Parkinson’s Foundation

National Family Caregivers Month
#BeASelfCareGiver 2021

/ParkinsonDotOrg
Overview

Every November, the Parkinson’s Foundation joins with organizations across the country to honor care partners for National Family Caregivers Month. Despite ongoing challenges, care partners continue to work hard to keep their loved ones healthy and safe.

This year, we aim to remind care partners about the importance of caring for themselves while caring for a loved one with Parkinson’s. We will send out a steady cadence of helpful resources so care partners can find exactly what they need, when they need it.

This guide provides simple instructions and tools to help you activate your community to support the campaign — and how you can participate.

Our efforts this year are supported by a generous sponsorship from Kyowa Kirin to help us expand our efforts and reach new audiences.

Thank you in advance for helping the Parkinson’s Foundation uplift our care partners and making this year’s National Family Caregivers Month campaign the best yet! Please share with us any outreach you do, we’d love to see what our partners and friends are doing.

If you have any questions or to share activity, please contact Julie Kenneally, Director of Marketing, at jkenneally@parkinson.org or 305-537-9958.

2021 Theme: #BeASelfCareGiver

This National Family Caregivers Month builds upon the continued resilience of the caregiver community. Over the past year, care partners have taken extra precautions to keep themselves and their loved ones safe from COVID-19. With this added responsibility, care partners may have forgotten to address their own mental and physical wellbeing. Serving as an effective care partner requires not only caring for your loved one, but prioritizing your own self-care as well.

National Family Caregivers Month is an opportune time to share tips and resources that help care partners take care of their own wellbeing while making life better for people with Parkinson’s. We want to make it as easy as possible for care partners to find the resources they need to keep themselves and their loved ones healthy and empowered during these challenging times.

The official campaign hashtag is #BeASelfCareGiver. Use this hashtag when sharing care partner self-care tips, thanking a care partner or posting tools that could help someone in their care journey via Facebook, Twitter and Instagram. We also encourage you to use #NationalCaregiversMonth, #ParkinsonsAwareness and #Together4PD.
How to Get Involved

We know our combined outreach will help us reach more people with important information for care partners. Here are some ways you can help support National Family Caregivers Month.

1. Social Media
   - **Share tips on how to #BeASelfCareGiver.** Use our social media guide to highlight Foundation resources available to care partners.
   - **Encourage others to post as well.** Help us spread the word by asking care partners to #BeASelfCareGiver and share their self-care tips.
   - **Interact with @ParkinsonDotOrg on Facebook, Instagram and Twitter.** All month long, we will post photos, videos, facts, stories and resources on social media to raise awareness about PD and the Parkinson’s Foundation, using our campaign hashtag #BeASelfCareGiver. See Parkinson.org for the latest resources and blog content to share, or re-post content we share from our handles.
   - **Graphics** to accompany the approved posts below can be downloaded here:
     - Social Media Graphics
     - Password: CaregiverMonth
     - https://parkinson.egnyte.com/fl/IWBv5ymkU6

**Posts Promoting Campaign Landing Page**

- This National Family Caregivers Month, @ParkinsonDotOrg reminds you to focus on *you*. Learn why it’s so important to #BeASelfCareGiver when caring for a loved one with Parkinson’s disease: Parkinson.org/CaregiversMonth
- You are not alone in your caregiving journey. @ParkinsonDotOrg has resources that can help you #BeASelfCareGiver this National Family Caregivers Month. Visit Parkinson.org/CaregiversMonth to learn more 💖
- We’re proud to support @ParkinsonDotOrg this National Family Caregivers Month in support of their message to #BeASelfCareGiver. Join us in raising awareness for our loved ones caring for those with Parkinson’s disease by visiting Parkinson.org/CaregiversMonth
- Our friends at @ParkinsonDotOrg understand how important it is to #BeASelfCareGiver – and we agree! Learn how you can get involved this National Family Caregivers Month at Parkinson.org/CaregiversMonth
- We believe in the power of self-care – especially when a loved one requires attention that may distract you from addressing your own needs. That’s why we are proud to partner with @ParkinsonDotOrg this National Family Caregivers Month to remind care partners everywhere to #BeASelfCareGiver. Learn more at Parkinson.org/CaregiversMonth

**Posts Promoting Resources**

- Brainstorm how you can best #BeASelfCareGiver for yourself with resources from our friends at @ParkinsonDotOrg: Parkinson.org/blog/caregiver/Self-Care-Strategies
- For those providing care and support for a loved one living with Parkinson’s, self-care is an essential part of your caregiving tools. Join the Parkinson’s Foundation Helpline specialists for a
town hall discussing ways to help you stay well in this critical role by carving out time to #BeASelfCareGiver, too: https://www.youtube.com/watch?v=2YMPu1dx-hs

- This self-care panel from @ParkinsonDotOrg’s Care Partner Summit | Cumbre Para Cuidadores 2021 addresses common questions that come up when developing a self-care plan like, “How do I make time for myself?” and, “How can I live my life fully without feeling guilt?”: https://www.youtube.com/watch?v=hqK5iNAIvA4

- Try these tips from @ParkinsonDotOrg to #BeASelfCareGiver today: Parkinson.org/blog/caregiver/Self-Care-Strategies

- It can be easy to forget that your needs require attention, too! That’s why @ParkinsonDotOrg compiled 15 realistic ways you can #BeASelfCareGiver: Parkinson.org/blog/15-Actionable-Ways-to-Practice-Self-Care

- Learn your limits as a care partner and find a support network that works for you. Work with your loved one’s care team or a social worker to find additional help and resources that can help you #BeASelfCareGiver. @ParkinsonDotOrg’s Helpline is here for you throughout your caregiving journey, too: 1-800-4PD-INFO (473-4636) | Helpline@Parkinson.org

- Locating an occupational therapist who provides specialized, skilled therapy treatments to individuals with Parkinson’s will open up your world as a caregiver. Parkinson.org/blog/caregiver-corner/finding-occupational-therapist

  #BeASelfCareGiver by reaching out to @ParkinsonDotOrg’s Helpline today for OT referrals near you by calling 1-800-4PD-INFO (473-4636) or emailing Helpline@Parkinson.org

- Establish a pattern of taking care of your own physical and mental health needs as well as those of your loved one. If you haven’t taken a chance to step back to also #BeASelfCareGiver, @ParkinsonDotOrg has tips to get you started: Parkinson.org/Living-with-Parkinsons/For-Caregivers/Caring-for-the-Caregiver/Your-Health-Needs

- You and your loved one may be interested in and eligible for a wide array of caregiver resources including various government programs, medication assistance and other financial services. @ParkinsonDotOrg shares resources to help: Parkinson.org/Living-with-Parkinsons/For-Caregivers/Caregiver-Resources

- The Parkinson’s Foundation shares tips from care partners for care partners including advice on how to #BeASelfCareGiver, estate planning, support groups and assistance @ParkinsonDotOrg Parkinson.org/find-help/blogs/caregivers-corner/Caregiving-Tips-from-the-Pros
2. Engage with Us on Parkinson.org

- **Fill out our “Thank a Care Partner” web form.** Honor a care partner that you know by giving them a digital shout-out. Visit [Parkinson.org/CaregiversMonth](https://www.parkinson.org/CaregiversMonth) and submit a response for the chance to be featured on social media!
- **Share your self-care tips on PD Conversations.** Interact with care partners and exchange advice on ways to care for yourself. Visit [PDConversations.org/Caregiving](https://www.pdconversations.org/Caregiving) to participate in the discussion.
- **Submit a “My PD Story” or encourage someone you know to tell their story.** “My PD” stories powerfully illustrate what it’s like to live with Parkinson’s and how our programs and resources provide hope and support. Encourage someone from your area to visit [Parkinson.org/MyPDStory](https://www.parkinson.org/MyPDStory) and share their story.

3. Submit a Letter to the Editor

- **Write a letter to the editor.** Get coverage from local news outlets by using our letter to the editor template. This is a great way to reach people that we aren’t already connected with who may have a connection to Parkinson’s. Here is sample text you can use:

Subject Line Option 1: Care Partners Deserve Recognition
Subject Line Option 2: Recognizing National Family Caregivers Month

[Insert date]

[Insert name of Editor & Newspaper Address]

Dear [Name of Editor]:

One million people in the U.S. live with Parkinson’s disease (PD), the second-most common neurodegenerative disease after Alzheimer’s. No two people with PD experience the same symptoms, responses to treatment or progression, and care partner experiences are equally unique. While caregiving comes with its own rewards, stress and burnout are common when caring for someone with a chronic illness.

November is National Family Caregivers Month, and I, along with [chapter, program, business, etc.] invite everyone in [city/region] to join our community as we honor the care partners in our lives this month. Help us amplify Parkinson’s disease awareness and those who care for people living with PD. [Insert short description of upcoming caregiver local activities and/or educational events.]

We invite care partners in the community to step into self-caregiving by visiting [Parkinson.org/CaregiversMonth](https://www.parkinson.org/CaregiversMonth) where they can access our Top 10 Essential Caregiver Resources and register for The Parkinson’s Foundation Care Partner Program, a free series of self-paced online courses designed with care partners in mind.

Together, we can make life better for people with PD and their care partners. Learn more through the Foundation Helpline at 1-800-4PD-INFO (473-4636) or at [Parkinson.org/CaregiversMonth](https://www.parkinson.org/CaregiversMonth).

Sincerely,

[Your Name]
[Your Address]
[Your Phone Number/Email]