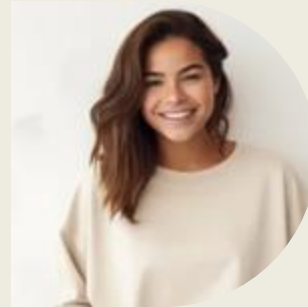
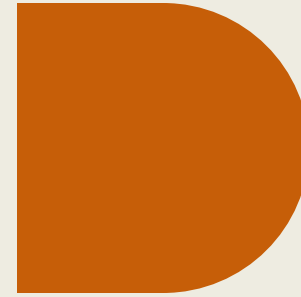


National Family Caregivers Month

November 2026



Agenda

- Introduction by CAN CEO, Marvell Adams Jr.
- Campaign Overview
- What to Expect
- How to Get Involved
- Amplification Cobranded Videos and Tools
- Timelines Next Steps & Sign-up!



Each November, we recognize and honor the **millions of family caregivers** across the country who give so much of themselves every day.

November 2026 marks the 29th Anniversary of National Family Caregivers Month — and the launch of a yearlong journey toward the landmark 30th in 2027.



Since 1994, Caregiver Action Network (CAN) has championed family caregivers—and has led National Family Caregivers Month since 1997 as a dedicated time each November to recognize, honor, and support their vital role.

Care Connects Us

It isn't just a tagline, it reframes caregiving from a niche issue to a shared human experience — strengthening public awareness, relevance, and urgency.

This campaign invites caregivers to see themselves in each other—reinforcing the need for easy access to community support and trusted resources at every stage of their caregiving journey.



A man with a beard and balding head is shown in profile, wearing a black headset with a microphone. He is sitting at a desk, looking towards a large window that lets in bright, warm light. His right hand is raised slightly, gesturing as if in conversation. On the desk, a keyboard and some papers are visible. A large, dark blue circular graphic is overlaid on the right side of the image, containing white text.

Why is
caregiver
connection so
important?

78% of caregivers say they need more help finding information about services and supports .

[National Alliance for Caregiving / AARP](#)

Caregivers with lower income, less education, or limited English proficiency **face greater barriers to finding and using services.**

[National Institutes of Health](#)

Employer-based resources are limited and hard to navigate. Even when benefits exist, **caregivers report low awareness and difficulty understanding how to access them.**

[Society for Human Resource Management](#)

Caregivers lack a single point of contact for navigation. Experts highlight the absence of “care navigators” or centralized coordination systems as a major gap.

[National Academies of Sciences, Engineering, and Medicine](#)

Stress and burnout reduce the ability to seek help. **High emotional and physical strain limits caregivers’ capacity** to search for and access resources.

[Family Caregiver Alliance](#)

Approximately **40% do not self-identify as caregivers**, limiting their likelihood of seeking resources

[AARP](#)

Feedback shared in our Caregiver Roundtables

"I care for my uncle for around 48 hours every week, so I've had to put a lot of things on hold. It's also affected my mental health. I rely on support groups, friends, and family that I can talk to." – **Jayden, family caregiver**

"It's therapeutic being around others who have the disease. It's hard to have a conversation with people because they don't understand. My world has become smaller. Every day is different. Educating myself about the disease has helped me destress somewhat."
– **Ruth, family caregiver**

"The care for my aunt is shared by me and my mom. I am the go-to person there for her in case she needs anything else. It's kind of hectic. It doesn't give me a chance to go about my own daily activities, make plans, or hang out with friends." – **Aaron, family caregiver**

"When my son received the diagnosis, I was desperate to talk to others who had experienced it. That was the most discouraging part of the journey. I decided to be the person to help other families who are just starting. It's been rewarding and gratifying to see progress. There aren't enough stories that give hope for recovery." – **Mae, family caregiver**

"I didn't have community or family support. In the African American community, what happens in your house stays there. A lot of "God will take care of us." It's been challenging. Cultural barriers often prevent open conversations about mental health."
– **Beverly, family caregiver**

Feedback collected from CAN's Caregiver Roundtables and CAN online communities in the last 18 months.

A photograph of a man and a woman sitting on a grey couch in a living room. The woman, on the left, has short curly hair, wears glasses, a blue and white striped t-shirt, and blue and red striped pants. She is gesturing with her hands while talking. The man, on the right, has a beard and is wearing a maroon turtleneck and light blue jeans. He is looking at her and listening. The background shows a lamp and some cushions.

Campaign Vision

Building on 2025's Plug-in to Care gives CAN the framework to scale caregiver navigation, bring more partner organizations into the fold, and infuse a more in-depth caregiver perspective.

Care Connects Us sets up an evergreen framework for caregiver storytelling and resource navigation as we map the road to the 30th Anniversary of NFC Month.

This campaign builds connection, not just awareness—online, at home or at work, in communities, and across health conditions—offering a direct, meaningful, relevant support systems that help them deliver optimal care.

Campaign Goals

To tell important caregiving stories while empowering caregivers to **effectively navigate** and access resources tailored to their needs

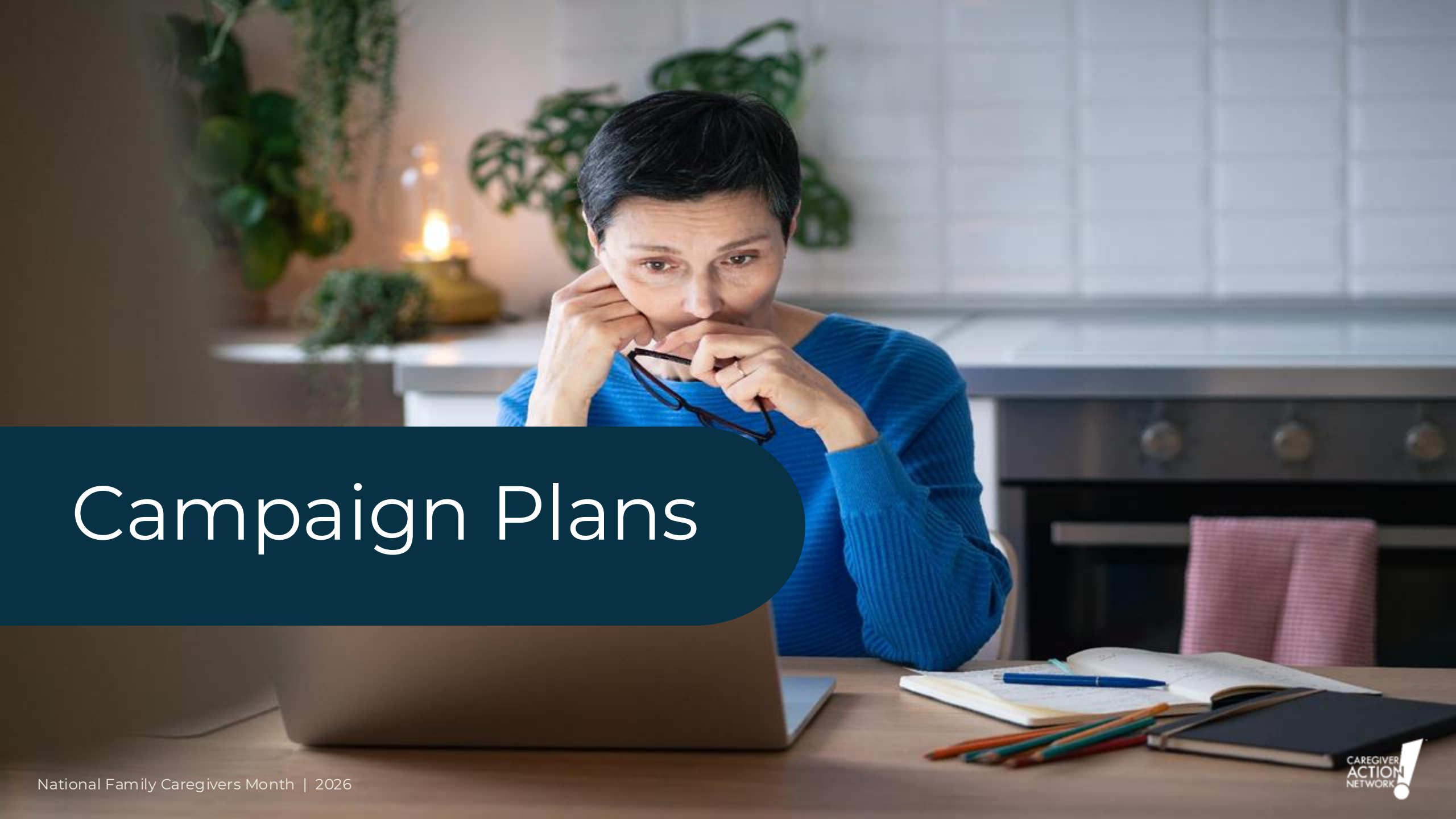
To provide **targeted education on high-impact topics** through a dynamic webinar series and expert engagement

To continue to **build on CAN resources**, with an emphasis on filling the gaps on the top disease states impacting the most caregivers, and connecting those caregiver populations to CAN and other nonprofit partner resources

To offer inclusive, **culturally competent information that reflects diverse caregiving** realities

To **foster employer engagement** to support working caregivers through Caregiver Employee Resource Groups and workplace initiatives

To **continue to strengthen caregiver self-identity and awareness** as a foundation for accessing support



Campaign Plans

Online Hub

Plug-in to Care

Even though National Family Caregivers Month has ended, your caregiving doesn't stop — and neither does our support.

Caregiver Action Network encourages caregivers everywhere to continue to Plug-in to Care this holiday season and beyond.

Plug-in to Care focuses on connection — helping caregivers easily access trusted tools, supportive communities, and practical resources that make the caregiving journey a little less overwhelming and a lot more supported.



[WEBINAR SERIES >](#) [COMMUNITY SUPPORT >](#) [CARE FAQ >](#)

Care Connections: The Plug-In To Care Webinar Series

All episodes of *Care Connections: The Plug-in to Care Webinar Series* are now available on demand. Hear from experts and fellow caregivers as they share practical strategies, real-life experiences, and trusted guidance you can use anytime.

Watch the full series, including:

- Plug-in to Care: Finding Your Way Through Resources
- Plug-in to Care: Building Caregiver-Friendly Workplaces
- Plug-in to Care: Finding Strength in Community and Connections
- Plug-in to Care: The Intergenerational Balancing Act — Caring for Parents, Kids, and Yourself!
- Plug-in to Care: Turning Caregiver Experience into Action

[VIEW THE SESSIONS ON DEMAND >](#)



Connect To Trusted Resources By Topic

Caregiving doesn't take a break — especially during the holidays.

Our goal is to help you *Plug-in to Care* with easy access to the right tools, support, and community—so you can go from feeling overwhelmed to connected with just a tap, click, or conversation.

Hover over or click on each of the health conditions below to reveal a list of helpful, vetted resources to guide your unique caregiving journey:

Alzheimer's

- Course: Addressing Psychological & Behavioral Symptoms
- Guide: Proven Strategies for Cognitive Support
- Guide: Managing Alzheimer's Challenges

Incontinence Care

Incontinence care can be an emotional and practical challenge, affecting comfort, dignity, and daily routines for both caregiver and person being cared for.

General Aging

Aging brings changes in strength, memory, vision, and hearing that can affect daily routines and independence. These resources...

EN 

Top 3 Things Caregivers Should Know

Care Needs Can Be Multifaceted And Variable

Older adults frequently have more than one health condition—diabetes, heart disease, arthritis, cognitive impairment, vision or hearing loss. Caregivers often must manage complex medication regimens, coordinate multiple providers, respond to acute changes, and adapt to changing functional abilities.

Preventing Crisis Through Planning & Support Is Key

Proactively arranging home safety modifications, care transitions, advance planning (legal, financial, health), and building a support network helps avoid unnecessary hospitalizations or caregiving overload.

Caregivers Must Care For Themselves, Too

Long-term caregiving can lead to stress, burnout, social isolation, and health decline. Taking breaks (respite), seeking peer support, using navigation services, and setting realistic boundaries are essential for sustainability.

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[Help Desk](#)

To infuse an in-depth caregiver perspective, we're asking caregivers...

Who do you care for?

How has care connected you to others?

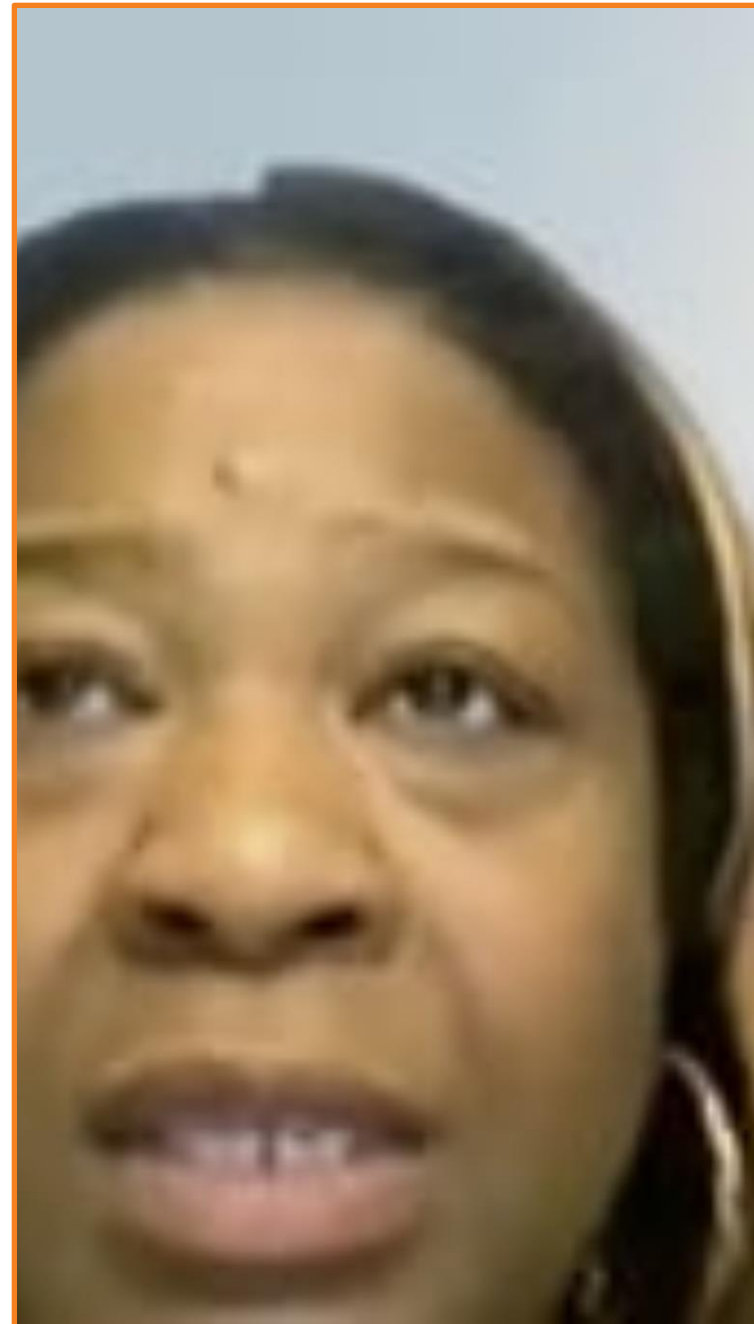
What is something people don't understand about caregiving?

What would you tell another caregiver today?

What keeps you going?

What would you tell another caregiver of a loved one with _____?

Care Connects Us
Concept Video



2025 Campaign Impact

A Foundation for 2026

Digital Reach

13.6M post impressions on social media

299K engagements on social media

1.4K individuals, brands, and organizations posted about National Family Caregiver Month

2.8M influencer audience reach on Instagram

Earned Media

778 Airings via Satellite Media Tour with an **audience of 87.7M**

Caregiver Education

5 Plug-in to Care webinars with **4,290 registrations**

NFC Online

19 disease-specific webpages created as part of the National Family Caregivers (NFC) Hub

115% increase in site visits over the previous NFC campaign.

Nonprofit Partners & Patient Advocacy Groups



Over 100 non-profit partners!

National Family Caregivers Month

Partnership Opportunities

CAN is excited to partner with our fellow nonprofit organizations to expand the impact of NFC Month, tell important caregiving stories, and connect caregivers with the most relevant resources, when they need them most.

Community Partner

Patient Advocacy Groups can participate in the campaign as an NFC Month partner.

- **Recognition on CaregiverAction.org** as a CAN partner and organization that supports caregivers. Listing includes the organization's name and link to their website. **Only 501c3 organizations** are eligible to be listed.
- **Cobranding opportunities** on caregiving tools, caregiver stories, condition-specific funded support, joint presentations, and integration and promotion of the partner organization's tools into CAN's tools and campaign efforts.
- **This includes video collection and editing of caregiver stories within your network**, that CAN will cobrand with each partner for the campaign. The partner will share on their digital channels within the Month of November.
- Additional Videos and caregiver stories may be collected and shared by the partner, which CAN may amplify.
- **Where gaps exist CAN also offers the opportunity to cocreate and cobrand dedicated pages that may be specific to the condition, care scenario, or community that your organization serves.** This will bring together your organization's resources and CAN's, along with any others across the space, relevant to the topic.
- Community Sponsors agree to share CAN's "Care Connects Us" posts on their social media.

How care can connect *us*:

Collaborating on a caregiver story.



Look for someone who...

- ✓ Has a clear, personal caregiving story connected to your condition community.
- ✓ Can articulate one thing about caregiving others may not see or understand.
- ✓ Has experienced a meaningful moment of connection, challenge, change or support.
- ✓ Is comfortable speaking authentically on camera.
- ✓ Has a story that can help another caregiver feel seen.

Next Steps

Choose the level of engagement that works for your organization:

1. Collaborate on a Featured Caregiver Story:

- Identify one compelling caregiver from your community. CAN and your organization collaborate on developing and amplifying their story as part of Care Connects Us.

2. Activate Your Community:

- Invite additional caregivers in your network to create their own stories using CAN's prompts/toolkit, then feature those voices through your own November channels.

3. Amplify and Engage with the Campaign:

- Share campaign content, resources and calls to action with your community throughout November.

4. Join Quarterly Policy & Programs Convenings:

- Beginning early 2027!

**[CLICK HERE](#)
TO SIGN UP TO BE
A 2026 NFC MONTH
NONPROFIT
PARTNER**

Community Partners Included

Disease-Specific and Health-Related Agencies

- Alamo Head Injury Association
- American Psychiatric Association Foundation
- Center for Workplace Mental Health
- Angelman Syndrome Foundation
- Association of Community Cancer Centers
- Association of Migraine Disorders
- Blue Faery: The Adrienne Wilson Liver Cancer Association
- Bone Health & Osteoporosis Foundation
- Brain Injury Alliance of New York State
- Cancer and Careers
- Cancer Research Institute
- Cancer Services
- Cancer Support Community
- CANCER101
- CancerCare
- Cervivor, Inc.
- Children's Cancer Cause
- Cholangiocarcinoma Foundation
- Coalition for Headache and Migraine Patients
- Community Oncology Alliance
- COPD Action Alliance
- COPD Foundation
- Cures Collective
- Davis Phinney Foundation
- Debbie's Dream Foundation: Curing Stomach Cancer
- End Brain Cancer Initiative
- EverythingALS
- Fight Colorectal Cancer
- FORCE-Facing Our Risk of Cancer Empowered
- Global Liver Institute
- Head and Neck Cancer Allaince
- IGA Nephropathy Foundation
- JUST TRYAN IT
- Kidney Cancer Association
- Livestrong
- Living Beyond Breast Cancer
- Lung Cancer Foundation of America
- Lung Cancer Initiation
- Lupus and Allied Diseases Association, Inc.
- Mental Health America - National
- METAvivor Research and Support, Inc
- MS Focus: Multiple Sclerosis Foundation
- Myasthenia Gravis Association
- Myasthenia Gravis Foundation of America
- National Organization for Rare Disorders
- National Psoriasis Foundation
- OPFNE Ohio Parkinson Foundation - NE Region
- Ovarian Cancer Research Alliance
- Parkinson & Movement Disorder Alliance
- Parkinson's Disease
- Parkinson's Foundation
- PD Avengers
- Project Purple
- Pulmonary Fibrosis Foundation (PFF)
- SHARE Cancer Support
- Sharsheret
- Sick Cells
- Support For People With Oral And Head And Neck Cancer (SPOHNC)
- The Arc Michigan
- The Arc of Illinois
- The Huntington's Disease Society of America
- The Mended Hearts, Inc.
- The Michael J. Fox Foundation for Parkinson's Research
- Triage Cancer
- Twisted Pink
- Ulman Foundation
- Urology Care Foundation
- Young Survival Coalition

Caring for Elders

- Agency on Aging of South Central CT
- AgeSmart Community Resources
- Aging & Disability Resource Center of Barron & Rusk Counties
- Aging Forward
- Allaince for Aging Research
- American Geriatrics Society Health in Aging Foundation
- Boone County Senior Services, Inc
- Colorado Gerontological Society
- Gerontological Society of America
- Greater Wisconsin Agency on Aging Resources, Inc (GWAAR)
- Lifespan of Greater Rochester, Inc.
- National Adult Day Services Associaiton
- National Association of Nutrition and Aging Services Programs (NANASP)
- National Association of Social Workers (NASW)
- NH Council on Developmental Disabilities
- NOAGE (New Orleans Advocates for LGBTQ+ Elders)
- Organization for Latino Health Advocacy (OLHA)
- Pennryle Aging and Disability Resource Center
- South Alabama Regional Planning Commission
- USAging
- Wisconsin Aging Advocacy Network

Caregiver Support Organizations, Information & Advocacy

- Alliance for Patient Access
- American Association of Caregiving Youth
- American Red Cross Military and Veteran Caregiver Network
- ARCH National Respite Nsetwork and Resource Center
- ASCP Foundation
- Assisted Living Locators
- Caring Ambassadors
- Courage to Caregivers
- Elizabeth Dole Foundation
- Jewish Family Services of New Orleans
- Jewish Family Services of Washtenaw County, Inc.
- Movement Disorders Policy Coalition
- Movimiento para el Alcance de Vida Independiente
- National Alliance for Caregiving
- National Association for Home Care & Hospice
- National Association of Councils on Developmental Disabilities
- National Health Council
- National Patient Advocate Foundation
- New Mexico Caregivers Coalition
- New York State Caregiving and Respite Coalition
- Patient Advocate Foundation
- Patient Empowerment Network
- Patients Rising
- Physician-Patient Alliance for Health & Safety
- Respite Care Association of Wisconsin
- Sandwiched KC
- Share the Care
- Society for Women's Health Research
- Soldier's Angels
- Sunnyside Community Services
- The Empowered Caregiver
- The Gateway Family YMCA
- The Jewish Federations of North America
- The Ultimate Caregiving Expert
- Triage Health
- Volunteers of America - Northern Colorado Services
- Winners Travel Foundation
- Wisconsin Family & Caregiver Support Alliance (WFA CSA)