



utreach Update

Providing information, assistance, respite, support and education to Wisconsin's family caregivers.

Wisconsin Family Caregiver Support Program

This newsletter is intended to provide information to Wisconsin Family Caregiver Support Program (FCSP) and aging network staff and others with an interest in, or responsibility for, assisting and supporting family caregivers.

Wisconsin Family Caregiver Support Program Outreach Update was created and sponsored by the Wisconsin Association of Area Agencies on Aging (W4A).

Wisconsin's New FCSP Outreach Resources Making a Difference for Family Caregivers

Launched in December 2007, the Wisconsin Family Caregiver Support Program website and toll-free phone number are fast becoming a recognized source of information and referral for family caregivers.

Created by the Wisconsin Association of Area Agencies on Aging (W4A) and operated by the Family Caregiver Support Network of Interfaith Older Adult Programs in Milwaukee, the new resources link family caregivers with their local Family Caregiver Support Program (FCSP) where they receive information and services such as respite care, transportation assistance, case management, home health and personal care services, and more.

As of the end of April 2008, the toll-free number has taken 120 calls, resulting in 28 new FCSP clients, and the website has received over 2,000 visits.

A major part of the initiative has been alerting family caregivers and those supporting them to the new resources available. In addition to issuing press releases statewide announcing the creation of the toll-free number and website, a radio ad was broadcast on stations statewide and aging network staff made several television and radio guest appearances promoting the new resources and encouraging caregivers to access them.

"Our goal with this initiative is to help family caregivers in Wisconsin recognize themselves as caregivers and find assistance and support when needed," said Bob

At a Glance Wisconsin Family Caregiver Support Program (FCSP) Outreach

Toll-free phone number:
(866) 843-9810

What you can expect if you call:
Trained resource specialists will provide information and/or refer caregivers to the FCSP in their county or tribe.

Website:
www.wisconsincaregiver.org

- What you can expect if you visit:**
- ◆ Contact information for every county and tribal FCSP in Wisconsin.
 - ◆ A listing of local, state, and national caregiver resources and websites.
 - ◆ A listing of upcoming caregiver events and other news important for caregivers.
 - ◆ A listing of, and access to, outreach materials for professionals supporting family caregivers including articles, brochures, and display ads. These materials are easily downloadable and some may be customized to your county or tribe.

Kellerman, president of W4A and executive director of AgeAdvantAge Area Agency on Aging. "Finding and reaching caregivers can be one of the biggest challenges; this effort may make it easier for them to find us."

Calendar of Upcoming Caregiver Events

Family Caregivers ... Asking the Right Questions, Planning for the Future

Presenters: *Kristy Bradish and Betsy Abramson*

Sponsored by: *AgeAdvantAge, Bay, Dane, Milwaukee, Northern, and Southeastern Area Agencies on Aging and the Wisconsin Department of Health and Family Services, Bureau of Aging & Disability Resources.*

These sessions are designed for staff who work with family caregivers to: 1) learn new ways to interact and communicate effectively, and 2) develop tools to lessen the financial, physical and emotional impact of family caregiving. Trainings run from 8:30 a.m. to 4:00 p.m.

Dates Location

Sept. 24	Green Bay—Curative Workshop
October 2	Eau Claire—Sleep Inn & Suites
October 3	Wausau—Best Western Midway Hotel
October 28	Madison area—Fitchburg Comm. Cntr.
October 29	Pewaukee—Waukesha Co. Tech. College

To learn more or to get registration information for these and the other events listed below, go to www.wisconsin-caregiver.org and click on **News & Events**.

End of Life Coalition Conference

September 10, 2008 – Majestic Theatre, Waukesha, WI

Envision the Possibilities: Living Well Conference

Sept. 26, 2008 – Country Springs Hotel, Waukesha, WI

Caregiving: Searching for Solutions, Finding the Way

Oct. 18, 2008 – Wisconsin Indianhead Technical College, New Richmond, WI

Caring for the Caregiver

Nov. 1, 2008 – Milwaukee School of Engineering

Keeping Your Noggins Nimble

Nov. 5, 2008 – Best Western, Marinette, WI

Caregiver Forum

Nov. 11, 2008 – Madison, WI

To have your caregiver training or event listed on our event calendar, please send information to wisconsin-caregiver@interfaithmilw.org.

Link Up!

Help caregivers find the services and resources they need by providing a link on your website to the Wisconsin Family Caregiver Support Program website.

The website address is: www.wisconsin-caregiver.org

New Outreach Materials Available to Wisconsin FCSPs

Brochures

Each Wisconsin county and tribal FCSP has received customized brochures which include county or tribal contact information. Both brochures outline the information and resources available through the FCSP, but one targets family caregivers and the other is designed to assist employers in finding assistance for their employees who are caregivers.

To get a copy of a county or tribal brochure, contact Kris Krasnowski at KrisKrasnowski@charter.net.

Articles

A series of articles is available to FCSP staff and others who have constituent newsletters and are interested in promoting family caregiver resources.

To help family caregivers recognize their important role and find help when needed, the articles highlight different aspects of caregiving – from caring for a spouse with Alzheimer's to grandparents caring for a grandchild.

Several articles have already been distributed to FCSP staff and are available at the Wisconsin Family Caregiver Support Program website – www.wisconsin-caregiver.org – on the **Provider Page**. New articles will be added regularly and announced in this newsletter.

Display Ad

Don't have room in your newsletter for an article on caregiving, but still want to help family caregivers find assistance? Consider using a display ad to maintain awareness of family caregiver resources. Go to www.wisconsin-caregiver.org, click on **Provider Page**, and look for **Caregiving Ad**. To customize the ad to your county or tribe, contact Kris Krasnowski at KrisKrasnowski@charter.net.

You're an adult son or daughter, a husband, wife, or partner, a friend or a relative,
Are you a caregiver too?

Caregiving can be rewarding, but it can also be hard — even if you're caring for a friend or loved one. The Wisconsin Family Caregiver Support Program (FCSP) is a place you can turn to for help.

FCSP offers information, support and resources to help caregivers better care for their loved ones and themselves.

You're a son or daughter, a husband, wife, or partner, a grandparent, a friend or a relative,
Are you a caregiver too?

Taking care of someone can be hard — even when it's someone you love.

If you or someone you know could use some help, contact the Family Caregiver Support Program. We provide caregivers with the information and resources they need to better care for their loved one — and themselves.

To learn more, call YOUR COUNTY OR TRIBAL FCSP at PHONE NUMBER

For help in other Wisconsin counties or tribes, call: (866) 843-9810 or go to www.wisconsin-caregiver.org