To further augment its leading role in advocacy on behalf of family caregivers, CAN created a new related organization called Caregiver Voices United. CAN's CEO, John Schall, also serves as the President of Caregiver Voices United. Caregiver Voices United is a 501(c)4 nonprofit organization created to advocate for family caregivers who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age by:
 - Supporting the passage of federal legislation that meets the needs and interests of family caregivers.
 - Pursuing federal policy changes through administrative and regulatory channels to ensure the needs of family caregivers are appropriately addressed.
 - Pursuing policy changes at the state level that better recognize the needs of family caregivers in respective states.
 - Recognizing policymakers and other leaders who champion issues of importance to family caregivers.
- ✓ **CAN Launched Community For A Healthy Exchange:** CommunityForAHealthyExchange.org provides support for patients and caregivers who are facing challenges using the health coverage they have purchased through their state Health Insurance Exchange. We offer resources and information, as well as the chance for caregivers and patients to share experiences and learn from the experiences of others. We are working to ensure all patients and their families are treated fairly and are able to use the state health exchange system effectively.



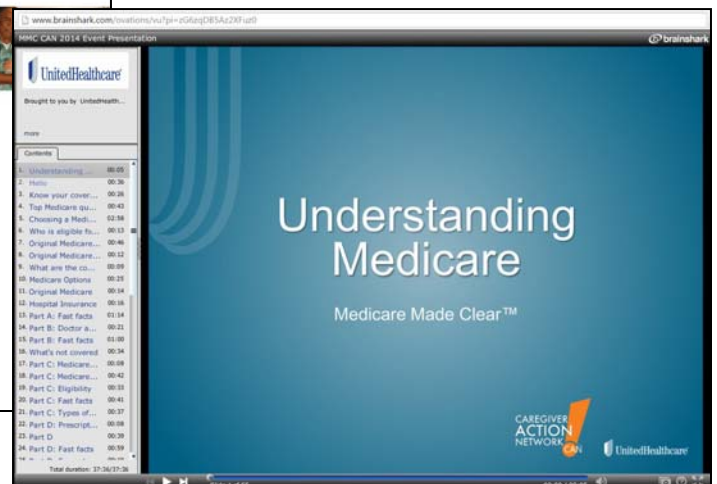
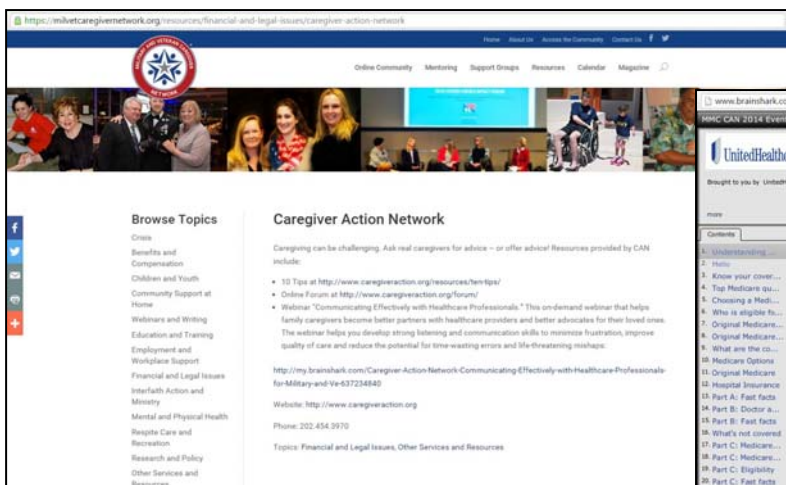
More Partnerships



Much of CAN's strength comes in large part from partnering with many large companies and organizations across the country. In FY15, CAN created new partnerships and expanded existing partnerships to discover even more ways of meeting caregiver needs!

Here are some exemplary highlights of CAN's partnerships with major manufacturers, health care payers, and others:

- ✓ CAN partnered with a major manufacturer, Clorox, to launch "When Care Comes Home." When Care Comes Home helped caregivers care for their loved ones with getting-started guides, information, advice and solutions for caregiving. A website, CloroxCareConcepts.com, was developed by Clorox in partnership with CAN to provide a community based aspect to help caregivers through tough times.
- ✓ CAN created a new [Understanding Medicare webinar](#) with United Healthcare. This webinar adds to CAN's library of caregiving webinars available on demand. The *Understanding Medicare* webinar explains the various parts of Medicare and addresses the family caregiver's role in selecting Medicare plans for their loved ones.
- ✓ CAN was a partner in the effort in creating the new [Military and Veteran Caregiver Network](#) spearheaded by the Elizabeth Dole Foundation at the urging of the White House. Developed in conjunction with the Tragedy Assistance Program for Survivors (TAPS), and other military service organizations, veteran support organizations, non-profit, and faith-based organizations, Military and Veteran Caregiver Network seeks to address isolation and its associated challenges faced by caregivers. CAN resources can be found on the Military and Veteran Caregiver Network website at <https://milvetcaregivernetwork.org/resources/financial-and-legal-issues/caregiver-action-network>.



New Program: Assisting Caregiving Employees



CAN now offers the new Assisting Caregiving Employees (ACE) program to large employers to support family caregivers in the workplace. The ACE Program helps major companies and organizations provide their caregiving employees with the resources they need to help with their caregiving responsibilities so that they can remain productive and healthy employees.

Being unprepared for family caregiving puts a huge burden on both the employee and the employer. Data show that there are significant costs associated with caregiving employees including: productivity costs (\$33 billion); higher employer-related health care costs for the caregiver (\$13 billion); and the expense of recruiting and retraining new employees to replace caregiving employees (\$6 billion).

CAN created the ACE program to help employers assist their caregiving employees. ACE enables caregivers to quickly access caregiving tools and resources. The ACE program includes a dedicated website for caregivers full of tips, a caregiver stress assessment, and a caregiving assessment for the organization, among other resources.

Being aware of resources, and having a manager who is aware, reduces disruptions at work and home and makes for better outcomes for all.

Now CAN Helps You Support Your Caregiving Employees!

ACE



CAN's Assisting Caregiving Employees (ACE) Program gives your employees the resources they need to help with their caregiving responsibilities so that they can remain productive and healthy employees.

Caregiver Action Network's ACE Program Includes:

- A Custom-Designed Web Portal
- Caregiving Right Now
- Self-Assessment Tool
- Take Care! Monthly Newsletter
- Caregiving Links and Resources
- Organizational Assessment
- Webinars
- An Internal Roll-Out Plan

For information on the ACE Program, contact Karen Roberts at 202.454.3970 or KRoberts@CaregiverAction.org

Always Improving Existing CAN Programs



At CAN, we are constantly working to update and improve our ongoing programs. Here are two examples of updates to two programs targeted to cancer caregivers and rare disease caregivers:

Cancer Caregivers

Even with all of the advances in medical science, few illnesses create as much anxiety and alarm for both the patient and the caregiver as cancer does. Because cancer care is often so complicated, CAN developed and launched the “Help for Cancer Caregivers” web tool at HelpForCancerCaregivers.org. In cooperation with Anthem, CancerCare, Johnson & Johnson, and Millennium: The Takeda Oncology Company, the website was revamped and made more user-friendly in FY15.

We are happy to report that studies of the Help for Cancer Caregivers web tool demonstrate that receiving the right information at the right time lessens distress throughout the caregiving experience. Data consistently shows that caregivers who experience less stress are more capable of providing care for the cancer patient.

Rare Disease Caregivers

Caregivers in the rare disease community face some exceptional hurdles. Rare disease caregivers often face a higher burden of very intense caregiving activities. They often are the ones actually educating medical providers and others about the rare disease itself. They have smaller communities to rely on for support. Not surprisingly, rare disease caregivers regularly report unmet needs related to social support, self-care and connections across diagnoses.

That is why CAN, working with Genzyme, developed the RareCaregivers.org website. The focus of the site is not just on helping the family caregiver deal with the unique medical issues that often arise when caring for a loved one with a rare illness: Its main purpose is to improve the quality of life of the caregiver, recognizing that – especially in cases of rare illnesses – the quality of the caregiver’s life is directly related to the quality of care for the patient.

In FY15, more of the resources on RareCaregivers.org were translated and are now available *in five languages* as the website is currently being used in 50 countries worldwide!



Patient and Family Engagement



In FY15, CAN announced the results of its [***Advancing Excellence: Best Practices in Patient and Family Engagement Recognition Program***](#) – a year-long project to identify, recognize and publicize the best practices in patient and family caregiver engagement.

In its [***Final Report***](#) entitled “[***The Vital Voices of Patients and Families***”, CAN identified “25 of the Nation’s Best Practices in Patient and Family Engagement” – examples of patients, caregivers, hospital staff and hospital systems creating innovative programs to help ensure healthier outcomes for patients.](#)

The goal of the [***Advancing Excellence: Best Practices in Patient and Family Engagement***](#) Recognition Program was not just to identify the best practices for integrating patients and families, but also to demonstrate how medical care providers can make such practices a consistent and routine part of the delivery of health care.

Key elements common to the best practices identified include: actively listening to patients, creating genuine partnerships between providers and family caregivers, patient initiative, professional openness, consistency and the willingness to learn from mistakes, among other factors.

From April thru June 2014, CAN sought nominations from doctors, nurses, hospital administrators, and most importantly, patients and family caregivers, on what they considered the best practices in patient and family engagement. The open nominations process resulted in submissions from across the country which were reviewed and scored by a Review Committee of 13 outside expert evaluators.

The Recognition Program also named the four “Outstanding Best Practices in Patient and Family Engagement” in each of the categories as follows: Marian Hamilton of Mt. Kisco, NY (Outstanding Caregiver), Dorothea Handron of Greenville, NC (Outstanding Patient), Kerry Gold-Tsakonas of UCLA Medical Center, Los Angeles, CA (Outstanding Hospital Staff) and the Pennsylvania Hospital Engagement Network of the Hospital and Healthcare Association of Pennsylvania of Harrisburg, PA (Outstanding Hospital System).

The list of “25 of the Nation’s Best Practices in Patient and Family Engagement”, and descriptions of each of the 25 programs, can be found the [***Final Report***](#).

ADVANCING EXCELLENCE:
Best Practices in Patient and Family Engagement
25 of the Nation's Best

Home CAN Family Caregivers Join CAN for FREE

Caregiver Action Network presents
Advancing Excellence:
Best Practices in Patient and Family Engagement
Recognition Program

Highlighting individuals and organizations working to improve healthcare for patients by partnering with their families and caregivers.

Through this program, CAN has identified
"25 of the Nation's Best Practices in Patient and Family Engagement"
- examples of how patients, caregivers, hospital staff and hospital systems have created new and innovative programs that are helping to ensure healthier outcomes for patients.

CAN assembled this compendium of
"25 of the Nation's Best Practices in Patient and Family Engagement"
to bring deserved and appropriate recognition to those excellent programs, and to publicize them so that other health care leaders and systems across the country can learn from and replicate them.

Discover More

- Patients and Caregivers
- Hospital Staff
- Hospital Systems and Leadership
- Final Report
- Print 25 Best Practices
- Print Final Report
- Media Room



For the third year in a row, CAN was pleased to host “Creating the Voice: A Celebration of Family Caregiving.” The reception on November 12, 2014 proved to be the highlight of the national family caregiving year. Held in Washington, DC, “Creating the Voice” is an evening to honor those who have given a voice to the nation’s caregivers.



The recipient of the *2015 Care Comes Home Award*, sponsored by Clorox, was presented to Ernesto Quintero for his role in creating a voice for family caregivers by capturing the essence of family caregiving in film. Ernesto Quintero has been documenting *A Sacred Journey*, a story of his brother’s fight with Amyotrophic Lateral Sclerosis since his diagnosis in 2005. Quintero is bringing light to exceptional stories that otherwise are going unnoticed and his work is unmistakably poignant and recognized by many.

Two *Hands-On Help Awards* were given out in 2014:



Marian Hamilton for her role in creating a voice for family caregivers by establishing Caregiver Centers in ten hospitals across the country. The focus of the Centers, originating with the Ken Hamilton Caregiver Center at Northern Westchester Hospital, is to provide counseling with an objective voice and guide the family caregiver in navigating the medical system and the challenges of being in the caregiving role.



Judy Woodruff, the Co-Anchor and Managing Editor of the PBS *NewsHour*, for her extraordinary personal and professional dedication to caregiving issues and to improving the lives of the Nation’s family caregivers.

CAN was pleased to honor three Members of Congress with CAN’s *Caregiving Leader in Congress Award*:



Senator Bob Casey (D-PA) in recognition of his introduction of the Caregiver Corps Act.



Congresswoman Nita Lowey (D-NY) for her introduction of The Social Security Caregiver Credit Act.



Senator Booker Cory Booker (D-NJ) for his introduction of the In Home CARE Act.

National Family Caregivers Month



CAN coordinates National Family Caregivers Month each November as a time to thank, support, educate and empower family caregivers. Celebrating family caregivers during National Family Caregivers Month enables all of us to: 1) raise awareness of family caregiver issues; 2) celebrate the efforts of family caregivers; 3) educate family caregivers about self-identification; and 4) increase support for family caregivers.

Seeing as most care actually occurs in the home, CAN chose “Care Comes Home” as the theme of National Family Caregivers Month this year. People are healthier at home and health care costs are reduced. In addition, family caregivers have the best interests of their loved ones at heart. The Nation’s 90 million family caregivers are front and center in providing care every day – enabling their loved ones to stay at home longer where they are happier and healthier.

CAN made all of the information relating to National Family Caregivers Month, including the theme, President Obama’s Proclamation, sample proclamations for State and local governments, videos regarding caregiving at home, etc., publicly available in one online kit.

CAN is proud to continue the tradition of National Family Caregivers Month each year and is dedicated to shining an even brighter spotlight on the burdens, responsibilities and achievements of those Americans without whom the critical role of family caregiving would not be possible.

NFC Month 2014

Home CAN Join CAN for FREE

NATIONAL FAMILY CAREGIVERS MONTH
November 2014

The theme for National Family Caregivers Month 2014 is “Care Comes Home”

CAREGIVER ACTION NETWORK CAN

Media Kit Contents

- [National Family Caregivers Month Background](#)
- [Sample NFC Month 2014 Proclamation](#)
- [Presidential Proclamation -- 2014 National Family Caregivers Month](#)
- [Lifetime TV's The Balancing Act Supports National Family Caregivers Month](#)

Your loved one’s care does not always take place in hospitals, or nursing homes, or doctors’ offices, or medical clinics. Most care actually occurs in the home – and that’s a good thing. People are healthier at home and health care costs are reduced. Family caregivers have the best interests of their loved ones at heart. But caregiving at home can take its toll and it certainly takes a lot of planning. The Nation’s 90 million family caregivers are front and center in providing care every day – enabling their loved ones to stay at home longer where they are happier and healthier.

- **Most adults would prefer to age in place.** 90% of adults over the age of 65 would prefer to stay in their current home as they age. Family, friends, and neighbors provide 80% of the care for the elderly.
- **Two out of every 5 adults are family caregivers.** 39% of all adult Americans are caring for a loved one who is sick, disabled, or living with frailties of old age. That’s up from 30% in 2010.
- **Family caregivers are the only people who are present with patients in all care settings.** Patients may have more than one doctor; nurses change shifts; prescriptions may be filled at different pharmacies. But family caregivers are there as full partners with their loved ones through it all.
- **Complex care happens in the home.** Almost half of family caregivers perform sophisticated medical/nursing tasks for their loved ones – such as providing wound care and operating specialized medical equipment – and up to 70% manage medications for their loved ones.
- **Caregiving affects the whole family.** Men are now almost as likely to say they are family caregivers as women are (37% of men; 40% of women). And even 36% of younger Americans between ages 18 and 29 say they are family caregivers!
- **Many families make changes at home because of their caregiving responsibilities.** Some families have to tighten their belts at home to pay for out-of-pocket caregiving costs (an average of \$5,500 per year). And many more have to make [home alterations](#) to ensure safety, security, and cleanliness for their loved ones.

During National Family Caregivers Month,
we celebrate the valuable role that family caregivers play when

Care Comes Home!



Corporate and Foundation Support

AbbVie
Acorda
Allergan
Anthem
Astellas
ChemoCentryx
Forest Laboratories
Genentech
Genzyme
GlaxoSmithKline
Healthline
Home Instead Senior Care
Invacare
Johnson & Johnson
Kimberly Clark
Millennium
Novartis
Otsuka
Pfizer, Inc.
PhRMA
Principle Business Enterprises
Purdue Pharma
Sanofi
United Healthcare

Sponsors of *Creating the Voice: A Celebration of Family Caregiving*

Astellas
Clorox
HouseWorks
Merck
Millennium
NCB Capital Impact
Novartis
PhRMA
Sage Communications
Teva Neuroscience, Inc.
United Healthcare

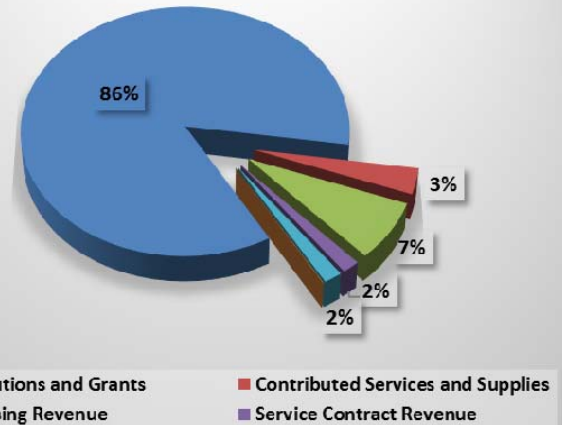
Assets

Current Assets	
Cash and Cash Equivalents	\$ 74,923
Accounts Receivable	250,223
Prepaid Expenses	8,470
Total Current Assets	<u>333,616</u>
Net Property and Equipment	<u>2,927</u>
Other Assets	
Intangible assets, net	68,594
Deposits	14,025
Total other Assets	<u>82,619</u>
Total Assets	<u>\$ 419,162</u>

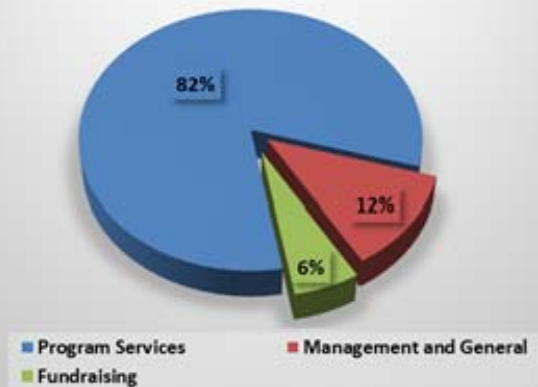
Liabilities and Net Assets

Current Liabilities	
Accounts Payable	1,808
Accrued Liabilities	12,415
Note Payable - current portion	15,813
Total Current Liabilities	<u>30,036</u>
Long Term Liabilities	
Note Payable - long term portion	<u>13,339</u>
Net Assets	
Unrestricted	375,787
Temporarily Restricted	-
Total Net Assets	<u>375,787</u>
Total Liabilities and Net Assets	<u>\$ 405,823</u>

Revenues and Gains



Expenses



Appendix: CAN Programs List

CAN's Network of Programs

✓ Caregiver Action Network Website



CaregiverAction.org provides America's 90 million family caregivers with resources, education and tips to help with day to day care of both their loved ones, as well as the caregiver themselves. This site holds all of our resources, including webinars, videos, and guides, as well as a forum to connect family caregivers. Most importantly, the home page targets four different types of caregivers.

Under each of these four profiles, caregivers find materials and information tailored to his or her specific needs. Our research has shown that caregivers are more effectively reached when they feel connected to these separate categories.



CaregiverAction.org



✓ I just realized I'm a family caregiver.



✓ I have been a family caregiver for years.



✓ I live far away and I'm on the caregiving team.



✓ I have a job and I'm the caregiver for my loved one.

Sites Targeted to Specific Caregivers

✓ [Help for Cancer Caregivers](#)

HelpforCancerCaregivers.org provides information, education, and support to help cancer caregivers care for themselves and their family members. Born of a unique collaboration of organizations with the shared goal of improving health and well-being of the people who care for people with cancer, Help for Cancer Caregivers is as a stand-alone resource tailored to the cancer community.



✓ [Rare Disease Caregivers](#)

RareCaregivers.org is a comprehensive online guide that addresses the distinct needs of family caregivers of loved ones with rare diseases. Rare Caregiver's resources provide caregivers with tips on helping their loved one as well as themselves.



✓ [Assisting Caregiving Employees](#)

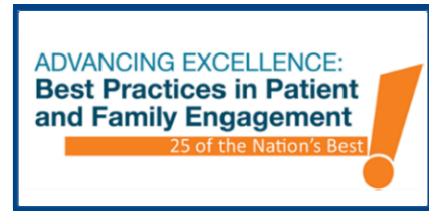
CAN's Assisting Caregiving Employees (ACE) Program helps major companies and organizations provide their caregiving employees the resources they need to help with their caregiving responsibilities so that they can remain productive and healthy employees. The program includes a dedicated website for caregivers full of tips, a caregiver stress assessment, and a caregiving assessment for the organization.



Topical Micro-Sites

✓ Advancing Excellence

Advancing Excellence recognizes best practices in patient and family engagement, and shares these stories widely to help improve the quality and safety of healthcare across the United States. The Advancing Excellence: Best Practices in Patient and Family Engagement Recognition Program recognizes patients, caregivers, and providers who make institutional changes that improve patient care and safety.



✓ Plugged In Caregiving

Plugged In Caregiving helps the caregiver sort through the new and daunting world of high-tech products and services for their loved ones. This site explains in clear, easy to understand language, what technology is available, as well as what will soon be available for their loved one.



✓ Community for a Healthy Exchange

CommunityForAHealthyExchange.org provides support for patients and caregivers who are facing challenges using the health coverage they have purchased through their state Health Insurance Exchange. We offer resources and information, as well as the chance for caregivers and patients to share experiences and learn from the experiences of others. We are working to ensure all patients and their families are treated fairly and are able to use the state health exchange system effectively.



On-Demand Webinars

✓ Understanding Medicare

Caregiver Action Network partnered with United Healthcare to create this webinar, which addresses the family caregiver's role in selecting Medicare plans for their loved ones.



✓ Communicating Effectively with Healthcare Professionals

This webinar helps caregivers develop strong listening and communication skills that help minimize frustration, improve quality of care and reduce the potential for time-wasting errors and life-threatening mishaps. Caregivers learn how to: report symptoms clearly and effectively; be respectfully assertive in advocating for a loved one; listen and understand what healthcare providers are saying; and communicate with the healthcare team during a crisis to expedite care and avoid errors.

✓ Safe and Sound: How to Prevent Medication Mishaps

Family caregivers manage medications for their loved ones in nearly 70% of caregiving situations. This webinar approaches compliance and adherence from the point of the view of the family caregiver and teaches caregivers valuable safety tips and identifies where most problems occur. It breaks down the convoluted language of medical professionals to the simple who, what, where and when of medication safety.

✓ Financial Planning

This webinar provides a financial planning toolkit for caregivers. By showing what is involved in managing their loved one's finances, it allows the caregiver to maximize the funds used for care.



Recognizing and Connecting Caregivers

✓ Caregiver Community Action Network

CCAN is a unique and highly dedicated group of over 100 volunteers in more than 40 states. Our volunteers reach out to family caregivers to provide education and support. CCAN volunteers are all current or former family caregivers who can teach caregivers to be advocates for themselves and their loved ones.

✓ National Family Caregivers Month

In 1994, CAN (then known as National Family Caregivers Association) set aside a week of the year to promote appreciation for family caregivers. Every president since 1997 has issued an annual proclamation celebrating family caregivers. Because of the massive interest in family caregivers, NFC Week turned into NFC Month, being celebrated every November.



✓ TakeCare!

TakeCare! is the monthly e-newsletter published by CAN available to all family caregivers. The newsletter includes updates on programs as well as tips and articles focused on the caregiver.



✓ Creating the Voice:

A Celebration of Family Caregiving

Held in Washington, DC, "Creating the Voice" brings together CAN sponsors, supporters and family caregiving advocates for an evening to celebrate those who have given a voice to the nation's caregivers. Past honorees include: Senator Elizabeth Dole/The Elizabeth Dole Foundation; TV personality, Leeza Gibbons/Leeza Gibbons Memory Foundation; ReACT coalition; Veterans Affairs Caregiver Support Program; Filmmaker Ernesto Quintero; Marian Hamilton/Ken Hamilton Caregiver Center.

Advocating for Caregivers

✓ Congressional Caucus on Caregiving

In March, the new bipartisan, bicameral Assisting Caregivers Today (ACT) Caucus was launched in the U.S. Congress. This was an effort headed by AARP, CAN, and other interested organizations. The goal of the ACT Caucus is to bring greater visibility to the value of and need to support family caregivers, as well as the challenges and opportunities individuals of all ages face as they seek to live independently. The caucus aims to inform Members of Congress about these issues, elevate the conversation, forge an environment and context conducive to reaching bipartisan solutions, and help create a sense of urgency to act.

✓ Caregiver Voices United

To further augment its leading role in advocacy on behalf of family caregivers, CAN created a new related organization called Caregiver Voices United. CAN's CEO, John Schall, also serves as the President of Caregiver Voices United. Caregiver Voices United is a 501(c)4 nonprofit organization created to advocate for family caregivers who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age by:

- Supporting the passage of federal legislation that meets the needs and interests of family caregivers.
- Pursuing federal policy changes through administrative and regulatory channels to ensure the needs of family caregivers are appropriately addressed.
- Pursuing policy changes at the state level that better recognize the needs of family caregivers in respective states.
- Recognizing policymakers and other leaders who champion issues of importance to family caregivers.

Joint PR Highlights

✓ [USA Today – FutureofHealthCareNews.com](#)

In March 2013 and again in November 2014, and November 2015, CAN spearheaded a full section insert on family caregiving in [USA Today](#). The weekend issue ran in multiple media markets, provided readers with CAN's caregiving resources, and reached more than 8 million people.



✓ [Television and Radio PSAs](#)

CAN has partnered with United Healthcare to produce and distribute a comprehensive television and radio caregiving PSA campaign in multiple national markets. The television PSA has aired 12,000 times and reached over 35 million viewers for an ad value of \$2.2 million. The radio PSA has been aired to a total audience of more than 165 million.



✓ [Caregiving Flipbooks](#)

The “healthy caregiving” flipbook has many of the resources of our website condensed into a pocket-sized laminated booklet. The flipbook is in two versions, one for caregivers generally, and one for military caregivers. The military version co-branded with the Department of Defense and Veterans Administration has reached tens of thousands of military caregivers with CAN's caregiving content.

✓ [Times Square](#)

During the winters of 2012-13 and 2013-14, CAN was prominently featured on jumbotrons in New York's Times Square. And in 2015, CAN's message appeared once again – right where the ball drops!



✓ [Lifetime TV](#)

In November 2014, CEO John Schall was a guest on Lifetime TV's *The Balancing Act* discussing aging in place, CAN's partnership with Clorox Care Concepts, and the resources available to caregivers online.



Programs with Network Partners

✓ National Medicare Education Week

Since 2012, CAN has partnered with United Healthcare to present National Medicare Education Week. Focused on the 1 in 5 adults in the US who find the Medicare process confusing, NMEW committed to making Medicare easier to understand for the more than 51 million people who are currently enrolled as well as those who will be enrolling in the years ahead.



✓ When Care Comes Home

When Care Comes Home helps caregivers care for their loved ones with getting-started guides, information, advice and solutions for caregiving.

CloroxCareConcepts.com was developed by Clorox in partnership with CAN and a Care Council to provide a community based aspect to help caregivers through tough times.



✓ Surveys

CAN works with our partners to research segments of the caregiving population, explore trends and inform our collective strategies. Whether using CAN's exhaustive database of caregivers, our representative caregiver panel or advising larger research efforts on data bands and messaging, CAN is also partners on public relations efforts to communicate research findings. With our partners, CAN has conducted surveys on the overall caregiving demographic, Alzheimer's caregivers, cancer caregivers, caregivers of special needs Medicare beneficiaries, and many other groups.

