



An Action Guide

A New Jersey Network Television Outreach Initiative  
with major funding from the Grotta Foundation for Senior Care  
and additional support from The Wallerstein Foundation for Geriatric Life Improvement

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As of 3/26/02

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# GROTTA

Foundation for Senior Care

## GROTTA FOUNDATION INTRODUCTION TO *AND THOU SHALT HONOR...* ACTION GUIDE

The Grotta Foundation is pleased to be the sponsor of the New Jersey Network Television's companion outreach production to the PBS presentation of "And Thou Shalt Honor." The Foundation was established in 1993 from the sale of the West Orange based Grotta Center for Senior Care. The Center's 75-year history of compassionate care for the elderly continues to drive the Foundation's mission of identifying and addressing the needs of the its communities' elderly and their families, and in enhancing the quality of their lives.

Five years ago, through a process of community based needs assessment and strategic planning, the Foundation's Board of Directors identified support for family elder caregiving as a priority focus of its grantmaking. The emerging demographics are compelling: More than 28 million Americans are family elder caregivers, who spend on average 18 years involved in the care of a dependent parent or spouse.

Giving care to family members who are ill is a fundamental part of what defines a family and elevates a society. As former First Lady Rosalyn Carter, a crusader for caregiver recognition and support, has aptly noted " There are only four kinds of people: those who have been caregivers, those who are currently caregivers, those who will be caregivers and those who will need caregivers. It is unquestionably a myth that most American families abandon their elders. However, studies do suggest that Baby Boomers, who are accustomed to planning for their careers, their children, and even their own retirement often do not figure elder caregiving into the equation.

Research in this field also underscores that few family members actually think of themselves as caregivers rather they are responsible and concerned daughters and sons; they are devoted husbands and wives. Little do they know that they form the underpinning of this nation long-term care plan, providing an estimated 115 billion dollars of elder care services each year. As a result caregivers often do not seek the help they need until they face an insurmountable crises or simply burn out. To compound matters, American families are more geographically separated than ever before, which only serves to complicate their continuing role in care of chronic illness.

Thus it has become part of the Grotta Foundation's mission to help caregiving family members define themselves as caregivers, and by so doing begin their search for the education, services and support they need before a crises in care strikes. As a result, the Foundation's funding has included initiatives such as "And Thou Shalt Honor" that call public attention to the issues faced by family caregivers; has promoted projects which affect system and policy change at the legislative level, within the philanthropic community, in the workplace and throughout the health care industry; and has supported a broad spectrum of service demonstrations that test creative ways to assist caregiving families.

The Grotta Foundation's work is built upon the belief that families, on the front lines of care for their elderly, are national treasures. Without the extraordinary contribution of these ordinary people, the quality of life that is held so dear in this nation would be dramatically diminished.

The Foundation commends NJN for accepting the challenge of reaching out to caregiving families across the state of New Jersey and joins them as a partner in bringing this valuable resource to our communities.. Looking towards the future the Grotta Foundation welcomes new opportunities for partnerships with policy makers, health care and service providers, family advocates and caregivers themselves that assure a better and more secure future for our communities' elderly and their families.

Susan Friedman Executive Director The Grotta Foundation



March 28, 2002

Susan Friedman  
Executive Director  
The Grotta Foundation for Senior Care  
76 South Orange Avenue  
Suite 305  
South Orange, New Jersey 07079



Dear Susan:

NJN Public Television and Radio is dedicated to a mission of education, universal access, and public service and, thanks to supporters like you, has been serving our state's many, diverse communities with award-winning local programming and innovative community outreach initiatives for over thirty years.

This year, while NJN addresses the needs of our state's youngest residents with **Ready To Learn**, an interactive service dedicated to improving early literacy in New Jersey's most under-served communities, we move forward with programming that speaks to the issues and interests of our adult viewers.

As a result of the generous challenge grant from the Grotta Foundation for Senior Care, NJN is building on an outstanding tradition of creating insightful local programming to complement national PBS broadcasts, producing a one-hour program to accompany the PBS documentary *And Thou Shalt Honor*. The program, hosted by NJN Senior Anchor Kent Manahan and produced by the team responsible for *Faces of Aging: Life Options*, will look at successful care-giving programs in New Jersey and how they make a difference.

We are very grateful for the support of the Grotta Foundation in taking this important national production and helping us to bring these issues to the forefront of discussion for New Jersey viewers. *Faces of Aging*, which was funded in part by the Department of Health and Senior Services, recently won a Mid-Atlantic Emmy Award. We hope that our next production on the issues of aging and care-giving receives the same critical attention and acclaim.

We are also proud to have worked on projects with the support of The Wallerstein Foundation for Geriatric Life Improvement, including the critically acclaimed documentary *Lessons for Life*, which dealt with Holocaust education. *Lessons* is another example of NJN's dedication to providing important local content based on national trends and issues.

I am pleased to enclose an action guide on the upcoming production and look forward to speaking with you about NJN's dedication to public service and advocacy soon.

Sincerely

Elizabeth G. Christopherson

President



## Section 1: Overview

***And Thou Shalt Honor...*** is a series made for PBS about caregiving and caregivers. The purpose of the series is to promote awareness of the needs of caregivers and to stimulate action. In New Jersey this series is being supplemented by an hour-long New Jersey Network Television production funded by the Grotta foundation, which will translate national themes into local options for caregiver service and support.

To make certain that this series is viewed by as many people as possible, local coalitions and national organizations are now joining with Public Television Stations such as NJN and spreading the word in their communities. Promoting “And Thou Shalt Honor...”, hosting public discussions and placing articles in local newspapers are just a few ways coalitions can do this. “And Thou Shalt Honor...” will supplement discussion and action with powerful stories and ideas. Outreach to your community can be a catalyst for change.

This Action Guide will provide you with tools necessary to spread the word and to make conscious decisions about the way [your community choose to address caregiving. In addition the guide will provide you with the tools to start a national movement of support for both caregivers and those receiving care.

In order to save you time, we’ve labeled each section and action according to the level of involvement you anticipate. We realize that small or start up coalitions may not have as many participants, or as much time as a medium or larger coalition with more members. Regardless of the size or means of your coalition there are many great ideas presented throughout the guide. Please take them, modify them as necessary to suit your needs but, above all, use them in your community!

## Section 2: Planning

### 2.1 Definition and Example of a Coalition

The reasons you would form a coalition around “And Thou Shalt Honor...”, or choose to focus the attention and activities of an existing coalition around the series, are to promote knowledge of, sensitivity to and action around caregiving issues and to promote “And Thou Shalt Honor...” to your community as a means of obtaining this knowledge.

For the purpose of this guide, a “caregiving coalition” is a group of people joined by a common bond to promote discussion and action on issues that affect family caregivers. Coalition members can be (but are not limited to being) community leaders, clergy, health care professionals, and business leaders. Coalitions are generally loosely structured and are managed by appointed leaders. Regular meetings help all members keep up to date with what is going on in the community and within the coalition, and allow the coalition to develop its strategy and plan events.

#### **SAMPLE**

*The North County Coalition for Healthy Caregivers (NCCHC) consists of 20 members of a rural community. Their community contains of a large aging population, and this coalition represents the concerns for those caring for the elderly. The members include the director of the area agency on aging, a psychiatrist from the local hospital, two nurses from a local nursing home, a physician from the nursing home, clergymen from two different churches in the area, and three community members who have experience caring for an elderly family member. One of the nurses leads and is the primary contact for the coalition. They meet monthly to discuss community needs and issues surrounding caregiving. The meetings take place in the local elementary school and are advertised in their newspaper as well as on their local radio station. The coalition’s latest activities include a community survey to assess caregiving needs and a volunteer transportation service for those who cannot drive themselves. Thus, they are a structured and active coalition.*

### 2.2 Coalition Management

**Structural Organization** Your coalition should have a steering committee consisting of a small but representative portion of your coalition. The steering committee makes sure that all members of your coalition have their opinions recognized, and that work on certain projects is distributed evenly. The number of positions and the structure of your steering committee will be determined by the size of your coalition. The following structure is a guideline.

**Primary contact/Chairperson** - This individual will act as a moderator and contact for

your group. The contact person should be able to bring people together and oversee/manage the coalition's activities.

**Outreach Coordinator** - He/she will be responsible for contacting local organizations and asking for support (such as a notice on a marquee or flyers at a private business). Someone with access to organizations and other local networks would be most suitable for this position.

**Communications Coordinator** This person will write press releases and contact local TV and radio stations and newspapers to arrange public service announcements. (See communications ideas in Section 4). You might ask a local public relations professional to join your coalition and to fill this position.

**Secretary** - He/she will prepare the meeting minutes and may be responsible for correspondence on behalf of the coalition.

Again, there is no need for formal hierarchy within your coalition. The positions mentioned above are only guidelines to help keep the activities of your coalition organized and to help avoid overlapping (i.e. two people sending two different press releases about the same event to the same newspaper).

### Developing an Action Plan

The first thing your coalition should do is an assessment of the resources available to caregivers in your community. Check the National Alliance for Caregiving for steps for compiling the resources at [www.caregiving.org](http://www.caregiving.org) or visit Kansas University's Community Tool Box at [http://ctb.ku.edu/tools/EN/part\\_1002.htm](http://ctb.ku.edu/tools/EN/part_1002.htm). Once your assessment is complete, review the ideas presented in this Action Guide and select those that your community wants to enact. Your action plan will include the type of activity you wish to implement, a timeline for implementing it and an impact plan for reaching the greatest audience in your community.

### Checklist for the Organizer

The following questions are meant to help you or your steering committee guide the coalition:

#### **Awaken a desire to change.**

- What is important to you personally about participating in this coalition?
- Do you think that family caregiving is an important issue?

- Is there a need to address caregiving issues in your community?
- Has the coalition performed an assessment to identify community values, norms of care, needs, gaps and barriers to change?
- Do you have a core group that will attract others to the coalition
- Do you have an outreach strategy for involving and orienting new coalition members?

### **Organization**

- Is there a structure in place to plan and implement outreach?
- Is there an action plan for developing community activities?
- Does the outreach plan take advantage of all resources, including the “And Thou Shalt Honor” series for PBS and NJN outreach staff, Action Guide, National and local outreach Partners, and the Web site?
- Is the coalition tapping into all possible sources of information: local, regional, and national?
- Is there a method in place to track activity?

### **Train effective leaders**

- Are the roles and responsibilities for leaders and other coalition members clearly described?
- Do you have a strategy for identifying, recruiting, and training leaders?

### **Involve your community**

- Is information about outreach accessible to all coalition members (such as through a web site)?
- Is there a promotion plan in place to promote awareness of the coalition’s activities?
- Is there a strategy for generating grassroots involvement?
- Is the schedule of activities broad enough to engage a wide variety of individuals and groups including the media?

### **Action**

- Is the coalition’s outreach plan realistic, flexible, and responsive to the needs of the community?
- Is the timeline realistic?
- Is the plan in writing, and is it distributed to coalition members?

## 2.3 Identifying Local Partners and Individuals

Local partners will be organizations in your community that have an interest in caregiving issues and would want to encourage viewership of “And Thou Shalt Honor...”. Whereas National Outreach Partners are national membership organizations, local partners could be any organization in your community.

Examples of potential partners (See section 2.3 for National Outreach Partners):

New Jersey Public Television	Veterans’ groups
Local affiliates/chapters of National Outreach Partners	Faith-based communities
Health related agencies or institutions	Civic organizations
Aging agencies or institutions	Ethics committee networks
Community Colleges and Universities	Local businesses
Secondary schools	Funeral directors
Vocational Schools	Public Television Stations
Libraries	Guilds
Community Centers	American Red Cross
Women’s groups	Better Business Bureaus
	Association of Junior Leagues International

What to look for in a local partner:

There are many qualities to look for in a local partner. The first quality to look for in a local partner is their ability to **extend your reach to another segment of your community**. All of the above mentioned groups are likely to have this quality. Another quality to look for is a **potential interest in family caregiving issues**. Educational institutions might have an interest because it would provide an opportunity for school children to learn about or express their experience of family caregiving. A third quality to seek is **the ability to disseminate information to the community**. When trying to determine good local partners, think Community reach, Caregiving, and Communication. If they are concerned about and involved in the community and/or caregiving issues and can communicate effectively, then they will likely make a good partner. Also, look at the list of National Outreach Partners and see if they have a local office near you.

How to contact potential partners:

Call potential partners at their business. Provide the following information:

- The name of your coalition
- Your mission/goals
- Your most recent projects (if any)
- An invitation for them to become a partner
- The responsibilities of a partner (what you want them to do for you; for example, post a message in their bulletin, donate paper for flyers or include information

from you in their materials).

- Explain that they will benefit by your promotion and acknowledgement of their support in your materials or web site.

Partner Tracking Sheet  
(Reproduce Before Use)

Name of Organization \_\_\_\_\_  
Type of Organization \_\_\_\_\_  
Contact for Organization \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Your request of this Organization \_\_\_\_\_  
\_\_\_\_\_

Organization Contacted?	YES	NO
Organization Interested?	YES	NO
Organization Agreed to be a partner?	YES	NO

Contacted by \_\_\_\_\_  
Date \_\_\_\_\_

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Name of Organization \_\_\_\_\_  
Type of Organization \_\_\_\_\_  
Contact for Organization \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Your request of this Organization \_\_\_\_\_  
\_\_\_\_\_

Organization Contacted?	YES	NO
Organization Interested?	YES	NO
Organization Agreed to be a partner?	YES	NO

Contacted by \_\_\_\_\_  
Date \_\_\_\_\_

## 2.4 List of National Outreach Partners

### **AARP**

**[www.aarp.org](http://www.aarp.org)**

**Contact: Elinor Ginzler  
601 E Street, NW  
Washington, DC 20049**

AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through information and education, advocacy, and community services which are provided by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special benefits and services, including Modern Maturity magazine and the monthly Bulletin.

**The American Cancer Society  
Contact: Sheila Buchert  
National Home Office  
1599 Clifton Road, NE  
Atlanta, GA 30329**

**Telephone: 727-343-5919  
Email: [sbuchert@cancer.org](mailto:sbuchert@cancer.org)  
[www.cancer.org](http://www.cancer.org)**

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing the suffering from cancer, through research, education, advocacy and service. It is the largest and most-trusted voluntary health agency in the US with over 2 million volunteers and outreach in more than 3,400 communities nationwide. To ease the impact of cancer on patients and families, the American Cancer Society provides a 24/7 information and help line (800-ACS-2345) which offers access to a comprehensive array of resources, programs and services available at the community-level. These resources are also available on the organization's website at [www.cancer.org](http://www.cancer.org).

**American Network of Community  
Options and Resources (ANCOR)  
Contact: Renee Pietrangelo  
1101 King Street  
Suite 380  
Alexandria, VA 22314**

**Telephone: 703-535-7850  
Email: [rpietrangelo@ancor.org](mailto:rpietrangelo@ancor.org)  
[www.ancor.org](http://www.ancor.org)**

The American Network of Community Options and Resources (ANCOR) is a nonprofit association of providers offering supports and services to people with disabilities. ANCOR represents nearly 700 providers nationwide who serve over 160,000 people with disabilities and their families. We provide our members with information, resources, education and training, and technical assistance; and advocate for their interests on the federal level. We also serve as a nexus for networking and mentoring

among member agencies. As providers of community-based supports and services, we advocate consumer choice and full community integration. We promote an optimal quality of life for people with disabilities to increase self-dependence, productivity, well-being and inclusion.

**American Red Cross**  
**Contact: Marty Perreault**  
**8111 Gatehouse Road**  
**Falls Church, VA 22042**  
**Telephone: 703-206-7639**

**[www.redcross.org](http://www.redcross.org)**

The American Red Cross is dedicated to saving lives, easing suffering and restoring hope at home and around the world. The Red Cross annually mobilizes relief to the victims of thousands of disasters nationally and internationally and is the primary supplier of lifesaving blood and blood products in the United States. Its emergency communications centers support U.S. military families. Last year, the Red Cross trained 12 million people in vital lifesaving skills. Many Red Cross chapters respond to local community needs by annually providing approximately 22 million services to individuals such as hot meals for the homebound and transportation to medical appointments.

**Association on Mental Retardation**  
**Contact: Chuck Helman**  
**444 North Capitol Street, NW**  
**Suite 846**  
**Washington, DC 20001-1512**

**Telephone: 202-387-1968**  
**Email: [cjhelman@aamr.org](mailto:cjhelman@aamr.org)**  
**[www.aamr.org](http://www.aamr.org)**

Established in 1876, The AAMR supports: \*High-quality services and supports that enable people with mental retardation and their families to live full, inclusive lives at home and in their communities; \*Progressive public policies in Congress, the courts and in state legislatures; \*Universal human rights, respect and dignity for people with disabilities; \*Increased public awareness leading to more positive attitudes about mental retardation; \*Research to prevent unnecessary disability and ameliorate the handicapping effects of existing disabilities. AAMR publishes two internationally respected professional journals, books, a newsletter, fact sheets and policy statements. The Association sponsors seminars, an annual convention and training programs, while working for progressive disability policy in Washington, in the states and throughout the world. More than 8,000 disability professionals belong to AAMR while another 30,000 individuals participate in association activities or purchase products.

**Catholic Charities USA**  
**Contact: Jane Stenson**  
**1731 King Street**  
**Alexandria, VA 22314**

**Email:**  
**[jstenson@catholiccharitiesusa.org](mailto:jstenson@catholiccharitiesusa.org)**  
**[www.catholiccharitiesusa.org](http://www.catholiccharitiesusa.org)**

Catholic Charities USA is a membership organization based in Alexandria, Virginia. By providing leadership, technical assistance, training, and other resources, the national office enables local agencies to better devote their own resources to serving their communities. Catholic Charities USA promotes innovative strategies that address human needs and social injustices. The national office also advocates for social policies that aim to reduce poverty, improve the lives of children and families, and strengthen communities. The Disaster Response Office organizes the Catholic community's response to disasters in the United States.

**Children of Aging Parents**  
**Contact: Brian Duke**  
**1609 Woodburne Rd**  
**Suite 302A**  
**Levittown, PA 19057**

**Telephone: 215-945-6900**  
**or 1-800-227-7294**  
**Email: [CAPS4caregivers@aol.com](mailto:CAPS4caregivers@aol.com)**  
**[www.CAPS4caregivers.org](http://www.CAPS4caregivers.org)**

Children of Aging Parents (CAPS) is a nonprofit membership organization which through 25 years of service has continued the mission of enhancing the lives of family caregivers of older persons through the establishment and facilitation of support groups, information and referral services and educational outreach. Each year CAPS has contact with its 1800 members and with over 20,000 caregivers through a toll free help line, support groups, educational events and web site. CAPS works with family members, businesses, faith communities and government agencies to establish caregiver support groups in local communities and lend support to caregivers in need. There are over 60 support groups in 12 states. In addition, the book "Aging Parents and Common Sense" and "The CAPSule," our newsletter published six times a year, are frequently requested resources.

**Community-State Partnerships to Improve End-of-Life Care**  
**Contact: Carolen Collins**  
**1021 Jefferson Street**  
**Kansas City, MO 64105**

**Telephone: 816-842-7110**  
**Email: [partners@midbio.org](mailto:partners@midbio.org)**  
**[www.midbio.org](http://www.midbio.org)**

The Community-State Partnerships program supports 21 broad-based coalitions working with citizens, health care professionals, educators and policymakers to build public support for practical policies and programs that improve care of the dying. Housed at Midwest Bioethics Center, the program is funded through The Robert Wood Johnson Foundation. Publications include the "State Initiatives" policy brief series and "Media Tactics." Contact state coalition leaders through the [www.midbio.org](http://www.midbio.org) Website: AL, CA, CT, FL, HI, IA, KS, KY, ME, MI, MN, NC, ND, NH, NJ, NV, OK, RI, UT, WV and District of Columbia.

**EAP—International Employee  
Assistance Professionals Association  
Contact: Allyson O’Sullivan  
2101 Wilson Blvd  
Suite 500**

**Arlington, VA 22201-3062  
Telephone: 703-387-1000  
Email: a.osullivan@eap-  
association.org  
www.eap-association.org**

The Employee Assistance Professionals Association promotes the highest standards of practice and the continuing development of employee assistance professionals and the continuing development of employee assistance professionals and programs. EAPA sets standards for employee assistance programs, establishes definitions for the profession, and maintains a code of ethics for EA professionals. The more than 6,000 members of EAPA manage employee assistance programs and provide EAP-related services in the United States, Canada, and more than 20 other countries.

**Family Caregiver Alliance  
Contact: Bonnie Lawrence  
690 Market Street  
Suite 600  
San Francisco, CA 94104**

**Telephone: 415-434-3388  
Email: blawrence@caregiver.org  
www.caregiver.org**

Widely recognized as a pioneer among health services agencies, Family Caregiver Alliance operates programs at the national, state and local levels. FCA serves as a public voice for caregivers, and provides information, publications, educational programs, respite, research and policy and program development. Among its programs are the National Center on Caregiving, the San Francisco Bay Area Caregiver Resource Center, and the Statewide Resources Consultant for California’s system of Caregiver Resource Centers. FCA is currently celebrating its 25th anniversary.

**Midwest Bioethics Center  
Contact: Carolen Collins  
1021 Jefferson Street  
Kansas City, MO 64105-1329**

**Telephone: 816-221-1100  
Email: partners@midbio.org  
www.midbio.org**

The Midwest Bioethics Center is a resource center for communities, agencies and professional organizations working on ethical issues and moral dilemmas of health care decision-making and policy, including improving care for seriously ill individuals. A staff of 28 ethicists, nurses, attorneys, clergy and physicians consult on issues such as patients’ rights, engaging faith leaders, advance care planning and health care outcomes of vulnerable populations.

**National Alliance for Caregiving**  
**Contact: Gail Hunt**  
**4720 Montgomery Lane**  
**Suite 642**  
**Bethesda, MD 20814**

**Telephone: 301-718-8444**  
**Email: [gailhunt.nac@erols.com](mailto:gailhunt.nac@erols.com)**  
**[www.caregiving.org](http://www.caregiving.org)**

The National Alliance for Caregiving was created to conduct research, do policy analysis, develop national programs and increase public awareness of family caregiving issues. Recognizing that family caregivers provide important societal and financial contributions toward maintaining the well-being of those they care for, the Alliance's mission is to be the objective national resource on family caregiving with the goal of improving the quality of life for families and care recipients. The Alliance is a coalition of 30 national corporations and non-profit organizations.

**National Association of State Units  
on Aging**  
**Contact: Bernice Hutchinson**  
**1201 15th Street**  
**Suite 350**  
**Washington, DC 20005**

**Telephone: 202-898-2578**  
**Email: [bhutchinson@nasua.org](mailto:bhutchinson@nasua.org)**  
**[www.nasua.org](http://www.nasua.org)**

The mission of the National Association of State Units on Aging is to advance social, health and economic policies responsive to the needs of a diverse aging population and to enhance the capacity of the membership to promote the rights, dignity and independence of and to expand opportunities and resources for current and future generations of older persons, adults with disabilities and their families.

**National Association of Social  
Workers**  
**Contact: Gail Woods Waller**  
**750 First Street, NE**  
**Suite 700**  
**Washington, DC 20002-4241**

**Telephone: 202-336-8236**  
**Email: [gwall@naswdc.org](mailto:gwall@naswdc.org)**  
**[www.socialworkers.org](http://www.socialworkers.org)**

The National Association of Social Workers (NASW) is the largest organization of professional social workers in the world. Representing 150,000 members, the association promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the well being of individuals, families, and communities through its work and advocacy. Professional social workers practice in many settings, including schools hospitals, community organizations, corporations, government agencies, research organizations, educational institutions, and private practices.

**National Committee to Preserve Social Security and Medicare (NCPSSM)**  
**Contact: Ouida H. Williams**  
**10 G. Street, NE**  
**Suite 600**  
**Washington, DC 20002**

**Telephone: 202-216-8405**  
**Email: [williamso@ncpssm.org](mailto:williamso@ncpssm.org)**  
**[www.ncpssm.org](http://www.ncpssm.org)**

The National Committee to Preserve Social Security (NCPSSM) is a nonprofit education and advocacy organization dedicated to protecting the guaranteed benefits of Social Security and Medicare, and addressing related issues such as making prescription drug coverage a part of Medicare, and support for long term care programs, including the Older Americans Act. With millions of members and supporters across America, NCPSSM is one of the nation's largest grassroots citizens' organizations devoted to the retirement future of all citizens - from the "twenty something" generation and baby-boomers to the nation's thirty-four million seniors.

**National Council on Aging (NCOA)**  
**Contact: Scott Parkin**  
**409 Third Street, SW**  
**Suite 200**  
**Washington, DC 20024**

**Telephone: 202-479-1200**  
**Email: [scott.parkin@ncoa.org](mailto:scott.parkin@ncoa.org)**  
**[www.ncoa.org](http://www.ncoa.org)**

The NCOA is the nation's first national non-profit group of people and organizations dedicated to promoting the dignity, independence, wellbeing and contributions of older people. NCOA's members include senior centers, area agencies on aging, adult day services, faith congregations, senior housing, health centers, employment services and consumer organizations.

**National Family Caregivers Association**  
**Contact: Suzanne Mintz**  
**10400 Connecticut Avenue**  
**Suite 300**  
**Kensington, MD 20895**

**Telephone: 301-942-6430**  
**Email: [suzanne@nfcacares.org](mailto:suzanne@nfcacares.org)**  
**[www.nfcacares.org](http://www.nfcacares.org)**

The National Family Caregivers Association (NFCA) is a non-profit organization dedicated to supporting and improving the lives of America's family caregivers. NFCA was created to educate, support, empower and advocate for the millions of Americans who care for their ill, aged or disabled loved ones. NFCA reaches across the boundaries of different diagnoses, different relationships, and different life stages to address the common needs and concerns of all family caregivers. IT is the only place that all family caregivers can call "home".

**National Friends of  
Public Broadcasting  
Contact: Beverly Lundquist  
c/o Friends of Thirteen,  
450 West 33rd Street  
New York, NY 10001**

**Telephone: 212-560-2800  
Email: [lundquis@thirteen.org](mailto:lundquis@thirteen.org)  
[www.aptsoflegislative/nfpb.html](http://www.aptsoflegislative/nfpb.html)**

The mission of the NFPB is to advance through research and educational activities the development and expansion of public broadcasting. The NFPB provides a centralized source for collection and dissemination of information among volunteers and to local and national representatives of the NFPB with regard to specific projects. The NFPB also fosters the development of volunteer groups by encouraging active public support of public broadcastin, by assisting local stations in volunteer recruitment and programs, and by providing leadership for goals and objectives of volunteer programs.

**National Funeral Directors Association  
Contact: Laura Glawe  
13625 Bishop's Drive  
Brookfield, WI 53005**

**Telephone: 262-789-1880  
Email: [lglawe@nfda.org](mailto:lglawe@nfda.org)  
[www.nfda.org](http://www.nfda.org)**

The National Funeral Directors Association provides advocacy, education, information, products, programs and services to help members enhance the quality of services to families. We are a resource for public and end-of-life groups. NFDA is the world's oldest and largest funeral service association serving about 13,500 members.

**National Health Council  
Contact: Mona Holmes  
1730 M Street, NW  
Suite 500  
Washington, DC 20036-4505**

**Telephone: 202-785-3910  
Email: [holmes@nhcouncil.org](mailto:holmes@nhcouncil.org)  
[www.nhcouncil.org](http://www.nhcouncil.org)**

The National Health Council is a nonprofit, umbrella organization whose members represent over 110 national health-related organizations. The Council's core constituency is comprised of almost 50 of the country's leading patient organizations, which represent approximately 100 million people with chronic diseases and/or disabilities. Other Council members include professional and membership, nonprofit organizations with an interest in health, and business and industry. \*\*summary in AG is different but fine...

**National Issues Forums Network  
Contact: Patty Dineen  
Post Office Box 496  
Gibsonia, PA 15044**

**Telephone: (724)-443-5942  
Email: [dineenp@msn.com](mailto:dineenp@msn.com)  
[www.nifi.com](http://www.nifi.com)**

National Issues Forums (NIF) is a nonpartisan, nationwide network of locally sponsored forums for the consideration of public policy issues. They are rooted in the simple notion that people need to come together to reason and talk- to deliberate about

common problems. Indeed, democracy requires an ongoing deliberative dialogue. Forums are sponsored by thousands of organizations and institutions within many communities. They offer citizens the opportunity to join together to deliberate, to make choices with others about ways to approach difficult issues, and to work toward creating public judgment.

**National Mental Health Association**  
**Contact: Michelle Pruett**  
**1021 Prince Street**  
**Alexandria, VA 22314**

**Telephone: 703-838-7538**  
**Email: [mpruett@nmha.org](mailto:mpruett@nmha.org)**  
**[www.nmha.org](http://www.nmha.org)**

The National Mental Health Association is the country's oldest and largest nonprofit organization addressing all aspects of mental health and mental illness. With more than 340 affiliates nationwide, NMHA works to improve the mental health of all Americans through advocacy, education, research and service. \*\*summary in AG guide slightly different but fine...

**National Organization For Empowering Caregivers**  
**Contact: Gail Mitchell**  
**425 West 23rd Street**  
**Suite 9B**  
**New York, NY 10011**

**Telephone: 212-807-1204**  
**Email: [grm@nofec.org](mailto:grm@nofec.org)**  
**<http://care-givers.com/> OR**  
**[www.nofec.org](http://www.nofec.org)**

The National Organization For Empowering Caregivers (NOFEC) provides information, emotional and spiritual support and empowerment for millions of family members who care for chronically ill, disabled, elderly or terminally ill loved ones. NOFEC also serves professionals.

**National Partnership for Women and Family**  
**Contact: Nicky Coolberth**  
**1875 Connecticut Avenue, NW**  
**Suite 710**  
**Washington, DC 20009**

**Telephone: 202-986-2600**  
**Email: [ncoolberth@nationalpartnership.org](mailto:ncoolberth@nationalpartnership.org)**  
**[www.nationalpartnership.org](http://www.nationalpartnership.org)**

The National Partnership for Women & Families is a nonprofit, nonpartisan organization that uses public education and advocacy to promote fairness in the workplace, quality health care, and policies that help women and men meet the dual demands of work and family. Founded in 1971 as the Women's Legal Defense Fund, the National Partnership has grown from a small group of volunteers into one of the nation's most powerful and effective advocates for women and families. Working with business, government, unions, nonprofit organizations, and the media the National Partnership is a voice for fairness, a source for solutions, and a force for change.

**National Spinal Cord Injury  
Association (NSCIA)  
Contact: Marcie Roth  
6701 Democracy Blvd  
Suite 300-9  
Bethesda, MD 20817**

**Telephone: 301-588-6959  
Email: [nscia2@aol.com](mailto:nscia2@aol.com)  
[www.spinalcord.org](http://www.spinalcord.org)**

The Mission of the National Spinal Cord Injury Association (NSCIA) is to educate, and empower survivors of spinal cord injury and disease to achieve and maintain higher levels of independence. People with spinal cord injuries and disease, their families, and others providing care will find a wealth of information on our web site, from our toll-free help-line and through our nationwide chapters and support group.

**Oncology Nursing Society  
Contact: Pearl Moore  
501 Holiday Drive  
Building 4, Floor 3  
Pittsburgh, PA 15220-2749**

**Telephone: 412-921-7373 ext. 214  
Email: [pearl@ons.org](mailto:pearl@ons.org)  
[www.ons.org](http://www.ons.org)**

The mission of ONS is to promote excellence in oncology nursing and quality cancer care. Strategic Goals: \*Promote the integration of new scientific information and technology into existing and emerging roles of the oncology nurse; \*Promote a coordinated effort to ensure quality cancer care; \*Create an environment where all members develop leadership skills as an essential component in their practice; \*Increase organizational vitality and visibility. The Oncology Nursing Society is a national specialty organization of nearly 28,000 registered nurses and other healthcare professionals dedicated to excellence in patient care, teaching, research, administration and education in the field of oncology.

**Partnership for Caring; America's  
Voices for the Dying  
Contact: M. Garey Eakes  
1620 Eye Street  
Suite 202  
Washington, DC 20006**

**Telephone: 202-296-8071  
Email:  
[eakes@partnershipforcaring.com](mailto:eakes@partnershipforcaring.com)  
[www.partnershipforcaring.org](http://www.partnershipforcaring.org)**

Partnership for Caring: America's Voices for the Dying (PFC) is a national nonprofit organization devoted to raising consumer expectations and increasing the demand for excellence in end-of-life care. PFC provides direct service to individuals and also works for societal change. PFC operates the only national crisis and information hotline to respond to patients and loved-ones dealing with crisis and end-of-life issues. PFC provides a variety of publications and also maintains an online library of state-specific advance directives. PFC receives funding to develop, facilitate and administer programs related to a wide variety of end-of-life issues. Consumer partners nationwide also support the work of PFC.

**Shepherd's Centers of America**  
**Contact: Elbert Cole, ThD**  
**1 West Armour Boulevard**  
**Suite 201**  
**Kansas City, MO 64111**

**Telephone: (816)-960-2022**  
**Email: [staff@shepherdcenters.org](mailto:staff@shepherdcenters.org)**  
**[www.shepherdcenters.org](http://www.shepherdcenters.org)**

Shepherd's Centers of America (SCA) is a national interfaith network of over 80 Shepherd's Centers located in 20 states. Shepherd's Centers have pioneered in life long learning, life enrichment, health education and maintenance, supportive home services, therapeutic caring and caregiving and volunteer services. The goal of a Shepherd's Center is to help develop caring communities, stimulate persons, enhance life and express faith in action in the community.

**Visiting Nurse Associations of America**  
**Contact: Pamela Sawyer**  
**11 Beacon Street**  
**Suite 910**  
**Boston, MA 02108**

**Telephone: (617)-523-4042 x224**  
**Email: [psawyer@vnaa.org](mailto:psawyer@vnaa.org)**  
**[www.vnaa.org](http://www.vnaa.org)**

Founded in 1983, Visiting Nurse Associations of America (VNAA) is the official, national, non-profit organization representing freestanding, not-for-profit, community based visiting nurse associations (VNAs). It is VNAA's mission to support, promote and advance VNAs in their mission to serve their communities. VNAs are the cornerstones of public health nursing practices. For over 110 years, they have not only been providers and deliverers of care in the community but the designers and innovators of public health care. VNAs are experienced in responding to public health crises, such as past outbreaks of polio, tuberculosis and smallpox. Recently, VNA nurses were quick to respond on September 11, 2001 to the health care needs of the people of New York City, Washington, D.C. and Pennsylvania. VNAs created the profession of home health care and provide care to all that request services, regardless of ability to pay. All available revenue is reinvested in the respective community to fulfill the charitable mission of the VNAs through services and programs that range from free care to wellness programs. The charitable mission of the VNAs as well as their dedicated commitment to their community makes them an essential component of the health care system.

## **Section 3: Taking Action**

### **3.1 Creating a Caregiver Corps**

#### Why:

Caregivers sometimes are unable to leave their loved ones alone to perform such simple tasks as going shopping, attending religious services, or running other errands. An afternoon of respite once a week can make an enormous difference.

#### Goals:

- To provide a period of rest for your community family caregivers.
- Start a community service program that will involve young and old and continue after the series premieres
- Promote viewership of “And Thou Shalt Honor...”

#### Participants:

- College students, retired persons, others with available time

#### When:

- Set up public informational meeting about the respite service (advertise this meeting)
- Launch initiative before the series begins and use the series to promote it.

#### How:

- Compose an agenda for the informational meeting, including time for general contact information to be collected, explanation of family caregivers, and an explanation of the series.
- Invite community leaders such as educators, health care professionals and the clergy to an informational meeting. Provide them with date, time, location, purpose, agenda, and your name and phone number.
- Show a clip reel of the series and pass out informational brochures.
- Discuss ideas such as how to organize, who is available, what people to target, possibility of communicating the existence of the program, and if any operations already has something similar already set up and running.
- Discussion should also include a date to launch initiative, media components that will help launch it, and a press release announcing the initiative should be drafted.

#### Media:

- Prepare Press Release to announce launch of the community-wide respite care initiative.
- Talk with local media and mention consumer interest stories to promote on local radio and in local newspapers.
- Prepare another press release after the initiative is underway.

### **Variations:**

- Involve the clergy in developing a Faith-based respite service
- Encourage employers to create a volunteer respite service for their co-workers
- Enlist high school teachers to encourage students to become part of the Caregiver Corps to meet their community-service requirement.

### **Resources:**

The web sites and publications listed below compliment the above actions. Turn to Section 5.1 for additional resources and visit [www.pbscaregiving.org](http://www.pbscaregiving.org) for an extensive list of resources.

**Administration on Aging** - [www.aoa.gov](http://www.aoa.gov) - locates area Agencies on Aging, addresses issue of respite and other caregiving topics.

**ElderCare** - [www.eldercare.gov](http://www.eldercare.gov) - provides information on local services and resources for seniors and caregivers.

**AARP** - [www.aarp.org](http://www.aarp.org) - has great resources and information. For specific information on the caregiver corps check [www.aarp.org/confacts/caregive/others.html](http://www.aarp.org/confacts/caregive/others.html)

**CareGivers-USA** – [www.caregivers-usa.org](http://www.caregivers-usa.org) - a nationwide, non-commercial directory of community-based caregiver support services — intended to help individuals who are providing care for a family member or friend. All services are free and completely confidential.

*Share the Care: How to Organize a Group to Care for Someone who is Seriously Ill.* Cappy Copposella and Sheila Warnock. New York: Simon & Schuster, 1995.

*Complete Idiot's Guide to Meeting and Event Planning.* Robin E. Craven and Lynn Johnson Golabowski. Indianapolis: Alphabooks, 2001.

*Making Community Meetings Work: Ten Tips for Successful Public Events* Debra Stein. Washington, D.C.: Urban Land Institute, 1996.

\*\*Don't forget to get in touch with local high school and college community service centers to help with community respite efforts.

## 3.2 Encouraging Family Discussions

### **Why:**

Open lines of communication within your family make all the difference when discussing the sensitive issues surrounding caregiving.

### **Goals:**

- Raise awareness among parents and their children and the possibilities of becoming a caregiver.
- Raise awareness between spouses on the possibility of becoming caregivers for one another.
- Promote viewership of “And Thou Shalt Honor...”

### **Participants:**

- Hospitals, doctors, super markets, churches, temples, synagogues, mosques, employers, media
- Mothers, fathers, brothers, sisters, grandparents, and guardians.

### **When:**

- Weekend after the series premiers.

### **How:**

- Gather as a family to watch the series and give each family member a copy of the Discussion Guide.
- After each episode discuss your thoughts on the series.
- Ask your children what they think about family caregiving and what they think it is.
- Discuss with your family their perceptions of caregiving.
- If you are a caregiver, explain who for and what you help them do on a daily basis.
- Depending on the children’s age, explain that some day they may become caregivers to their parents.
- Let the children ask any questions they might have.
- When having the spouse-to-spouse discussion, listen to what your spouse would expect from you.
- Discuss different future family caregiving possibilities with your children or spouse.

### **Variations:**

- Encourage the clergy to establish a series of small group discussions within their communities.
- Suggest a “Caregiving Brown Bag Luncheon” among employers in the area
- Send a letter and a flier to Doctors and Hospital Discharge Personnel asking them to encourage families to watch the series and discuss their own concerns about caregiving.

**Resources:**

The web sites and publications listed below compliment the above actions. Turn to Section 5.1 for additional resources and visit [www.pbscaregiving.org](http://www.pbscaregiving.org) for an extensive list of resources.

**National Family Caregivers Association** - [www.nfcacares.org](http://www.nfcacares.org) - offers information about caregiving and provides a list of publications available to caregiving community.

*7 Habits of Highly Effective Families: Building a Beautiful Family Culture in a Turbulent World (abridged)*. Stephen R. Covey and Sandra Merrill Covey. New York: Golden Books, 1997.

### 3.3 Addressing “Creeping” Caregiving

**Why:**

Caregiving becomes a crisis when someone is suddenly thrust into a caregiving situation or doesn't recognize the symptoms of 'creeping' caregiving - the condition of helping out a family member or friend who can't quite make do for himself or herself. If we could raise the level of awareness of the signs of 'creeping' caregiving, caregivers could become aware of the services available to them and perhaps avert a crisis when the 'creeping' caregiving becomes full-time caregiving.

**Goals:**

- Educate the public on the different stages of caregiving.
- Encourage discussion of the different stages of caregiving.
- Help people to recognize that they are participating in caregiving.
- Promote viewership of “And Thou Shalt Honor...”

**Participants:**

- Local community members and businesses

**How:**

- Create posters and fliers with the question “Are you a Caregiver, taking care of a friend, parent, or other loved one?” and then include a description of the stages of caregiving and information on the series.
- Distribute posters and fliers to churches, workplaces, school, shopping malls, assisted living and nursing homes. Key places to hang posters are in elevators, stairwells, break rooms, and on community bulletin boards.
- Check your community event calendar; look for fairs where you can have a caregiver's booth. At the booth you would promote recognition of the signs of 'creeping' care-

giving and viewership of the series.

- Ask your local cable station for free promotion. The advertisement would read the same as the poster also including information regarding the series.

**Variation:**

- Work with your local media to highlight stories of caregivers who began “just checking in” on a family member or friend.
- Organize a panel discussion where caregivers – past, present and future- tell their story of caregiving and how they came to be caregivers.

**Resources:**

The web sites and publications listed below compliment the above actions. Turn to Section 5.1 for additional resources and visit [www.pbscaregiving.org](http://www.pbscaregiving.org) for an extensive list of resources.

**Caregiver.com** - [www.caregiver.com](http://www.caregiver.com) - An internet resource containing back issues of *Today's Caregiver Magazine*, information on “Sharing Wisdom Caregivers Conferences” and a discussion forum.

**AARP** - This site addresses multiple caregiving issues and includes a section on planning ahead. [www.aarp.org/indexes/health.html#caregiving](http://www.aarp.org/indexes/health.html#caregiving) Or [www.aarp.org/confacts/caregiving/planning.html](http://www.aarp.org/confacts/caregiving/planning.html) for planning ahead.

*Aging Parents and Common Sense, A Practical Guide for You and Your Parents.* 3d. Ed. AXA Foundation, 2000.

*The Aging Parent Handbook.* Virginia Schomp. Mass Market Paperbacks, 1997.

*How to Care for Aging Parents.* Virginia Morris. New York: Workman, 1996.

### 3.4 Creating a Family Caregivers' Resource Zone

#### **Why:**

Availability of resources is one of the big issues of caregiving. Where do I go? Who do I ask? Public libraries are frequently the places where people go to do research and get information.

#### **Goals:**

- Encourage local libraries to make caregiving resources readily available.
- Promote caregiving resources available for public use.
- Promote the "And Thou Shalt Honor..." Web site as a resource.
- Promote viewership of "And Thou Shalt Honor..."

#### **Participants:**

- Local library staff.
- Local library patrons.
- Your community.

#### **When:**

- Make sure you have lists of titles and authors of the resources you would like the library to make available before you approach your local library.
- Encourage your library to create a special Caregivers section before the series airs.

#### **How:**

- Approach the head librarian at your local library; begin with a short and concise explanation about "And Thou Shalt Honor."
- Encourage the library to have a special caregivers section especially in Fall 2002.
- Offer to provide them with a list caregiving resources (make sure you have the exact titles and authors of the resources you would like them to carry.)
- Give them a demonstration of the "And Thou Shalt Honor..." website and encourage them to keep a computer near the caregivers section and use the series' website as the home page

#### **Variations:**

- Hospital libraries could create a caregivers resource display
- Schools, businesses and bookstores could set aside space for caregiver resources

## 3.5 Engaging Local Legislators

### Why:

Government provides an enormous resource to caregivers and is also where substantial changes may need to be made in order to address the future needs of caregivers and those receiving care. A town hall meeting is a great way for people to voice their concerns and a marvelous opportunity for the elected representatives to hear them.

### Goals:

- Involve local lawmakers in discussing family caregiving issues and needs and concerns with their constituents.
- Raise the profile of caregiving as an important issue within the community.
- Create a forum where information can be exchanged to lead to the development of a resource directory.
- Help caregivers gather strength in numbers
- Promote viewership of “And Thou Shalt Honor...”

### Participants:

- City, county and state elected officials.
- State and local Area Agencies on Aging and social service offices.
- Faith community and leaders from other non-profit organizations.
- General Public.
- Media.

### When:

- Select a location for the town hall meeting in late June.
- Invite your legislators and other panelists in early-July 2002.
- Send out invitations to key community leaders in mid-July 2002 (ask for an RSVP).
- Call community leaders who haven't responded in mid-August.
- Advertise in newspapers, community bulletins, on marquees and hand out flyers daily for two weeks prior to the event
- Hold the town hall meeting in early September.

### How:

- Find a large hall that is free of charge to hold event such as a public television station, school, church, or town hall.
- Plan the format and agenda for the town hall meeting which should include no more than 30 minutes for socializing (mingling with panelists and other attendees) 45 minutes for panelists to speak, 15 minutes to view clips from the up-coming series, “And Thou Shalt Honor...” and a one-hour question and answer period.
- Invite a panel of speakers consisting of the elected officials, service providers (faith community, other non-profit organizations and directors public agencies) and a care-

giver. Remember that only 45 minutes is allowed for speakers and no speaker should have less than 5 or more than 10 minutes to speak. That will help determine the size of your panel.

- Select and invite a strong moderator who will be able to keep the event on schedule and also keep the “conversation” flowing. A local television or radio personality may be a good candidate for this slot.
- Send personalized invitations (See Sample A) to the lawmakers, other panelists, the media and other key community leaders who should attend.
- Advertise (See Sample B) the event to the general public; make sure to specify that local lawmakers will be attending and that this is their opportunity to speak to them about caregiving.
- Ask local businesses to donate refreshments for the socializing period.
- Prepare the materials that you want to hand out at the event (fliers, resource directories, etc.).
- Be sure to send out Press Releases (See Sample C) before and after the event to your local media.

**Variations:**

- Invite legislators, caregiving providers, and the public to watch the series together in a public setting and discuss it afterward.
- Work with your employer to encourage all employees to watch the series at home and then gather with their company leadership, including the human resources department, to talk about the effects of caregiving on the company and its employees.
- Engage your local radio station in having a “virtual” town hall meeting on the air. Work with them to provide the appropriate panelists.

## Sample Materials to be Used for Organizing the Town Hall Meeting

### Sample A

Invitation to elected officials (and adaptable for other panelists):

(ON YOUR LETTERHEAD OR THE LETTERHEAD OF THE HOST SITE)

DATE

ADDRESS

Dear \_\_\_\_\_,

The fastest growing segment of our population is 85 years old and older. The impact of this simple fact on services provided by the government as well as on the treasury will be monumental. The [name] Coalition for Caregiving, which represents [#] organizations and individuals, will be holding a town hall meeting and panel discussion in conjunction with the upcoming made-for-PBS series on caregiving, "And Thou Shalt Honor..." This town hall meeting will be held on [date and time] at [location]. Our goal is to create an opportunity for lawmakers such as you to hear the concerns of the public about the issues surrounding caregiving and to share your knowledge and opinions with them.

#### **We would like you to participate as a panelist.**

Other panelists include [name] from [organization], [name] from [organization] and others. A thirty-minute socializing period and a 15-minute screening of clips from the upcoming series will precede the town hall meeting. Each panelist will have [#] minutes to speak and one hour has been allotted for discussion after the panelists have spoken. *[If you know who the moderator is, you could provide that information here.]*

As you know, this is an important topic that is rapidly becoming a hot-button issue. We hope that you will be able to spend the evening of [date] with us. We will be contacting your office shortly to confirm your participation. Thank you for your time and we look forward to seeing you at [location] on [date] at [time] o'clock.

If you have any questions, please feel free to contact me at [your phone number and email address].

Sincerely,

[Your name]

{Your position within the coalition}

[Name of coalition]

**Sample B**

[Use your letterhead]

**NEWS RELEASE**

For Release September 1, 2002

Contact:  
Telephone #:  
Email:

**TOWN HALL MEETING ON CAREGIVING INVOLVES ELECTED OFFICIALS AND THE PUBLIC  
SPURRED ON BY THE NEW PBS SERIES, "AND THOU SHALT HONOR..."**

VIENNA, VA- The fastest growing population in the United States is aged 85 and older. The potential impact of caring for this rapidly aging population is the subject of a town hall meeting to be held at \_\_\_\_\_ PM on September \_\_, 2002 at \_\_\_\_\_. Spurred to action by the upcoming made-for-PBS series on caregiving, "And Thou Shalt Honor...", the Vienna Coalition to Improve Caregiving has invited elected officials, caregivers and service providers to form a panel which will present current trends in caregiving and address concerns of caregivers and the public on this issue.

"Quote from lawmaker who will be attending", said [insert name here].

A social half-hour and a fifteen minute preview of "And Thou Shalt Honor..." will precede the panel discussion. The panelists are \_\_\_\_\_ from \_\_\_\_\_, \_\_\_\_\_ from \_\_\_\_\_, \_\_\_\_\_ from \_\_\_\_\_ and \_\_\_\_\_ from \_\_\_\_\_. After the panel discussion there will be a question and answer period where public to speak directly to their lawmakers.

The moderator for the discussion is \_\_\_\_\_ from \_\_\_\_\_. He/she became interested in the issue of caregiving when \_\_\_\_\_ [provide a sentence or two about the moderator's experience with caregiving] \_\_\_\_\_. "[Provide a quote from the moderator here]," said \_\_\_\_\_.

The Vienna Coalition to Improve Caregiving will be hosting the event and has received a generous donation from \_\_\_\_\_ for refreshments.

"Quote from manager of the store you gave you the donations", his/her name here.

All are invited to attend.

**####**

## 3.6 Developing a Community Resource Guide

(See Section 5 for additional resources)

### **Why:**

Researching what resources and help are available to caregivers is one of the most difficult, time-consuming and frustrating experiences that caregivers have. Compiling a list of resources in your community would be invaluable to caregivers in need of help. What follows is an example of a Resource Guide developed in 2001 by the New Jersey Jewish News through a grant from The Grotts Foundation as part of a larger publication, **Elder Caregiving: An Exploration**. Although this piece focuses largely on Essex, Morris, and Union Counties it also offers a useful format for other communities to follow.

The purpose of this directory is to define categories most likely to be of importance to older adults and caregivers, and to briefly list some of the agencies that either provide the appropriate services or can point those interested to the agencies that can do so. The directory is not intended to be all encompassing, but rather will be a tool to enable the older adult or caregiver to conveniently begin his or her quest for the kind of care or service required.

## Adult day care

A program for six or more individuals providing social, recreational and some health-related services during the day in a community setting for the purpose of supporting frail, impaired elderly or other disabled adults.

## Adult medical day care

Provides all of the services listed above in addition to transportation, medical, nutritional and social services as dictated by law, requiring Department of Health and Senior Services licensing.

National Adult Day Services Association  
C/o National Council on Aging  
202-479-1200  
[www.ncoa.org](http://www.ncoa.org)

New Jersey Adult Day Services Association  
609-865-9744  
[www.rwja.umdnj.edu/~coyne/njadsweb.htm](http://www.rwja.umdnj.edu/~coyne/njadsweb.htm)  
[www.aoa.dhhs.gov/NAIC/Notes/adultday.html](http://www.aoa.dhhs.gov/NAIC/Notes/adultday.html)

## Adult senior centers

Social and recreational programs under Jewish auspices specifically designed for seniors. These programs are generally part-time. Information on non-sectarian centers is available through county offices on aging.

Outreach Senior Centers, JCC Metrowest  
973-736-3200 x256

Synagogue HOPE Elder Programs, JCC Metrowest  
973-428-9300 x407

## Alzheimer's and dementia services

The maze that is Alzheimer's disease and the treatment and services thereof begins with a comprehensive assessment and diagnosis. From that point, treatment, services and programs for the victims and caregivers may be recommended.

Alzheimer's Association, Greater New Jersey Chapter  
973-586-4300; National telephone # 800-272-3900  
[www.alz.org](http://www.alz.org)[www.alzheimersdisease.com](http://www.alzheimersdisease.com)

Alzheimer's Information and Diagnostic Center (COPSA)  
800-424-2494

Consultive Services of Overlook Hospital  
908-964-8010

Mountainside Hospital, Nutley  
973-667-5749

## Information and referral services

For services that may not be covered elsewhere in this directory, here are additional hotlines, information and referral telephone numbers and web sites.

**Jewish Resource Line**  
973-360-1111

**NJ EASE** (Easy Access Single Entry) is a New Jersey Department of Health and Senior Services initiative, in partnership with county governments, to provide an easy way for older adults and their families to learn about and connect to services. Instead of contacting many agencies, individuals call one statewide, toll-free telephone number, 1-877-222-3737, to learn about federal, state and

local programs and services available within their community.  
Essex: 973-678-5300  
Morris: 800-564-4656  
Union: 888-280-8226

**New Jersey Department of Health and Senior Services Hotline**  
800-792-8820

**New Jersey Self-help Clearing House**  
800-367-6274  
[www.medhelp.org/njsh](http://www.medhelp.org/njsh)

Additional Websites  
[www.aarp.org](http://www.aarp.org)  
[www.aoa.dhhs.gov](http://www.aoa.dhhs.gov)

## Umbrella agencies

Provide services or can recommend services in all or most of the categories listed in this directory. When calling one of these agencies, please be as specific as possible in describing the services you are requesting.

**AARP**  
800-424-3410  
[www.aarp.org](http://www.aarp.org)

**Eldercare Locator**  
800-677-1116

**Essex County Division on Aging**  
973-395-8375  
[www.njpix.njnet.org/njgov/essex-county-seniors.html](http://www.njpix.njnet.org/njgov/essex-county-seniors.html)

**Jewish Family Service of Central New Jersey**  
908-352-8375  
[www.jfscentralnj.com](http://www.jfscentralnj.com)

**Jewish Family Service of Metrowest Transitions Eldercare Program**  
973-765-9050  
[www.jfs-metronj.org](http://www.jfs-metronj.org)

Jewish Resource Line  
973-360-1111

**Morris County Division on Aging**  
800-564-4656

**Morris County Board of Social Services**  
973-326-7288

**New Jersey Department of Health and Senior Services Hotline**  
800-792-8820

**New Jersey EASE**  
Essex: 973-395-8367  
Morris: 800-564-4656  
Union: 888-280-8226

**The National Council on the Aging**  
New Jersey office: 609-989-7977  
[www.ncoa.org](http://www.ncoa.org)

**Union County Department of Human Services, Division on Aging**  
888-280-8226;  
973-527-4869

Mountainside Family Practice Associates, Verona  
973-746-7050

Newark Beth Israel Medical Center  
973-926-8491

Neurological Institute of New Jersey, UMDNJ  
973-972-1252

Senior Health Network, West Orange  
973-322-6278

St. Barnabas Institute of Neurology  
973-322-6600

Trinitas Hospital  
908-527-5000

Veterans Administration Medical Center  
973-676-1000 x1481

## **Bereavement counseling, hospice and palliative care**

Care and support is available to the terminally ill and their loved ones. Services generally include, hospice, home health care, companionship, spiritual care and support groups.

Center for Hope  
908-486-0700  
[www.centerforhope.com](http://www.centerforhope.com)

Jewish Family Service of Metrowest  
Transitions ElderCare Program

Jewish Family Service of Central New Jersey  
973-765-9050 x215  
[www.jfs-metronj.org](http://www.jfs-metronj.org)[www.jfscentralnj.com](http://www.jfscentralnj.com)

New Jersey Hospice Organization  
The Center for Hospice Care  
908-233-0060  
973-429-0300  
[www.sbhcs.com](http://www.sbhcs.com)

Joint Chaplaincy Committee of Metrowest and Central  
New Jersey  
973-884-4800 x287

Project SHIN (Spiritual Healing  
Integrating Nursing)/JCC MetroWest  
973-736-3200 x272

Additional Websites  
[www.caregiverstips.com](http://www.caregiverstips.com)  
[www.grief-recovery.com](http://www.grief-recovery.com)

## **Care management/ geriatric assessment**

Provided by professionals who specialize in assessing and assisting older people and their families with short or long-term care arrangements; linkages to community resources and guidance on placement or care at home.

Family Service of Morris County  
800-984-1414

Jewish Family Service of Central New Jersey  
908-352-8375  
[www.jfscentralnj.com](http://www.jfscentralnj.com)

Jewish Family Service of Metrowest  
Transitions Eldercare Program  
973- 765-9050  
[www.jfs-metronj.org](http://www.jfs-metronj.org)

National Association of Professional Geriatric Care  
Managers  
520-881-8008  
[www.caremanager.org](http://www.caremanager.org)

Saint Barnabas Senior Health Care Management  
973-322-6277

## **Caregiver education**

Resources for information, decision making and best practices for caregivers.

DOROT  
Caregiver Connections  
Contact Fay Radding 201-854-8551  
[www.dorotusa.org](http://www.dorotusa.org)

National Alliance for Caregiving  
301-718-8444  
[www.caregiving.org](http://www.caregiving.org)

National Council  
of Jewish Women  
Essex County Section  
973-740-0588  
Union County Section,  
908-352-1999  
West Morris Section  
888-895-3059

N.J. Department of Health and Senior Services:  
Caregiver and Education Support Programs  
609-588-7809

Additional Websites  
[www.webofcare.com](http://www.webofcare.com)  
[www.caregiver.org](http://www.caregiver.org)  
[www.carethere.com](http://www.carethere.com)  
[www.careguide.com](http://www.careguide.com)  
[www.caregiverzone.com](http://www.caregiverzone.com)  
[www.livingstrategies.com](http://www.livingstrategies.com)  
[www.caregiver911.com](http://www.caregiver911.com)  
[www.caregiving.com](http://www.caregiving.com)

## **Caregiver support**

Information on support groups, respite services, home health and caregiver and community agencies.

DOROT Caregiver Connections  
Contact Fay Radding (212) 769-2850 or (201)854-8551  
[www.dorotusa.org](http://www.dorotusa.org)

Essex County Division on Aging  
973-395-8384

Jewish Family Service of Metrowest  
Transitions Eldercare Program  
973- 765-9050  
[www.jfs-metronj.org](http://www.jfs-metronj.org)

Jewish Family Service of Central New Jersey  
908-352-8375  
[www.jfscentralnj.com](http://www.jfscentralnj.com)

Morris County Division on Aging  
800-564-4656

National Family Caregivers Association  
800-896-3650  
www.nfcares.org

New Jersey State Respite Care Program  
609-588-2902

Union County Division on Aging  
908-527-4866

Visiting Health Services of Morris County  
973-539-4888

Visiting Nurse Association of Sussex County  
973-729-7078

## Government programs/ financial assistance

Access to information regarding benefits that may be available.

County Divisions on Aging and Boards of Social Services (See umbrella agencies.)

Medicaid District Office  
(Medicaid is a state and federal medical assistance program for the low income elderly and the financially disadvantaged.)  
973-631-6440

Medicare Hotline  
(Medicare is an insurance program for individuals 65 and over.)  
800-638-6833  
www.medicare.gov

Pharmaceutical assistance to the aged and disabled (PAAD)  
Lifeline Program (Utility Assistance)  
Hearing Aid Assistance to the Aged (HAAD)  
800-792-9745

Social Security Administration/Medicare  
800-772-1213

## Home care

Includes services that range from non-medical companionship and light personal care to certified and licensed nursing care. Be certain you are getting the level of care that your elder family member requires. Not all home health agencies are licensed; not all services require licenses.

Essex County Division on Aging  
973-395-8384

Home Care Council of New Jersey  
973-857-3333

Home Health Assembly  
609-275-6100

Jewish Family Service of Central New Jersey Home Health Aide and Homemaker Program  
908-352-8375

National Association for Home Care

202-547-7424  
www.nahc.org

Union County Division on Aging  
908-527-4873

Visiting Health Services of Morris County  
973-539-4888

Visiting Health Services of Union County  
908-233-3113

Visiting Nurse Association of Sussex County  
973-729-7078

## Housing

The term "senior housing" covers a wide range of options, both public and private. Types of housing include independent apartments, community care retirement communities, retirement communities with modest services, assisted living communities, specialized Alzheimer's assisted living, long-term skilled nursing care and rehabilitation care. Costs vary dramatically, depending on level of care and auspices.

A New Jersey Consumer Guide to Selection of a Nursing Home  
800-367-6543

Assisted Living Federation of America (ALFA)  
703-691-8100  
www.alfa.org

Jewish Community Housing Corp.  
973-731-2020

New Jersey Association of Healthcare Facilities  
609-890-8700

New Jersey Assisted Living Association  
609-265-9650

New Jersey Association of Non-profit Homes and Housing for the Aged  
609-452-1161

New Lifestyles: An Area Guide to Senior Residences and Care Options for NJ  
800-869-9549

Office of the Ombudsman for the Institutionalized Elderly  
800-624-4262 or 609-588-3454  
Additional Website  
www.seniorhousing.net

## Residential options (Jewish)

HAREL: Living with Assistance  
973-731-5100 x204

The Bierman Home  
973-744-6333  
cbhome1936@aol.com

## Long-term-care facilities

Central New Jersey Jewish Home for the Aged  
732-873-2000  
www.cnjjha.com

Daughters of Israel Care for the Jewish Elderly and Disabled  
973-731-5100  
www.daughters-israel.com

New Jersey Geriatric Center of Workmen's Circle  
908-353-1220  
www.njgc225@aol.com

## Legal services

Agencies or individuals that offer legal, consumer protection and advocacy services for the elderly.

Community Health Law Project  
973-680-5599 (Essex County)  
908-355-8282 (Union County)  
www.chlp.org

Essex County Legal Aid Association  
973-622-1513

Legal Aid Society of Morris County  
973-285-6911

Legal Services of New Jersey  
732-572-9100  
www.lsnj@lsnj.org

New Jersey State Office of Legal Services  
609-292-6262

## Advocacy and protection agencies

New Jersey Protection and Advocacy, Inc.  
800-922-7233  
advoca@njpanda.org

Somerset-Sussex Legal Services  
973-383-7400  
ssls@lsnj.org

Union County Legal Services  
908-354-4340

## Elder Law and financial planning services and advocacy and consumer protection agencies

AARP  
800-424-3410  
www.aarp.org

National Academy of Elder Law Attorneys, Inc.  
520-881-4005  
www.naela.org

Additional Web site  
www.natlconsumersleague.org

## Meals, home delivered, and nutrition sites

For non-kosher meals on wheels call your county Division on Aging (see Umbrella Agencies).

**For kosher meals on wheels**  
Daughters of Israel 973-731-5100

Jewish Family Service of Central New Jersey  
908-352-8375  
YMWHA (908)289-8112

## For nutrition sites

Jewish Community Housing Corp. 973-731-2020 or your county Division on Aging, listed under Umbrella Agencies.

## Medical care and related programs

Access to appropriate medical care and diagnosis is the first step in planning for the caregiver on behalf of their loved one. There are increasing numbers of board certified geriatricians and physicians who specialized in the care and diseases of the elderly. If possible, speak with a physician whom you know and trust for appropriate referrals.

County Mental Health Associations  
(see Umbrella Agencies)

Jewish Family Service of Central New Jersey  
908-352-8375  
www.jfscentralnj.com

Jewish Family Service of Metrowest Transitions Eldercare Program  
973- 765-9050  
www.jfs-metronj.org

Medical Alert System/Lifeline (Personal Emergency Response System)  
800-451-0525

Additional Websites  
www.doctorpage.com  
www.healthfinder.gov  
www.medscape.com  
www.medicare.gov  
www.merckhomeedition.co

## Transportation

Transportation from senior residences to doctors, supermarkets and other locations frequently visited by the elderly, may be provided by some agencies. When speaking with a housing facility or other agency, caregivers should inquire specifically if such transportation is available.

Essex County Para Transit for the Elderly  
973-678-1300

Morris County Para Transit for the Elderly  
973-360-9378

New Jersey EASE  
Essex: 973-395-8367  
Morris: 800-564-4656  
Union: 888-280-8226

Union County Escorted Transportation Service  
973-680-5599

Union County Para Transit for the Elderly  
908-241-8300

## Section 4: Getting the Word Out- Communications Tool

### 4.1 Local Media

The media in your area will play a key role in getting your message to the public. Your local newspapers and radio stations offer a variety of ways you can promote “And Thou Shalt Honor...” and your coalition’s mission and provide a possible means for recruiting other members and partners.

#### New Jersey Network Television

With major funding from the Grotta Foundation, and additional support from the Wallerstein Foundation for Geriatric Life, New Jersey Network is creating an hour-long companion production to “And Thou Shalt Honor...”, to serve as a catalyst for coalition building and systems change on behalf of New Jersey’s caregiving families. Guided by an Advisory Committee of leading service providers, policy makers, and academics, the NJN production will showcase local and statewide initiatives designed to educate, support, and provide respite to caregivers. The production will also provide links to resources, services, and benefits with the goal of helping families maintain their critical caregiving roles. The NJN production will hopefully become a springboard from which continued public information and advocacy can initiate.

#### Newspapers

##### 1) The Press Advisory

The purpose of a press advisory is to provide a story lead for journalists. Press advisories can be used to promote your cause, or news from your organization or coalition. Target local daily or weekly newspapers as well as other community periodicals that will have an interest in your organization’s work. Be brief and to the point and most importantly, identify spokespeople for interviews with reporters. The press advisory should include who (spokesperson or group), what (the event), where (location), when (date and time), and why (why your event is important). Make sure that your coalition’s leader or organization’s director is available to be interviewed. You may also want to include the names of people who have benefited from your organization’s work.

Make sure your press advisory includes basic contact information: names, addresses, phone numbers, fax numbers, email addresses, and your organization’s web address if you have one. Also, send your press advisory well in advance so that interviewers can have time to get in touch with you and write up

an actual story for the paper. See the example below.

**SAMPLE**

PRESS ADVISORY            10/01/2002 Contact: Linda Carson  
Northern Alaska Coalition on Family Caregiving (NACFC)  
Phone: (101)-555-8140  
Fax: (101)-555-8104  
Email: linda.carson@naceolcare.org

WHO WILL TAKE CARE OF MOM AND DAD WHEN THEY CAN NO LONGER TAKE CARE OF THEMSELVES?

The Northern Alaska Coalition on Family Caregiving (NACFC) is hosting a seminar on November 15, 2002 called "Taking Care of Mom and Dad". The seminar is designed to benefit both aging parents and their adult children. All residents of Ryder and surrounding areas are invited.

"This seminar will make people aware of what they will confront as they become less able to take care of themselves. It will also help future caregivers anticipate the tasks of caregiving and their needs as caregivers," said Dr. Beth Spiegel of Ryder General Hospital. "People don't realize what caregivers endure and how the quality of caregiving drops as a result of caregiver stress."

Family care specialists from the Anchorage Agency on Aging, Dr. Keith Boyd and Dr. Beth Spiegel will host the seminar. "This will be good way to promote discussion about family caregiving issues throughout our community," explained Dr. Boyd.

NACFC has partnered with seven local organizations to campaign for more attention for caregiving issues and to provoke action. They are members of a community-wide coalition working in conjunction with a new family caregiving series for PBS entitled "And Thou Shalt Honor...". The seminar will be held Wednesday, November 15, from 7-9pm in Ryder Public Library. For more information, please visit the Coalition website at <http://www.4thenacfc.org/main.html>

###

2) A Community Notice

Publishing a community notice is simple and easy and a free service offered by most newspapers. Community calendars are designed to promote events. Look at your local community events section to determine the proper format because it may vary from paper to paper. In general, however, the notice must be brief, to the point and include contact information. It is a good idea to list your phone and an email address. Give your notice a short title- something that will grab the readers' eye. Also, make sure that you contact your newspaper to find out when they need the notice.

## **SAMPLE**

Community Notice:

### *CAREGIVING: AN EMERGING ISSUE IN OUR COMMUNITY*

The Richmond, Virginia Center of Children of Aging Parents (RCAP) is hosting an educational meeting to discuss family caregiving issues at Norton Community College, Room 220, on Thursday, November 4 at 8:00pm. This meeting is open to the public and will feature a local physician and social worker. They will help teach citizens why care of the elderly is becoming such a large, but unnoticed issue. If you have any questions regarding this meeting or would like to contact RCAP, please call Mike at (804)-555-1212 or email [help@rcap.org](mailto:help@rcap.org). For information about other RVCPC events or to subscribe to our free bimonthly newsletter, call Sally at (804)-555-2121 or visit our website: [www.rcap.org](http://www.rcap.org)

Carrie McClain  
Asst. Director of RCAP  
123 Anywhere Street

### 3) Letters to the Editor

The Letters to the Editor section of your newspaper provides an opportunity to express your views about issues and events in the community. A letter to the editor is also a means of drawing attention to your coalition and its activities and brings attention to your mission. You will want to come up with a title for your piece—something to attract the editor’s eye. Use the body of your piece to express your concerns, views, and ideas. Make sure you provide your contact information or your coalition’s contact information for publication as well.

## **SAMPLE**

### **Care For Our Elderly Citizens Must be Acknowledged**

I care for my mother who has Alzheimer’s Disease. It can be stressful and I have little free time. A nurse from the local hospital provides respite service for me twice a week. I have many friends in the same boat. They are taking care of elderly parents, siblings, or spouses.

This is a hard work for anyone. People don’t realize what caregivers go through everyday to make sure that our loved ones are comfortable. We all take for granted that our parents will be able to take care of themselves and we don’t realize that one-day, we may have to care for them. Many of us don’t realize that becoming a full-time caregiver is a process that creeps up on you. It may start by taking a loved one to the store once in awhile. This may progress to cooking meals for that person on a regular basis. Before you know it, you’re their caregiver.

I know that I always took my mother’s health for granted. I would like to help others become aware of the process of caregiving and the resources available to caregivers. If you are a caregiver or think you are becoming one, the Bryan County Coalition for Caregiving has a directory of services available to help you. There are nurses available to provide respite service, counselors to give support, and many other services. For more information, contact me at (841)-555-4754.

Annette Taylor- Bryan County Coalition on Aging

## Radio Stations

### Public Service Announcements

Many radio stations broadcast Public Service Announcements (PSAs) as a free service to the communities in their listening area. PSAs are notices to the community about special events that benefit the community and are meant to promote not-for-profit organizations such as hospitals, hospices, schools, and local government agencies. PSAs announce community events, community meetings (including educational meetings open to the public), school programs, etc.

To take advantage of this service, you should first write a PSA as you would want it read on the air. (See example below.) Hint: Keep it brief, as announcers will likely use your PSA to fill in time between commercials or news segments. Contact the station's public service director to find out their guidelines regarding PSAs before writing your PSA. Identify your coalition or committee, describe your PSA, ask how often the PSA can run. The station may want to edit the PSA for length or content in which case you should work with them to make sure the PSA still contains the information you need. Try to convince the station to run it a few times a day, especially during drive time and especially as the event approaches.

#### Sample 20 Second PSA:

Are you a caregiver? If you care are helping someone who cannot take on day-to-day activities alone, then you are. Because caregiving can creep up on you, many people are caregivers and don't even know it. The Mason City Coalition of Caregivers (MCCC) will have a display in front of Julie's Salon on Main Street in Mason City this Saturday from 8am until 5pm. They will be passing out information about caregiving and who to contact if you are a stressed caregiver in need of relief or think you may be in the beginning stages of caregiving. The display attendants will be happy to answer any questions you may have. For further information about this Saturday's event, please call MCCC at (515)-555-5499. Also, be sure to watch "And Thou Shalt Honor...", a series about caregiving and caregivers on PBS Channel 4 this fall.

#### Sample 10 Second PSA:

Are you a caregiver? The Mason City Coalition of Caregivers (MCCC) will have a display in front of Julie's Salon on Main Street in Mason City this Saturday from 8 until 5. Information will be available and display attendants will be happy to answer questions. For more information about this event or "And Thou Shalt Honor...", a PBS series addressing family caregiving that will air this fall, call (515)-555-5499.

## Radio Talk Shows

Try to arrange a brief live interview on a local radio talk show. Many radio stations announce local events during their morning show. Radio stations often intermingle talk with music during traditional drive time (morning and evening rush hour). Call the producer and give a description of your mission and the programs you are undertaking. Suggest that caregiving is becoming a “hot-button” issue and that you would like to provide some speakers for a program. Ask if you should provide questions for the announcer to ask. Suggest two or three spokespersons that could address the wide range of caregiver needs and available services in your community. Remember to contact both AM and FM stations.

## 4.2 Other Communications Vehicles

There are numerous other media for communicating your mission and activities, information about “And Thou Shalt Honor...” and the series web site as well as community services for caregivers.

- A small note in an organizational bulletin or newsletter
- Messages posted at the end of grocery store receipts or mini-posters at check out counters.
- Flyers in places of business can grab customers’ eyes.
- Store, bank, and hotel marquees
- Email signatures are very effective ways to communicate to business partners or potential business partners the goal of your coalition.
- If you have a website, link it to the “And Thou Shalt Honor...” web site: [www.pbscaregiving.org](http://www.pbscaregiving.org).
- Develop a database of email addresses to ‘broadcast’ information.

While these methods may not reach as many people as a PSA or a community notice in a newspaper, you can rest assured that they will likely grab enough attention to be worth the effort. The key to utilizing some of these methods is simply asking the appropriate business or person. The worst that can happen is that the organization or business will say no. But even if they say no to your initial ask, they might be willing to communicate your coalition’s mission in another way. For example, if the manager of a drugstore can’t print a brief message at the end of the receipts given out to customers,

perhaps he would be willing to distribute flyers at check-out lines. Caregiving is a worthy cause to be discussed and actions are worthy of being taken. Make sure that you explain this when you approach someone in your community for help in communicating your coalition's goals.

## Examples of other media:

### 1) Organizational Bulletins

Community associations, schools, philanthropic organizations, volunteer organizations, and faith-communities usually publish regular bulletins announcing organizational or community events. Posting a message in an organizational bulletin gives people the opportunity to learn what caregiving is all about and to find out about caregiving issues as well as caregiver issues. Posting a notice about a public meeting or education program sponsored by your coalition is an opportunity for you to reach a wider audience. Design a notice of moderate length then contact organizations in your area and ask them to include your notice in their bulletins. If you have a one time only educational program, discussion forum, or want to announce the airing of “And Thou Shalt Honor...”, ask the organization(s) to include the information in their bulletins the two consecutive weeks before the program. If your project is ongoing such as a discussion group, action group, or other meetings open to the public, then see if the organizations will include a brief notice every week. Include as many organizations in your area as possible. Grabbing attention from people of different backgrounds will provide an opportunity to discuss caregiving issues from many different perspectives. Not to mention, this will help spread word of “And Thou Shalt Honor...” and your coalitions activities surrounding the series more quickly.

### 2) Store receipts

Many stores are able to generate messages on the end of each receipt. Contact your local supermarket or drug store- or any place in your community where many people go to shop. Ask for the manager to promote “And Thou Shalt Honor...” and/or your coalition on the store’s cash register receipts.

### 3) Flyers

Circulating or posting flyers is a good way to grab peoples’ attention at a supermarket, drug store, gas station, etc. Design a flyer that describes relevant pieces of information about your coalition and “And Thou Shalt Honor...”, along with your mission and goals (see example below). Next, contact store managers and see if they would be willing to make the flyers available to customers at key locations in their stores (such as check out counters). Also, ask if the store manager would be willing to put one of the flyers up in a window of their store. This also will help grab peoples’ attention even if they do not pick up a flyer. Design a simple flyer that people will notice (use colored paper).

You might also ask if these flyers could be stuffed into grocery bags. Flyers can also be displayed in different parts of a store such as the check out line, near the door or on/near a magazine/newspaper

#### 4) Email and fax signatures; Web links

Another effective way to get your message out is to attach it to your email signatures. Email signatures are stamps that your email program may add to the end of each message you send. Check to see if your program allows you to do this. Most people include their name and contact information. If your program allows you to add a signature, you can also include brief messages about your organization. Ask your coalition members to attach a brief message about your organization or an event that you are sponsoring

You might also include web links in your signatures. If you operate a web site, you can also link to your coalition's web site (if you have one) and the "And Thou Shalt Honor..." web site ([www.pbscaregiving.org](http://www.pbscaregiving.org)). You can also use your signature as a way of promoting viewership of the series. Include information about the date and channel where the series will air once it becomes available.

If your coalition has a web site, link the web site to the "And Thou Shalt Honor..." web site. That way people who visit your site will have easy access to information about the series.

If your coalition does not have a web site, it's easy to set one up. There are a variety of places you can set up a free web site for your coalition. Some of them include [www.angelfire.com](http://www.angelfire.com), [www.geocities.com](http://www.geocities.com), [www.tripod.com](http://www.tripod.com) and [www.onestarfish.com](http://www.onestarfish.com).

#### 5) Email Newsletters

Collect email addresses of all members, potential partners, and media addresses. Send regular email newsletters. If you create a Yahoo! Web page, you can send email to all members of your online bulletin board system at once (see #4 below). Additionally, forward the e-newsletter provided by the "And Thou Shalt Honor..." outreach team to your coalition members. Encourage each of them to forward it to their e-mail lists.

#### 6) Online bulletin board system (BBS)

Yahoo! offers a free bulletin board system on the internet for anyone who wishes to set up one. The BBS is basically a web page for communication both within your coalition and within your community. This page features a section for message posting, and a section for chatting that will enable members of your coalition and community members to continually discuss caregiving issues, the PBS series, etc. To see a sample site, go to <http://clubs.yahoo.com/clubs/caregivingexample>. To set up your own site, go to <http://clubs.yahoo.com>.

## Section 5: Resources for Further Learning and Training

### Printed Publications:

*Share the Care: How to Organize a Group to Care for Someone who is Seriously Ill.* Copposella, Cappy and Sheila Warnock. New York: Simon & Schuster, 1995

*Complete Idiot's Guide to Meeting and Event Planning.* Robin E. Craven and Lynn Johnson Golabowski. Indianapolis: Alphabooks, 2001.

*Making Community Meetings Work: Ten Tips for Successful Public Events.* Stein, Debra. Washington, D.C.: Urban Land Institute, 1996.

*7 Habits of Highly Effective Families: Building a Beautiful Family Culture in a Turbulent World (abridged).* Stephen R. Covey and Sandra Merrill Covey. New York: Golden Books, 1997.

*Aging Parents and Common Sense, A Practical Guide for You and Your Parents.* 3d. Ed. AXA Foundation, 2000.

*The Aging Parent Handbook.* Virginia Schomp. Mass Market Paperbacks, 1997.

*How to Care for Aging Parents.* Virginia Morris. New York: Workman, 1996.

*Circles of Caring: How to Set Up Quality Home Care for Our Elders.* Ann Cason. Boston: Shambhala Publications, 2001.

### General Publications

*And Thou Shalt Honor: A Caregiver's Companion.* Rodale Inc., 2002

*Caregiving: The Spiritual Journey of Love, Loss, and Renewal.* Beth Witogen McLeod. New York: John Wiley and Sons, 1999.

*How to Care for Your Parents.* Nora Jean Levin. New York: W. W. Norton, 1997.

### Other:

#### Caregiver Resource Directory

The Caregiver Resource Directory offered by Beth Israel Medical Center, is a practical guide intended to help family caregivers feel less isolated and overwhelmed. It offers resources, facts and advice about caring for loved ones as

well as caregivers. The directory also has pockets and ample writing space so that caregivers can organize all resource and medical information in one place. It can be ordered online at [www.stoppain.org/caregivers/resource\\_form.html](http://www.stoppain.org/caregivers/resource_form.html)

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### For New Jersey

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Dale Bell  
Wiland-Bell Productions  
c/o Culver Studios  
9336 W. Washington Blvd. Bldg. L.  
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### Web Site

Jim Hood  
The Oakton Press  
1620 L St., NW, Suite 875  
Washington DC 20036  
Phone 202 659-1020  
Email: jhood@oaktonpress.com

### Companion Book

Mariska Van Aalst  
For discounted bulk (10+) purchases:  
Rose Panetta at 1-800-527-8200  
RODALE Inc.  
33 East Minor Street  
Emmaus, PA 18098-0099  
Phone: (610) 967-5171  
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