



Toolkit: 3 ways to uplift caregivers during National Family Caregivers Month





November is National Family Caregivers Month. Join us as we uplift the voices of those who care for loved ones or themselves, to share their stories and build awareness of this ever-important role.

No two caregiving journeys are the same. The experience looks different for everyone — and brings about a wide range of emotions. By encouraging people to share their connection to care, we want to show family caregivers that they are not alone.

Did you know?

20 million people become new caregivers each year.

Inside the toolkit:

- Going social for National Family Caregivers Month
- The dos and don'ts of being a caregiver ally
- Caregiving conversation starters in the workplace

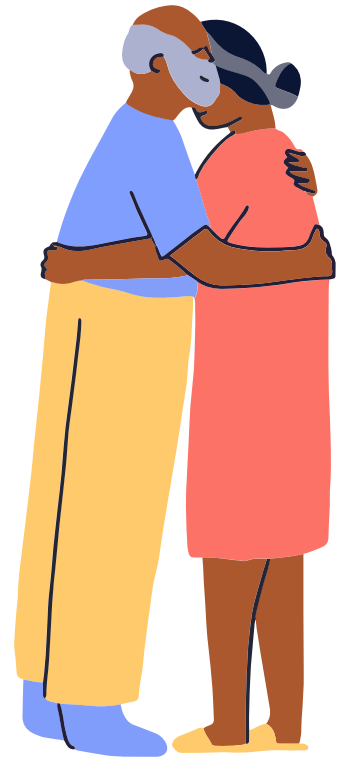
Going **social** for National Family Caregivers Month

Everyone has a care story

Family caregiving can be hard, inspiring, frustrating, joyful — the list goes on. At Wellthy, we look forward to a future where caregiving is accepted, normalized and celebrated. Help us start a conversation and share your connection to care this month!

This November, we invite you to join us as we support and #UpliftCaregivers during National Family Caregivers Month. Whether you're caring for someone, are being cared for or simply want to raise awareness, we have the power to make a difference and break down the stigmas that surround caregiving.

Check out our social media templates in this guide, or create your own! We are grateful for your support and look forward to hearing your story.



**Follow and tag
Wellthy on social media!**



@Wellthy



@WeAreWellthy



@MeetWellthy



@Wellthy

Download the graphics

[Instagram](#) • [LinkedIn](#) • [Twitter](#)



#UpliftCaregivers #UnburdenCaregivers



Example Facebook/ LinkedIn/Instagram posts

- 1 Did you know that 20 million people become new #Caregivers each year? This new, and often unexpected, experience looks different for everyone — and comes with a wide range of emotions. Rest assured that you are not alone.

[PERSONALIZE/ SHARE YOUR CONNECTION TO CARE]

Sharing experiences like this helps bring #caregiving out into the open and normalizes conversations about care. See how you can join the conversation: go.wellthy.com/uplift-caregivers.

#NFCMonth #FamilyCaregivers #UpliftCaregivers

- 2 1 in 5 American adults are currently serving as #FamilyCaregivers, yet only half of them consider themselves a #Caregiver.

The work of unpaid caregivers is invisible and too often goes unrecognized.

[PERSONALIZE/ SHARE YOUR CONNECTION TO CARE]

Learn more: go.wellthy.com/uplift-caregivers

#NFCMonth #Caregiving

- 3 Caregiving can be challenging and isolating at time. While no two #Caregiving experiences are the same, knowing that I am not alone in the journey makes all the difference.

[PERSONALIZE/ SHARE YOUR CONNECTION TO CARE]

Learn how you can join the conversation this #NationalFamilyCaregiversMonth: go.wellthy.com/uplift-caregivers

#FamilyCaregiving #CaregivingSupport
#CaregiverLife

- 4 Everyone has a care story.

Whether you're caring for someone, are cared for, or simply want to help raise awareness — join @Wellthy in celebrating #NationalFamilyCaregiversMonth and help to break down the stigmas that surround care.

Here are a few ways you can join the #NFCMonth conversation this November:
go.wellthy.com/uplift-caregivers

#UpliftCaregivers #CaregivingSupport
#FamilyCaregiving

- 5 Whether you are a #caregiver or care recipient, you are not alone.

In honor of #NationalFamilyCaregiversMonth, I am joining the movement with @Wellthy to #UpliftCaregivers and raise awareness of the #CaregivingCrisis.

[PERSONALIZE/ SHARE YOUR CONNECTION TO CARE]

Learn more and see how you can get involved:
go.wellthy.com/uplift-caregivers

#NFCMonth #CaregivingSupport #FamilyCaregiving

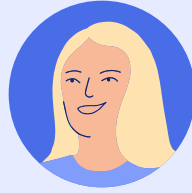
- 6 Looking for ways to #UpliftCaregivers during #NationalFamilyCaregiversMonth?

I am partnering with @Wellthy to raise awareness about the #CaregivingCrisis and offer support to #Caregivers who may be feeling isolated, alone or invisible.

Download the #NFCMonth toolkit to learn more and join the conversation:
go.wellthy.com/uplift-caregivers

#CaregiverSupport #CaregiverLife
#FamilyCaregivers

#UpliftCaregivers #UnburdenCaregivers



Example Twitter posts

- 1 Being a #Caregiver can be overwhelming, but please know that you're not alone. I choose to #UpliftCaregivers during #NationalFamilyCaregivers month because [SHARE YOUR CONNECTION TO CARE].
- 2 Whether you're caring for someone, are cared for, or simply want to help raise awareness — join @Wellthy as we celebrate #NationalFamilyCaregiversMonth and help to break down the stigmas that surround care. Learn More: go.wellthy.com/uplift-caregivers
- 3 Looking for unique ways to #UpliftCaregivers during #NationalFamilyCaregiversMonth? I'm joining @Wellthy to raise awareness about the #CaregivingCrisis and support #Caregivers who may be feeling isolated, alone or invisible. Join the conversation: go.wellthy.com/uplift-caregivers
- 4 1 in 5 American adults are currently serving as #FamilyCaregivers, yet only half of them consider themselves a #Caregiver. I'm joining @Wellthy to #UpliftCaregivers and shed light on the invisible #CaregivingCrisis during #NationalFamilyCaregiversMonth. See how: go.wellthy.com/uplift-caregivers
- 5 In honor of #NationalFamilyCaregiversMonth, I am joining @Wellthy to #UpliftCaregivers & raise awareness about #CaregiverIsolation. Join the conversation here: go.wellthy.com/uplift-caregivers

Suggested hashtags

#UpliftCaregivers
#NationalFamilyCaregiversMonth
#NFCMonth
#UnburdenCaregivers
#Caregiver
#Caregiving
#FamilyCaregiving
#FamilyCaregivers
#CaregiverSupport
#CaregiverLife
#CaregivingTips
#CaregivingCrisis
#SandwichGeneration



The dos and don'ts of being a caregiver ally



Most of us will be caregivers at some point in our lives. Whether it's for an aging parent, a child with unique needs, a spouse recovering from a procedure, a neighbor navigating a tough diagnosis, or even yourself, family caregiving takes many forms across all phases of life.

If you're not currently in a position of caring for a loved one, it's a great opportunity to support those in your life who are. Here are some dos and don'ts of being a meaningful ally to the family caregivers you know.

Do

- ✓ **Ask how they are really doing.**
Caregivers spend most of their days thinking about their loved ones, and forget to check-in with themselves. Ask how they are really doing to encourage them to shift their thinking inwards.
- ✓ **Bring them prepared food.**
Similar to other daily needs, caregivers often prioritize their loved ones' meals over their own. Check something off of their to-do list by providing them with a healthy, nourishing meal.
- ✓ **Keep them included.**
Family caregivers tend to miss occasions because they are busy caring. Don't stop inviting them to gatherings if they haven't been able to show up. Instead, continue to include them and let them know you'll always be there.
- ✓ **Be a listening ear.**
Sometimes all it takes to relieve stress is expressing thoughts or feelings that are bottled up inside. Being there for a family caregiver in your life to simply vent can do wonders in helping them feel less alone.

Don't

- ✓ **Ask "How can I help?".**
Posing an open-ended question puts family caregivers in a position to come up with an idea or solution. Instead, be specific when phrasing a question, such as, "Can I pick up any groceries for you?".
- ✓ **Tell them to prioritize themselves.**
Even well-intentioned comments can be frustrating for family caregivers to hear. It's impossible to understand what a caregiver is experiencing, so don't offer unsolicited advice that's easier said than done.
- ✓ **Say "I don't know how you do it".**
It's likely that the caregiver doesn't know how they do it either, or doesn't feel that they are doing an adequate job. They may not have had a choice about being a caregiver, and they are just doing their best.
- ✓ **Create more work for them.**
Be mindful of well-intentioned gestures that may actually add to a family caregiver's to-do list. For instance, don't send flowers that will need watering, or a book to read.

Caregiving conversation starters in the workplace



Employee-to-manager

Employees often worry that discussing caregiving duties with their manager will change the perception of their commitment to their job. However, it's important to be open with your manager early on about your caregiving duties before a crisis occurs.

Scenario	Conversation starter
Establishing work boundaries while caring	"My dad needs to spend a week in the hospital next month and as his primary caregiver, I need to be with him. I may need to work outside of business hours. Could I schedule some time to discuss this with you?"
Asking for a flexible start time	"A flexible start time would help me ensure that my mother's needs are covered each morning before I leave for work. I've started to outline how I can rearrange my day and still make sure I get all my work done on time. Can we talk through this plan together?"
Requesting the option to work remotely	"In order to help my daughter with special needs with daily tasks, I'm hoping we can do a trial run of me working from home 2 days per week. This flexibility would allow me to stress less about her and focus more on my work."

Caregiving conversation starters in the workplace



Colleague-to-colleague

It may be beneficial to disclose to your colleagues that you are caring for a loved one so they understand why you may miss meetings or work outside of business hours. Being upfront and setting expectations will help maintain trust and open communication.

Scenario	Conversation starter
Discussing project changes with a colleague	"Can I talk to you about some upcoming responsibilities that may affect how we work together to meet deadlines on this project?"
Developing an action plan if you suddenly need to leave work	"I have recently become the primary caregiver for my dad. I'd love to get your input on my action plan should I suddenly need to step away from work for an extended period of time."
Moving a recurring meeting that conflicts with a caregiving duty	"Our usual Thursday morning meeting now conflicts with a regular appointment I have to take my son to. Can we move it? If not, I can provide any updates before the meeting each week."
Adjusting your daily working hours	"Due to some responsibilities that have come up, I am going to be taking time off during the afternoon and make up hours in the evening. I have updated my calendar so you are aware."