

# NC CHANGING THE CARE CONVERSATION

## SOCIAL MEDIA KIT

Changing the Care Conversation (CTCC) is a project coordinated in partnership with the North Carolina Serious Illness Coalition, North Carolina Coalition on Aging, and the Children’s Complex Care Coalition of North Carolina. Funded by Grantmakers in Aging and facilitated by Community Catalyst, its goals include:

- Building the coalition and grassroots power of a diverse group of family caregivers to advance state and federal policy solutions that improve support for family caregivers.
- Providing training, technical assistance, an online learning community, and funding.

**DOWNLOAD MATERIALS**

Or visit <https://bit.ly/ctcc-2023>

We’ve created this toolkit to help partner organizations and other allies continue the advocacy work of Changing the Care Conversation for family caregivers. Using your own social media channels, you can amplify key findings, testimonials, and insights offered by project organizers and Caregiver Champions from North Carolina.

### What is Included?

- Information about this video series
- Social media tiles (graphics) for easy sharing
- Sample social media posts
- A social media tile template to create your own shareable images
- Tips on maximizing post engagement
- A shortlist of relevant hashtags
- A calendar of pertinent awareness occasions (days/weeks/months)
- Links to helpful resources

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# The Video Series

## Care Conversations

North Carolina selected 10 Caregiver Champions who attended workshops and completed training to help use their lived experience for advocacy efforts to improve policies supporting caregivers in NC. The videos shared here feature Champions highlighting a number of issues faced by caregivers across the lifespan.



View them all at: <https://www.ncsicoalition.org/ctcc/>

### SAMPLE SOCIAL POST #1

*North Carolina was one of 10 states selected to participate in Changing the Care Conversation—a project in partnership with @NCSICoalition @NcAging & the Children’s Complex Care Coalition of NC to address the challenges facing family caregivers in the state. Learn more: <https://www.ncsicoalition.org/ctcc/> #CaregiverAppreciation*

### SAMPLE SOCIAL POST #2

*Changing the Care Conversation is building a grassroots coalition of diverse family caregivers to advance state and federal policy solutions that improve support for their work. To learn more about their advocacy, visit <https://www.ncsicoalition.org/ctcc/> #CaregiverAppreciation*

### SAMPLE SOCIAL POST #3

*North Carolina selected 10 Caregiver Champions to help use their lived experience for advocacy efforts to improve policies supporting caregivers in NC. At the NC Caregiving Policy Summit, they shared some thoughts and challenges about their roles in supporting loved ones. Watch the video: <https://youtu.be/OqIK-9TY5Vo> #CaregiverAppreciation*

### SAMPLE SOCIAL POST #4

*North Carolina’s 10 Caregiver Champions reshaped conversations on caregiving at the NC Caregiving Policy Summit. Hear their insights on state and medical support strategies, community networks, and other topics at: <https://www.ncsicoalition.org/ctcc/> #CaregiverAppreciation*

### SAMPLE SOCIAL POST #5

*The NC Caregiving Policy Summit was caregiver organized and led, as part of the Changing the Care Conversation project. Watch recordings of the two-day summit here: <https://www.ncsicoalition.org/ctcc/> #CaregiverAppreciation*

# Post Engagement Tips

[DOWNLOAD MATERIALS](#)

Or visit <https://bit.ly/ctcc-2023>

## Include Visuals:

Whether using graphics we've provided or not, including an image will increase the likelihood that the post will be seen than a text-only post. Graphics with short, direct messages or clear data points more easily convey your point.

**Include Commentary:** A summary or additional information helps your followers know why the information is relevant to you and them.

## Include a Call to Action (CTA):

Adding prompts to “learn more” or “read more” along with a link will direct followers to relevant web content.

## Engage with Engagement:

Liking, commenting, sharing/retweeting, and other forms of engagement with engagers create further opportunities for discussion and yet more engagement!

# Hashtags

Appending a popular hashtag can help your social media messaging get noticed. The following are popular hashtags that can introduce your message to new advocates:

- #NCCaregiverChampions
- #FamilyCaregiving
- #FamilyCaregiversMonth
- #CaringForLovedOnes
- #CaregiverAppreciation
- #CaregiverRecognition
- #CaregiverSupport
- #ThankACaregiver



# Individual Video Posts

## INSTRUCTIONS

- Use the images below.
- Use the post suggestions provided, or simply use them as inspiration to create your own posts.
- Always include the #CaregiverAppreciation hashtag – this ensures we’ll all be part of the same social conversation!

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## Caregiver Champion: Alicia

### “Caring for the Entire Person”

URL: <https://youtu.be/7va436JUlcI>



#### SAMPLE SOCIAL POST

Mental health resources lack parity with physical health resources for patients, according to Alicia, the caregiver to her daughter and grandchildren. “Are we doing enough for mental well-being” is a question we must respond to in the conversation on whole-person care. Listen to what Alicia thinks: <https://youtu.be/7va436JUlcI> #CaregiverAppreciation

#### ADDITIONAL VIDEO:

### “Challenging Assumptions for Success”

URL: <https://youtu.be/HA71Oiw1kM0>

## Caregiver Champion: Amy

### “Baseline Supports Ensure Family Success”

URL: <https://youtu.be/RMY9M8JlyrU>



#### SAMPLE SOCIAL POST

Amy, who cares for her child with autism, shares how integral baseline support is for families new to providing care for special needs children. It poses the question if we are talking enough about how to effectively transition families to their new caregiving roles. <https://youtu.be/RMY9M8JlyrU> #CaregiverAppreciation

#### ADDITIONAL VIDEOS:

### “Caregiver Supports Increase Efficacy”

URL: <https://youtu.be/9lcyTDfAgzI>

### “Increased State Services to Mitigate Crisis”

URL: <https://youtu.be/xQW-ihoeXRo>

## Caregiver Champion: Brittany

### “Increased Training to Benefit the Entire Family”

URL: <https://youtu.be/rHNpME8IO4I>



#### SAMPLE SOCIAL POST

*Brittany, a mother who relies on health care workers for the care of her special needs child, advocates for sustainable wages & training for direct support professionals. Hear her testify on why economic justice is integral to changing the care conversation: <https://youtu.be/rHNpME8IO4I> #CaregiverAppreciation*

#### ADDITIONAL VIDEOS:

### “Supporting the Entire Family”

URL: <https://youtu.be/bXYF9IkSG7E>

### “Community Support Networks”

URL: <https://youtu.be/ocHDGgIVhLA>

## Caregiver Champion: Denise

### “Caregiving for Children with Disabilities”

URL: [https://youtu.be/leg\\_Phiqfpc](https://youtu.be/leg_Phiqfpc)



*Denise, a mother of an adult son with disabilities, has been waiting for nearly a decade for caregiving support through the Innovations Waiver. This would provide staff for job coaching and support professionals to assist him with both work and living. As Denise shares, there is a possible long wait ahead. #CaregiverAppreciation*

#### ADDITIONAL VIDEO:

### “The Long Wait for Caregiving State Support”

URL: <https://youtu.be/l8cYyfHLo6w>

## Caregiver Champion: Heather

### “Telehealth and Improving Access”

URL: <https://youtu.be/8ru-D4gk28c>



*Caregiving for her parents, Heather expresses the challenges she felt connecting with services. Novel solutions during the time of the pandemic, such as telehealth and remote appointments, were helpful and suggest new ways that providers and caregivers can join forces to create better services. #CaregiverAppreciation*

#### ADDITIONAL VIDEO:

### “Challenges when Caring for Two People”

URL: <https://youtu.be/lKm5-l4t7Ms>

## Caregiver Champion: Joseph

### “Learning the Unique Story of a Patient”

URL: <https://youtu.be/ZQXBxacISLI>



#### SAMPLE SOCIAL POST

Joseph, who was the caregiver for his husband Paul, discusses assumptions made about his relationship by service providers who aren't well-versed in working with LGBTQ families. Watch him explain why intergenerational partnerships need to be part of how the care conversation must change: <https://youtu.be/ZQXBxacISLI> #CaregiverAppreciation

#### ADDITIONAL VIDEO:

### “Being Ready for the Unknown”

URL: <https://youtu.be/AtBnAnLFY9M>

## Caregiver Champion: Karen A.

### “Expanding Eligibility to Services”

URL: <https://youtu.be/E9nrFoKTJt4>



#### SAMPLE SOCIAL POST

Karen A., caregiver for her mother, expresses frustration over the inability to access resources due to restrictive eligibility requirements. Does strict means-testing hurt those who need care? How does it change the care conversation? Hear what she has to say: <https://youtu.be/E9nrFoKTJt4> #CaregiverAppreciation

#### ADDITIONAL VIDEO:

### “Better Communications Between Health Care and Community Support”

URL: <https://youtu.be/qTsuRfKcpCU>

## Caregiver Champion: Karen S.

### “Preventative Healthcare”

URL: <https://youtu.be/xD3kIPt51gk>



#### SAMPLE SOCIAL POST

Karen S. challenges us to investigate and apply more preventative healthcare measures to reduce the financial impact of the prevailing approach of what she calls “sick care.” Is there something to be gained in conversations about care by calling out our approach to “healthcare?” <https://youtu.be/xD3kIPt51gk> #CaregiverAppreciation

#### ADDITIONAL VIDEO:

### “Dental Care is Health Care”

URL: <https://youtu.be/O-GV6AG4TXU>

## Caregiver Champion: Nancy

### “Creative Community Solutions”

URL: <https://youtu.be/VHrE080Svmc>



#### SAMPLE SOCIAL POST

*Nancy's childrens' special needs required her to leave the workforce so her family relied on other support for survival. Her emphasis on systemic solutions to support the livelihood of families with intensive health care needs suggests the caregiving conversation mustn't assume basic survival isn't the primary concern. <https://www.youtube.com/watch?v=VHrE080Svmc> #CaregiverAppreciation*

#### ADDITIONAL VIDEO:

### “Hope within the Community”

URL: <https://youtu.be/E-yax4EfIGs>

## Caregiver Champion: Renaté

### “Broader Care for Care Recipients”

URL: <https://youtu.be/ARCKv0j1OFU>



*Renaté' became a caregiver for her sister after the loss of a parent. Access to direct support, such as supportive agencies and social interaction, is important. This would help reduce some of the day-to-day struggle of balancing life and care. #CaregiverAppreciation*

#### ADDITIONAL VIDEO:

### “Easier Access to Resources for Help”

URL: <https://youtu.be/T37B0ta7GkU>

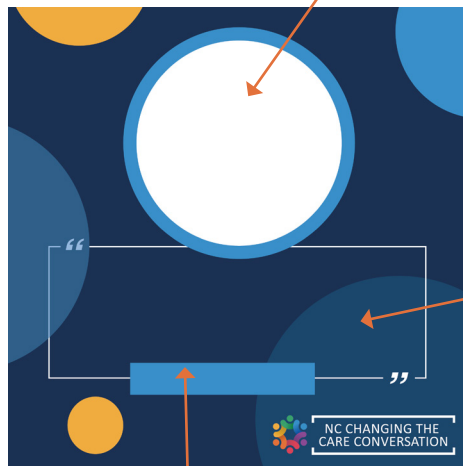
# Celebrate Your Caregivers Locally

Download a customizable tile template to include and celebrate your own local communities.

*Add photo of  
caregiver champion*

**DOWNLOAD MATERIALS**

Or visit <https://bit.ly/ctcc-2023>

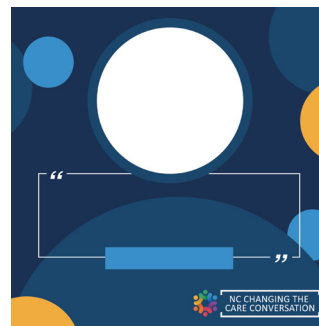


*Add quote from  
submitted video  
or interview*

*Add "Name, Role"*



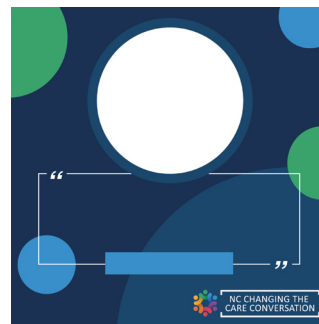
TEMPLATE A



TEMPLATE C



TEMPLATE B



TEMPLATE D



# Awareness Days

Ready to connect with your audience? Awareness days give you an opportunity to build momentum with the assistance of national and regional campaigns that intersect with your audience and their priorities. The following is a selected list of Awareness Days and Recognitions that present great opportunities to share how you are Changing the Care Conversation:

- Third Friday in February: **National Caregivers Day**
- Last Day of February: **Rare Disease Day**
- March: **Cerebral Palsy Awareness Month**
- March: **Developmental Disabilities Month**
- March: **Multiple Sclerosis Awareness Month**
- March 3: **Caregiver Appreciation Day**
- April: **Parkinson's Awareness Month**
- April: **Autism Acceptance Month**
- April: **National Minority Health Month**
- April 2: **World Autism Awareness Day**
- April 16: **National Health Care Decisions Day**
- May: **ALS Awareness Month**
- May: **Mental Health Awareness Month**
- May: **National Stroke Awareness Month**
- May: **National Women's Health Week**
- May 18: **Global Accessibility Awareness Day**
- May 30: **World Multiple Sclerosis Day**
- June: **Alzheimer's & Brain Awareness Month**
- June: **National Men's Health Month**
- July: **Disability Pride Month**
- July 14: **Disability Awareness Day**
- August: **Spinal Muscular Atrophy Awareness Month**
- August 21: **National Senior Citizens Day**
- September: **World Alzheimer's Month**
- September 21: **World Alzheimer's Day**
- October: **National Physical Therapy Month**
- First week of October: **National Mental Illness Awareness Week**
- October 6: **World Cerebral Palsy Day**
- October 10: **World Mental Health Day**
- November: **National Family Caregivers Month**
- December 3: **International Day of Persons with Disabilities**

# Additional Resources

These are helpful tools in getting your message out about changing the care conversation:

- Click here to find useful data points from the CTCC Slide Presentation:  
<https://www.ncsicoalition.org/wp-content/uploads/CTCC-Summit-Slide-Presentation.pdf>
- Click here for a full playlist of video clips of the Caregiver Champions:  
[https://www.youtube.com/playlist?list=PLBsEOKde9N-f1egRCCD6aQP7pibpYs1\\_6](https://www.youtube.com/playlist?list=PLBsEOKde9N-f1egRCCD6aQP7pibpYs1_6)
- Click here to find links to share from the NC Caregiving Policy Summit Resources List:  
[https://www.ncsicoalition.org/ctcc/ctcc-summit\\_resources\\_may-2023/](https://www.ncsicoalition.org/ctcc/ctcc-summit_resources_may-2023/)