



Parkinson's Foundation

National Family Caregivers Month
#CarePartnersCan 2022



Overview

Every November, the Parkinson's Foundation joins with organizations across the country to honor care partners for National Family Caregivers Month.

This year, we aim to empower care partners by providing resources that will help them and their loved ones with Parkinson's disease (PD) live better lives. 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, please contact Julie Kenneally, Director of Marketing, at jkenneally@parkinson.org or 305-537-9958.

2022 Theme: #CarePartnersCan

This National Family Caregivers Month empowers care partners and reminds them of how much care partners do in their caregiving roles.

#CarePartnersCan find resources
#CarePartnersCan open up about how they feel
#CarePartnersCan make a difference for their loved one
#CarePartnersCan take time for self-care

Serving as a care partner to a loved one with Parkinson's disease may at times feel overwhelming. The Parkinson's Foundation is here to remind care partners that they are not alone, and that there are many ways to find support.

National Family Caregivers Month presents an excellent opportunity to help honor and support caregivers around the world. We're relying on your participation to make this year's campaign a huge success.

The official campaign hashtag is **#CarePartnersCan**. Use this hashtag when posting resources and 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 support National Family Caregivers Month.

1. Social Media

- **Share tips on how #CarePartnersCan find support.** 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 others to share stories about what #CarePartnersCan do.
- **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 #CarePartnersCan. See [Parkinson.org](https://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: CaregiverMonth22
 - <https://parkinson.egnyte.com/fl/FJLrD1Bfbs>

Posts Promoting Campaign Landing Page





- We love our care partners! Join @ParkinsonDotOrg in celebrating care partners by visiting [Parkinson.org/CaregiversMonth](https://parkinson.org/CaregiversMonth) to explore caregiving resources that #CarePartnersCan access
- You are not alone in your caregiving journey. @ParkinsonDotOrg has resources that #CarePartnersCan access for support this National Family Caregivers Month. Visit [Parkinson.org/CaregiversMonth](https://parkinson.org/CaregiversMonth) to learn more
- I'm proud to support @ParkinsonDotOrg this National Family Caregivers Month and share their message that #CarePartnersCan take action to improve their caregiving experience. Join me in raising awareness for our loved ones caring for those with Parkinson's disease by visiting [Parkinson.org/CaregiversMonth](https://parkinson.org/CaregiversMonth)
- Which resources help you understand everything #CarePartnersCan do while caring for a loved one with Parkinson's disease? Share your tips with @ParkinsonDotOrg and learn more at [Parkinson.org/CaregiversMonth](https://parkinson.org/CaregiversMonth)
- If you are a care partner, the Parkinson's Foundation has a strong community and resources that #CarePartnersCan connect with ❤️ Follow @ParkinsonDotOrg for caregiving tips and discover ways to find support at [Parkinson.org/CaregiversMonth](https://parkinson.org/CaregiversMonth)

Posts Promoting Resources


- #CarePartnersCan find tips and tools to help with their caregiving experience! Download @ParkinsonDotOrg's Caring and Coping book to get started: [Parkinson.org/library/books/caring-coping](https://parkinson.org/library/books/caring-coping)

- November is National Family Caregivers Month  Are you aware of the resources #CarePartnersCan access to find support? Learn about @ParkinsonDotOrg's top 10 caregiving resources: [Parkinson.org/blog/care/resources](https://parkinson.org/blog/care/resources)

- Finding the time and energy to take care of yourself while being a care partner is difficult, but #CarePartnersCan be intentional with their physical and mental health. Use these quick tips from @ParkinsonDotOrg to avoid caregiver burnout:


-  Reach out to friends and family
-  Meet with a mental health professional
-  Journal to process your experiences
-  Practice mindfulness to ease stress


Learn more ways #CarePartnersCan stay healthy while caring for a loved one with Parkinson's disease: [Parkinson.org/blog/care/care-partner-health](https://parkinson.org/blog/care/care-partner-health)


- #CarePartnersCan take free, self-paced online courses to empower them in their role as a care partner! These courses from @ParkinsonDotOrg offer videos, journal prompts and opportunities to connect with care partners around the world 

Get started by registering for a course today: [Parkinson.org/CarePartnerProgram](https://parkinson.org/CarePartnerProgram)

- This National Family Caregiver Month, remember the many ways #CarePartnersCan incorporate self-care into their lives. Here are some tips from @ParkinsonDotOrg:

 Pursue hobbies and interests: Setting aside time to engage in activities that bring you joy is a great way to prioritize your own wellness.

 Exercise: Whether it be a walk around the block, a boxing class, or a hike – taking a moment to exercise however works best for you ensures that your personal health needs are being met.

 Keep a journal: Journaling is a great way to calm the mind, find clarity and incorporate more intention into your day.

Learn more ways to combat compassion fatigue as a care partner: [Parkinson.org/blog/care/compassion-fatigue](https://parkinson.org/blog/care/compassion-fatigue)

- Joining a support group has many benefits, such as finding socialization and friendship and learning practical techniques for caregiving!

Learn more about how #CarePartnersCan find a support group that suits their needs from @ParkinsonDotOrg:

[Parkinson.org/blog/care/support-group-leaders](https://parkinson.org/blog/care/support-group-leaders)



- When caring for a loved one with Parkinson’s, it’s important to know what resources are available to help! Here are a few @ParkinsonDotOrg resources that #CarePartnersCan access:

☎️ Helpline: The Parkinson’s Foundation helpline is available Monday through Friday from 9 a.m. to 7 p.m. ET. You can reach the helpline at 1-800-4PD-INFO (473-4636)

🧘 PD Health @ Home: This program features virtual events each week centered around Mindfulness, Wellness, and Fitness. To register for an event, visit Parkinson.Org/Resources-support

💬 PD Conversations: PDConversations.org features community-based discussions centered around the PD Community. To get involved, visit PDConversations.org!



- #CarePartnersCan prevent burnout! Use these tips from @ParkinsonDotOrg to prevent care partner burnout – shared by care partners and people with Parkinson’s: Parkinson.org/blog/care/burnout

- Care partners have an essential role in helping to make life better for people with Parkinson’s disease. Remember you are not alone – #CarePartnersCan listen to stories from fellow caregivers in the PD community 💙



Check out @ParkinsonDotOrg’s podcast episode on the care partner experience:

Parkinson.org/library/podcast/102

- When planning ahead while caring for a person with Parkinson’s, it can be difficult to know which areas of life to prioritize. @ParkinsonDotOrg recommends keeping important documents in one place can help you make daily decisions simpler.

For more information on how #CarePartnersCan plan ahead, visit

Parkinson.org/resources-support/carepartners/planning-ahead



2. Engage With Us on Parkinson.org

- **Share your caregiving tips on PD Conversations.** Interact with care partners and exchange caregiving tips. Visit [PDConversations.org](https://www.parkinson.org/PDConversations.org) 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/MyStory](https://www.parkinson.org/MyStory) 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 below. Just fill in the highlighted text with the correct information and submit to your local newspaper’s Letter to the Editor section.

Sample Letter to the Editor

Subject Option 1: Care Partners Deserve Recognition

Subject 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 find support 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]