



*Toolkit to  
Highlight and Support  
Family Caregivers in  
Wisconsin*



# Let's Honor National Family Caregivers Month

November 2025

[www.wisconsin caregiver.org](http://www.wisconsin caregiver.org)

# Overview

Dear Statewide Family Caregiver Advocates,

The Wisconsin Family & Caregiver Support Alliance (WFACSA) is pleased to announce the 2025 National Family Caregiver Month Marketing Toolkit, designed to help partners across Wisconsin share consistent messages and resources throughout November. The Toolkit includes newsletter copy, social media posts, press templates, livestream invites, and other engagement ideas for use across our 72 counties and 11 federally recognized tribes.

## Why it matters

November honors the 63 million Americans, nearly one in four adults, who now provide unpaid care nationwide. That's a 45% increase, up 20 million since 2015! 1 in 4 caregivers provide 40+ hours of care each week and spend about \$7,200 annually out of pocket. Many are also raising children, making support more urgent than ever. We thank Governor Tony Evers for proclaiming November 2025 as Family Caregiver Month in Wisconsin (a copy of the proclamation is forthcoming).

# What is WFACSA?

WFACSA is a grassroots coalition of family caregivers, professionals, advocates, and educators working together to strengthen support for Wisconsin families.

- *Respite Care Association of Wisconsin*
- *WisconSibs*
- *Milwaukee County Department on Aging*
- *WI DHS Bureau of Aging and Disability Resources*
- *UW–Madison Division of Extension*
- *Acumen Fiscal Agent*
- *Community Living Alliance*
- *UW–Madison Kinesiology*
- *GT Independence*
- *Greater Wisconsin Agency on Aging Resources*
- *Center for Caregiver Serenity*





Wisconsin  
Family and Caregiver  
Support Alliance

Although created for November, these messages and resources can support outreach year-round to raise awareness, highlight caregiver challenges, and connect families to financial and community supports.

# What's New in 2025?

The Toolkit features four weekly themes, selected by caregivers and based on Wisconsin's 2024 Caregiver Needs Assessment:

- Nov 3–7 – Free Time: Micro-breaks, time-saving tips, and burnout prevention.
- Nov 10–14 – Paid Respite: How to find and fund respite, with program overviews and eligibility basics.
- Nov 17–21 – Social Time with Friends & Family: Ways to reduce isolation and rebuild social routines.
- Nov 24–28 – People Willing to Help: Building a care team and coordinating offers of help.

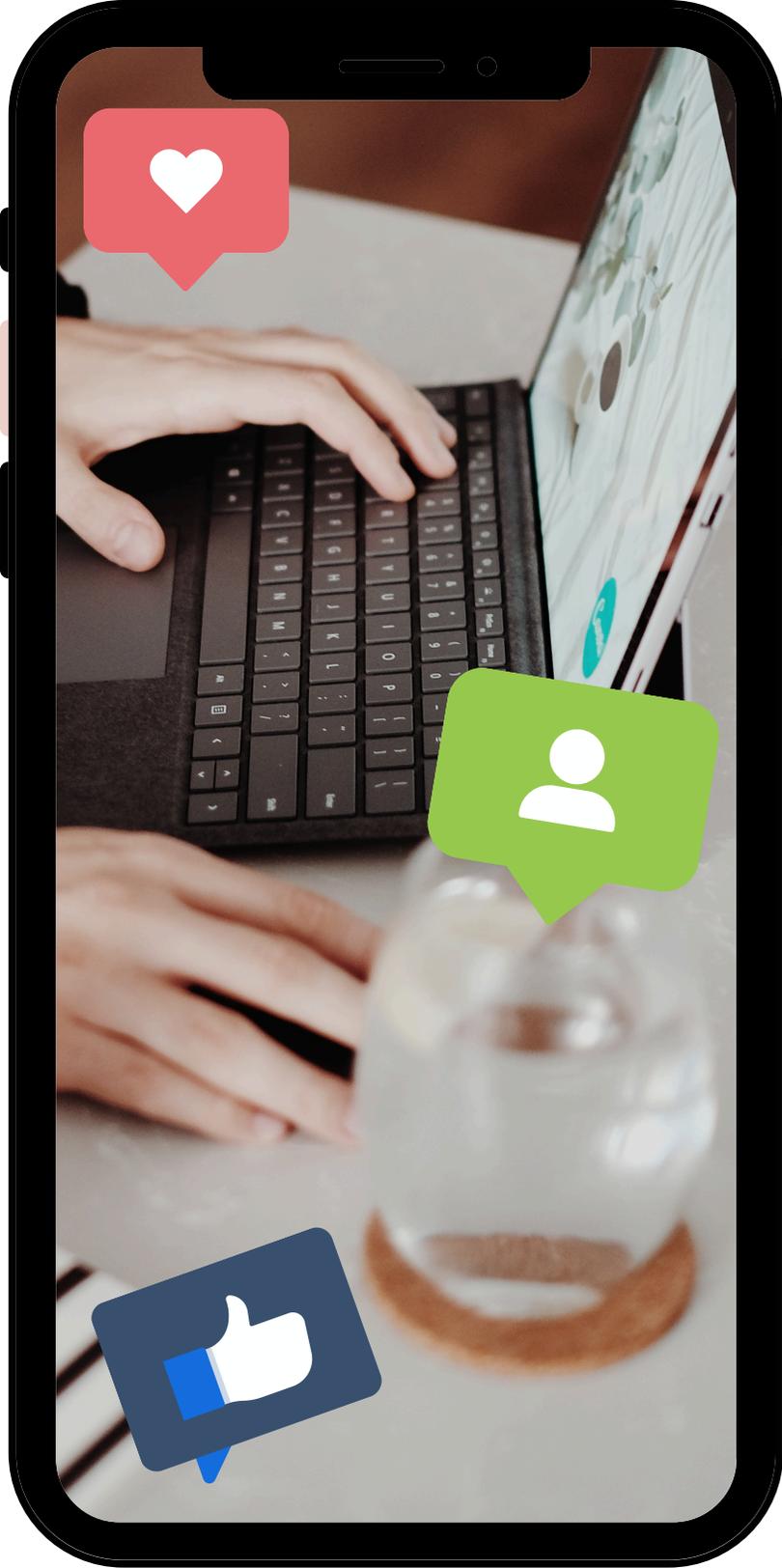
**With gratitude,**

**Wisconsin Family & Caregiver Support Alliance (WFACSA)**

**A core member of the Wisconsin Aging Advocacy Network (WAAN)**

# Material

- Social Media Graphics
- Talking Points
- Data
- Interactive opportunities each Tuesday for caregivers to join through a YouTube livestream, *Caregiver Connections*.
- Videos
- Pre-drafted language—ready to copy and paste into your social posts, newsletters, or e-blasts



# Week 1: Monday, November 03 - Friday, November 07, 2025

## THEME: FREE TIME FOR FAMILY CAREGIVERS

Monday, November 03



### Let's Talk About Caregiving

Join us tomorrow,  
Tuesday, 11/25 at 1:00 pm

Caregiver Connections,  
a livestream show with Kristin Voss



<https://www.youtube.com/@centerforcaregiverserenity>

November is National Family Caregivers Month

Learn more by going to:

<https://wisconsin caregiver.org/>



### Post text

Tune in tomorrow at 1 PM on YouTube for Caregiver Connections with Kristin Voss, live from UW–Madison's Nancy Nicholas Hall. See the In Care Of: Postcard-Sized Portrayals of Caregiving in Wisconsin and join a live stream with family caregivers on finding and using free time.

### 57% of Wisconsin caregivers

Reported that they  
struggled with having  
enough free time



**Information Source:**

2024 Statewide Caregiver Needs Assessment  
Wisconsin Department of Health Services, Greater Wisconsin Area on Aging  
Resources, Wisconsin Family and Caregiver Support Alliance

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### Post text

November is National Family Caregivers' Month!

This week, we're focusing on caregiver well-being—57% of Wisconsin family caregivers say they struggle to find free time.

# Week 1: Monday, November 03 - Friday, November 07, 2025

## THEME: FREE TIME FOR FAMILY CAREGIVERS

Tuesday, November 04



### Let's Talk About Caregiving

Join us **today** at 1:00 pm!

Caregiver Connections,  
a livestream show with Kristin Voss



<https://www.youtube.com/@centerforcaregiverserenity>

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### Post text

Let's talk caregiving! Join Caregiver Connections at 1 PM on YouTube with host Kristin Voss, founder of the Center for Caregiver Serenity. She'll stream live from UW–Madison's Nancy Nicholas Hall, featuring In Care Of: Postcard-Sized Portrayals of Caregiving in Wisconsin and a chat on finding and using free time with other family caregivers.

Can't watch live? The recording will be on Facebook and YouTube later.

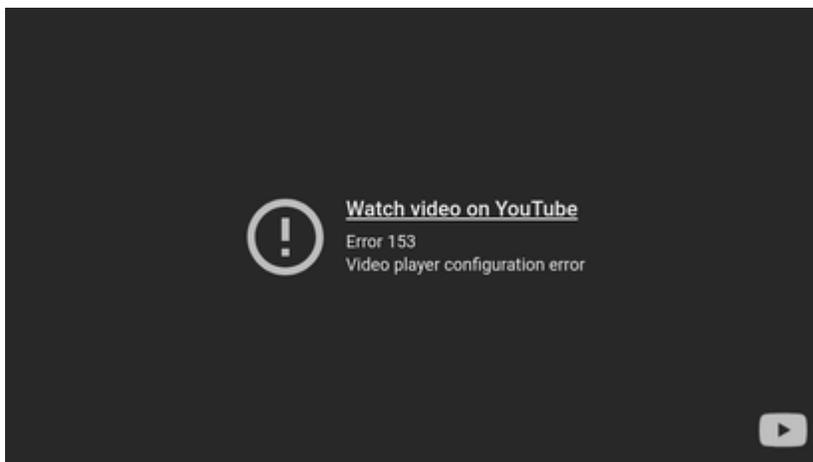


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## THEME: FREE TIME FOR FAMILY CAREGIVERS

Click the images to download graphics for social media, newsletters, and more.

Wednesday, November 05



### Post text

VA expert Dr. Andrew Budson discusses the value of respite care and tips for prioritizing self-care when supporting someone with dementia. In this episode, SITREP asks Andrew Budson, M.D., about the importance of dementia caregivers taking time and using respite care. For additional videos and resources on this topic, please visit the links below.

"I would set fire to a national treasure if I could add twelve hours to every day. I could get a decent amount of sleep, take care of everything everyone needs, and have time to do things I've been putting off... No matter what happens, time is an unforgiving enemy that always takes."  
-Hannibal, family caregiver  
Excerpt from "Hannibal's Caregiving Story"

November is National Family Caregivers Month  
Learn more by going to:  
<https://wiscosincaregiver.org/>



"I get crabby when I'm trying to do something that I like, that is fun or enjoyable like putting up holiday lights, and I don't have enough time because there are too many responsibilities to tend to and I don't have help."  
-Anonymous caregiver  
Submission from the Postcard Project

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"Caregivers have little to no 'self' time, and when it came to planning my life's future, that ceased. I didn't want to think of future things, because I was unsure of what that would be for me. I had to learn (with the help of my therapist) that at some point I had to be selfish with my time."  
-Pamela, family caregiver  
Excerpt from "Strap in for the Ride"

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### Post text

To read more of Hannibal's story, you can go to:  
<https://www.lacare.org/healthy-living/caregivers/stories/hannibal>

### Post text

To see more postcards from the Caregiver Postcard Project, you can go to:  
<https://sites.google.com/wisc.edu/in-care-of/home>

### Post text

To read more of Pamela's story, you can go to:  
<https://www.vitas.com/family-and-caregiver-support/caregiving/first-time-caregivers/family-caregivers-share-their-personal-experiences>

# Week 1: Monday, November 03 - Friday, November 07, 2025

## THEME: FREE TIME FOR FAMILY CAREGIVERS

Thursday, November 06

### Looking for help with managing your time?

Check out this web article:

**“Coping With Time Demands”**

Go to: [caregiveraction.org/time-demands/](https://www.caregiveraction.org/time-demands/)



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### Post text

While we can't add more hours in the day, we can give you some resources that might help you in your pursuit of free time.

1. “Coping With Time Demands” by the Caregiver Action Network.

<https://www.caregiveraction.org/time-demands/>

2. “11 Things to do With Your Free Time to Feel Happier and Healthier” by BetterUp.

Go to <https://www.betterup.com/blog/things-to-do-with-your-free-time#11-ways-to-spend-your-spare-time>

3. Better Up 11 Ways to Spend Your Spare Time:

<https://www.betterup.com/blog/things-to-do-with-your-free-time#11-ways-to-spend-your-spare-time>

### Post text

Family caregivers, your stories matter! This National Family Caregiver Month, tell us about your journey—your wisdom and experiences can lift up and guide others in our community.

We want to hear **your** caregiving stories!

Leave a comment below or send us a message.

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# Week 1: Monday, November 03 - Friday, November 07, 2025

## THEME: FREE TIME FOR FAMILY CAREGIVERS

Friday, November 07



### Highlights:

- Learning Library
  - Short lessons, how-tos, and expert guidance
- Events
  - Support groups, webinars, support chats
- Forums
  - Share your story

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### Post text

To finish up the first week of National Family Caregiver Month, we wanted to spotlight Tualta. Tualta is a FREE resource for caregivers in Wisconsin. Tualta is an online platform that supports family caregivers with personalized, skills-based training and resources. It offers short, practical lessons on topics like personal care, safety, cognitive decline, and caregiver wellness, accessible on desktop, tablet, or smartphone. Caregivers can also join discussion forums and support groups to connect with others and get advice from professionals. The platform is available through healthcare providers, insurers, and employers to help caregivers manage care for aging loved ones at home. With clinically validated resources and a reliable online community, Tualta ensures caregivers have support whenever they need it. To sign up for Tualta, you can go to <https://wisconsincaregiver.tualta.com/>

### More Resources to Share:

Here are some creative and fun ways to use free time:

1. Virtual Vacations: [virtualvacation.us](https://virtualvacation.us) - [Explore The World From Home](#)
2. Explore new hobbies: [The Retirement Hobby That's Improving Brain Health \(It's Not Crosswords!\) – Graying With Grace](#)
3. Meditation: [Calm - YouTube](#)
4. Chair Yoga: [11 Chair Yoga Poses You Can Do at Home](#)