



Dear Partner Agency,

In Colorado alone, there are an estimated 584,000 family caregivers. Caregiving can be tough, often taking a physical, mental and emotional toll. There are resources available to help family caregivers, but many do not know where to start. What's more, many caregivers do not identify as such, creating an extra barrier to accessing support.

That's why the Colorado Respite Coalition is reaching out to Colorado family caregivers through the statewide Colorado Caregiver Awareness Campaign. Through a multimedia outreach campaign and partner organizations engaging with this toolkit, we hope to raise awareness about caregiving and point caregivers in the direction of supports.

This toolkit is designed for partner agencies, health care providers, nonprofits and others who would like to help us spread the word about caregiving resources. Included are:

- Facebook and Twitter posts
- Newsletter and website content
- Campaign media (images and video links)

The statewide campaign will run from February 1st to May 31st via digital, TV and radio ads. **Please continue to share toolkit items beyond this date – they are yours to keep!** If you have any questions or need additional campaign items, please contact Meghan Kluth at mkluth@eastersealscolorado.org and/or Erica Jamieson at ejamieson@eastersealscolorado.org.

By sharing these materials, we hope it's easy for you to amplify our campaign and support caregivers in your community. It takes a lot to change behavior. With your help, we can let caregivers know that it's perfectly okay to ask for help, and that resources are available. Thank you for your partnership and support of Colorado family caregivers. *If you requested a printed materials toolkit in addition to the electronic toolkit, it will be sent separately.*

To access the Dropbox folder containing this guide and campaign images, visit: <https://www.dropbox.com/sh/tb5tywd546e6q27/AAC-oKExcVJgp3W2M2mw93h8a?dl=0>

Sincerely,
Respite Care Task Force
A Project of the Colorado Respite Coalition and Easterseals Colorado

Key Messages Around Caregiving & Support

- A family caregiver is anyone who provides any type of physical and/or emotional care for a friend or relative with any special health-care needs, of any age.
- There are 584,000 family caregivers in Colorado (AARP). Caregivers are not alone.
- For many, caregiving happens gradually with caregiving duties increasing over time.
- Most caregivers are likely to care for a family member and receive little or no payment for these duties.
- Caregivers often perform a wide array of duties from light (driving someone to doctor's appointments) to heavy (frequent transfers/monitoring and administering medications).
- One in five of us will experience a disability in life, requiring two or even three caregivers (US Census Bureau).
- Caregivers are highly likely to put the needs of the individual they care for before their own wellbeing.
- Caregiving can take a serious toll. Fortunately, there are resources to help.
- An overwhelming majority of caregivers say they would like more information to help them personally with their caregiving duties and their own mental, emotional and physical health.

Campaign Overview

The Colorado Caregiver Awareness Campaign was piloted in Boulder and Mesa counties in July/August 2018. This 5-week campaign proved highly successful, with caregivers responding to the call to action to either visit the website ColoradoCaregiving.org or call the statewide Aging and Disability Resources for Colorado (ADRC) network. Thank you to all who supported the pilot campaign and made it a success.

The statewide campaign will bring this message to Coloradans across the whole state using radio and TV spots, social media and display ads, newspaper advertising and earned media, along with print materials being shared by partner organizations. Please

feel free to share campaign elements with other service providers, families, health professionals and other community members, ensuring proper credit is given to the Colorado Respite Coalition and Easterseals Colorado. Please reach out if you would like any further information regarding the campaign or would like to receive additional campaign materials.

The statewide campaign will run from February 1st to May 31st via digital, TV and radio ads. **Please continue to share toolkit items beyond this date – they are yours to keep!**

Digital Ads

We carefully chose the subject matter of each photo to emphasize the diversity (age, ethnicity, gender, etc.) of caregivers and individuals receiving care, but primarily focused on the caregiver. The headline, “Your care may be super, but you’re only human” affirms the high quality of care given, while also acknowledging that caregiving is hard and deserves support. *These digital ads are included in the image sizes appropriate for both Facebook and Twitter, in English and Spanish language.*



Videos

The videos included in this toolkit (via YouTube links) were also designed to highlight the diversity of caregiving situations and relationships. These videos highlight the caregiving stories and experiences of three different “characters”, whose stories are also mirrored on www.coloradocaregiving.org. The all stories videos are more general and will be used in the TV ads portion of the CO Caregiver Awareness Campaign. The vignette stories go slightly deeper into experiences of each individual “character” and will be used on social media. Partners are welcome to use any and all videos – your choice!

All Stories

Videos are available in 30 second (with characters) and 15 second (no characters, just call to action) versions, in both English and Spanish language.

30 second English version: <https://www.youtube.com/watch?v=fpUKVdV0w2w>

15 second English version: <https://www.youtube.com/watch?v=bXEjDJGPAc>

30 second Spanish version: <https://www.youtube.com/watch?v=R7ert436sAY>

15 second Spanish version: <https://www.youtube.com/watch?v=hV4hrSrfpw>

Vignette Stories

Videos are available in both English and Spanish language. We have created PNG images of each “character”, which can be used alongside video posts/tweets as desired.

Mary’s story: <https://www.youtube.com/watch?v=iw-dKdOMRok>



John’s story: <https://www.youtube.com/watch?v=bXNDJ18RN-k>



Lisa’s story: <https://www.youtube.com/watch?v=q3LhXsF-8sY>



Facebook Posts and/or Tweets

There's more you can do to let caregivers know about our resources. The following Facebook posts and Tweets in conjunction with the provided images and/or videos can be used on your social media channels. Please use these verbatim or modify if needed.

Tweet

Caregivers often put the well-being of their care recipient before their own. But doing everything yourself can lead to fatigue, feelings of isolation, and even burnout. Taking care of yourself can mean better care for your loved one. Learn how at www.ColoradoCaregiving.org. #COcaregiving

Facebook Post

What is caregiving? Helping your folks with their finances, coordinating therapies for your son with a disability, being there for your sick wife? All of these are caregiving. And when caregivers need help—physical, emotional or mental—they find resources at www.ColoradoCaregiving.org. #COcaregiving

Tweet

Caring for someone? You're not alone. In Colorado, 584,000 people care for a friend or relative. Whether that means driving an older adult to doctor appointments or administering vital medication, caregiving can take a toll. Find resources at www.ColoradoCaregiving.org. #COcaregiving

Facebook Post

When it comes to caring for a loved one, 55% of us feel overwhelmed by the amount of care our family members need (NASUAD). You can share the load. Discover the resources at www.ColoradoCaregiving.org designed to help any caregiver, no matter the age or special need of the individual receiving care. #COcaregiving

Tweet

Are you or is someone you know caring for a loved one? No matter the age or special health care need of the individual receiving care, there are resources to help and provide support. Get the caregiving resources you need at www.ColoradoCaregiving.org. #COcaregiving

Facebook Post

When you're a caregiver, self-care can be a rarity. Or sometimes, it doesn't happen at all. But what would it look like if you were no longer there to care for your loved one? Get the support you need to stay healthy and strong for the individual receiving care at www.ColoradoCaregiving.org. #COcaregiving

Tweet

What if there was help for your caregiving? An extra set of hands, someone to talk to, or additional financial resources. You can find caregiving resources at www.ColoradoCaregiving.org. #COcaregiving

Facebook Post

When you're a parent caring for a child with special needs, you may feel overwhelmed by the challenges of maintaining your own mental, emotional and physical health. It's okay to ask for help. Discover resources that can provide much-needed support at www.ColoradoCaregiving.org. #COcaregiving *[Use with photo of male caring for son]*

Tweet

Isolation can become a problem for caregivers. A support group provides not only a way to meet new friends who share similar experiences, but also avoid isolation that can lead to loneliness and depression. Find a group near you at www.ColoradoCaregiving.org. #COcaregiving

Facebook Post

Many caregivers struggle to maintain their own mental, emotional and physical health. When you feel overwhelmed by caring for a loved one, it's okay to ask for help. Discover resources that can provide much-needed support at www.ColoradoCaregiving.org. #COcaregiving

Vignette Story Posts

These posts are designed to accompany the vignette story videos referenced above. They mention the names and experiences of the three “characters” developed in conjunction with the CO Caregiver Awareness Campaign. These “characters” are also mentioned on the campaign landing page www.coloradocaregiving.org.

Facebook Post/Tweet

Mary juggles a lot. There's work, her two girls and caring for her mother, who has dementia. In fact, 53% of those caring for a family member have a full-time job. That's a heavy load. Caregivers can find help at www.ColoradoCaregiving.org. #COcaregiving
[Use with video and/or image of “Mary”]

Facebook Post/Tweet

John and his wife have more on their plates than many parents. Their son was born with special needs, which are changing as he gets older. At www.ColoradoCaregiving.org caregiving families can find resources to support their needs, and the needs of their loved ones. #COcaregiving *[Use with video and/or image of “John”]*

Facebook Post/Tweet

Lisa cares for her brother when she's not at her full-time job. Sometimes, it can be hard to find time for her own needs, like seeing friends and looking after her own health. Discover resources at www.ColoradoCaregiving.org to help find the balance in caregiving. #COcaregiving *[Use with video and/or image of “Lisa”]*



Facebook Post

Lisa has cared for her brother since they were young. She loves spending time with him, but often feels isolated. When you're a caregiver, it's not always easy to find others to connect with. Support groups are a way to form friendships with others who share similar experiences. Find a group near you at www.ColoradoCaregiving.org.

#COcaregiving *[Use with video and/or image of "Lisa"]*

Suggested Hashtag

#COcaregiving

Newsletter or Website Content

Caregiving: In Your Future

It is said there are four types of people: People who have been caregivers, those who are currently caregivers, those who will be caregivers and those who will need a caregiver. In fact, Colorado is home to more than half a million people who are caring for a loved one. Whether this care involves aging concerns, an acute illness or a long-term disability, caregiving can be a heavy load to shoulder that takes its toll on the caregiver's mental and physical health. Luckily, there are a variety of community and government resources to provide support and care for caregivers. Discover local resources agencies, educational materials, events and training, respite care providers and more for caregivers of individuals of all needs at www.ColoradoCaregiving.org, or by calling 1-844-265-2372.

Colorado Respite Coalition

393 S Harlan St, Suite 108 • Lakewood, CO 80226
303.233.1666x8 • www.coloradospitecoalition.org