



NOVEMBER 2008

NFC Month 2008 was particularly auspicious because it occurred during NFCA's 15th anniversary year.

NFC Month is organized each year by the National Family Caregivers Association and is designated as a time to thank, support, educate and empower family caregivers. "This year we are encouraging people to speak up during National Family Caregivers Month," said Suzanne Mintz, NFCA president and co-founder. "One of the most important attributes of being an advocate is the willingness and the ability to speak up and keep your eye on the ultimate goal, protecting the health and safety of your loved one and as well as yourself."

On November 1, President George Bush declared November 2008 as National Family Caregivers Month by saying:

... NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States do hereby proclaim November 2008 as National Family Caregivers Month. I encourage all Americans to honor the selfless service of caregivers who support their loved ones in need.

NFCA celebrated its 15th anniversary and NFC Month 2008 in new and traditional ways.

Free National Teleclass

As part of its 15th Anniversary celebration NFCA hosted its first national telephone class and webinar for family caregivers during NFC Month titled:

Communicating Effectively with Healthcare Professionals

Over 1,200 family caregivers and professionals registered for the two-part series conducted on Thursday, November 6 and 13, 2008. The classes addressed the following subject areas:

- Develop a basic understanding of how the U.S. healthcare system operates
- Understand your role on your loved one's healthcare team
- Describe how good communication can facilitate optimum health care
- Know how to prepare for doctor office visits
- Develop strategies to establish rapport/collaborate with the healthcare providers
- Distinguish between different styles of communicating with healthcare professionals
- Compose assertive messages for communicating in healthcare situations
- Be prepared for and cope with an emergency room visit

Evaluation studies were conducted from the sessions, both an immediate pre/post study and an extended study with those participants who signed up to participate. In all cases, the findings demonstrated a favorable impact of the Communicating Effectively program on family caregivers' confidence and capability in communicating with healthcare professionals. The evaluations showed increases in participants confidence and ability to obtain medical information from their family members' health care providers. In addition, they report an increase in knowledge related to preparing for medical visits, how to cope with emergency room visits, what questions to ask to learn more about how the doctor's office works, and what documentation should be put together to enhance communication with health care providers.

NFCA is grateful for the grant funding for the development, transmission and promotion of this learning experience provided by Medtronic Foundation, Forest Laboratories, Inc., and Novartis Pharmaceuticals Corporation. Additional support was provided by Intel's Digital Health Group, AGIS, Eisai Inc., Evercare, and MetLife Foundation.

Endorsing Organizations for NFC Month 2008

National and regional nonprofit organizations across the country celebrated NFC Month 2008 by serving as an official endorsing organization. NFC Month endorsers shared information about NFC Month and the national teleclass to their members, constituents and stakeholders through internal communications, eletters and newsletters, web sites and at their events throughout the fall of 2008. NFCA is grateful to the 50 organizations for serving as National Family Caregivers Month 2008 Endorsers. To view the complete list of organizations visit:

http://thefamilycaregiver.org/national_family_caregiver_month/endorsing_organizations.cfm.

Celebrating NFC Month in Communities Across the Country

NFCA's Caregiver Community Action Network (CCAN) includes over 100 very dedicated and special state volunteers that reach out to family caregivers, healthcare professionals and public policy officials at a state and local level. During NFC Month 2008 the CCANers participated in a multitude of activities to assist and support family caregivers and heighten awareness of caregiving issues

Ambassador Program – Courtesy of Eisai Inc.

For the third consecutive year, Eisai has underwritten a public awareness campaign for NFC Month involving the distribution of 25,000 individual family caregiver bags which included three educational brochures and materials designed to help family caregivers to Speak UP throughout the year. The CCAN volunteers across the country distributed the kits to groups, organizations and individual family caregivers in November.

Special Events

CCANers across the country created, hosted or participated in unique events designed to celebrate family caregivers throughout NFC Month. Activities included:

- Caregiver Fairs
- Presentations at special events
- Lunch and Learn programs
- Communicating via websites, listservs and blogs
- Requesting proclamations from across the country

NFC Month 2008 Proclamations

In addition to the Presidential Proclamation, November 2008 was proclaimed National Family Caregivers Month by the following state governors:

- Arizona
- Georgia
- Michigan
- New York
- Virginia

The state capitals of Albany, New York and Phoenix, Arizona also proclaimed November to be NFC Month in their cities. Additionally, there were over 25 other mayors and city councils proclaiming November to be Family Caregivers Month.

NFC Month 2008 in the News

National Family Caregivers Month was prominently featured in newspapers, magazines, radio interviews and across the internet via websites and blogs.

The print circulation was approximately five million including articles in:

- New York Times

- Orlando Sentinel
- Richmond Dispatch
- Arizona Republic
- AARP magazine
- Health Update magazine
- Area Agency on Aging publications

There were also countless website mentions, blogs postings and radio interviews.

A Look Back at 2008 and the Future

The National Family Caregivers Association proudly celebrated its 15th anniversary by hosting a very successful cocktail party reception in November during NFC Month for its friends, supporters, and allies. Over a hundred people attended and enjoyed listening to the comments of Susan Dentzer, Editor in Chief of the highly regarded journal, Health Affairs about the implications for healthcare reform given the recent election of President Barack Obama. from Susan Dentzer, Editor in Chief of the highly regarded journal, Health Affairs. It was a time for health care professionals, public policy officials, supporters of NFCA and family caregivers to gather together and share ideas and information that will help family caregivers in the future.

NFCA is extremely grateful to everyone that helped us to reach this milestone in the growth of our organization and the national focus on family caregivers. As we look to the next 15 years the National Family Caregivers Association will be working toward:

- Educating Family Caregivers
- Growing Our Community
- Advocating for Systemic Change through our legislators and public policy makers

To read more about NFCA's history and future plans visit:

http://thefamilycaregiver.org/about_nfca/15th_anniversary.cfm

National Family Caregivers Month 2008 Corporate Sponsors

NFCA is grateful to the generous corporations and foundations that supported NFC Month 2008 and joined NFCA's Anniversary Circle. NFCA's Anniversary Circle partners include:

FOUNDING PARTNER:



CIRCLE MEMBERS:



NFC MONTH FRIENDS

