

A Campaign for Action on the National Strategy to Support Family Caregivers

The [Act on RAISE campaign](#) – powered by the National Alliance for Caregiving – is focused on driving implementation of the actions outlined in the [National Strategy to Support Family Caregivers](#) (National Strategy). The campaign brings together stakeholders across the caregiving continuum (aging groups, patient advocacy groups, disability groups, and caregiving groups) to strengthen our nation’s first-ever National Strategy to support America’s 53 million family caregivers. The campaign is focused on the following pillars:



Raise Awareness

Raise awareness of the impact of care on families, communities, and the economy.

Mobilize and Align

Align patient and caregiving groups around priorities and advocacy opportunities.

Educate and energize

Educate policymakers about the national strategy and opportunities for implementation.

Our Goals

- Accelerate the implementation of the National Strategy to Support Family Caregivers.
- Strengthen federal-level coordination needed to support America’s 53 million family caregivers as envisioned in the RAISE Family Caregivers Act.



What is the RAISE National Family Caregiving Strategy?

The National Strategy represents the first time a broad cross-section of the federal government has collaborated with the private sector on a response to the longstanding national need for a comprehensive system of family caregiver support. The National Strategy includes nearly 350 actions the federal government can take to support family caregivers and more than 150 actions that can be adopted at other levels of government and across the private sector to begin to build a national infrastructure that ensures family caregivers have the resources they need to maintain their own health, well-being, and financial security while providing crucial support for others.

The National Strategy was developed jointly by the advisory councils created by the RAISE Family Caregiving Act and the Supporting Grandparents Raising Grandchildren Act, with extensive input from the public, including family caregivers and the people they support. The National Strategy is the product of comprehensive analysis and input from a federally appointed Advisory Council, 15 federal agencies, and more than 150 organizations representing a range of stakeholders from across the nation.

NATIONAL STRATEGY GOALS

1

Increasing awareness of, and outreach to, family caregivers

2

Advancing inclusion and engagement of family caregivers within care teams

3

Advancing innovations in family caregiver services and supports

4

Strengthening financial and workplace security of family caregivers

5

Advancing a family caregiver national research and data collection strategy

Why do we need a campaign?

According to NAC and AARP's national survey *Caregiving in the U.S. 2020*, more than 1 in 5 people in the United States is caring for a family member, friend or neighbor with a health care need or functional disability. Family caregivers report increasing strain in meeting the medical and economic needs of their care recipients; seven in 10 do so with no paid help. Without adequate and affordable services and supports, the escalating demands on family caregivers will contribute to physical, emotional, and financial strain on this essential, yet often invisible workforce.

Although the National Strategy outlines hundreds of actions that federal legislative and regulatory bodies can take to provide relief to family caregivers, the RAISE process stops short of resourcing these actions and of setting time-bound and measurable goals related to implementation. The national strategy needs champions to heighten the visibility of family caregiving across federal agencies, drive accountability around implementation of the strategy, inform prioritization of actions, and to strengthen our federal response to family caregiving.

How does the campaign seek to affect real change?

The Act on RAISE campaign will accelerate RAISE National Strategy implementation efforts by:

- Systematically working with federal policymakers, agency leadership, and administration officials to ensure the timely implementation of the national strategy, ensuring transparency and accountability.
- Creating a space for information sharing and coordination among caregiving, healthcare, patient advocacy, aging, and disability groups around the national strategy.

Our Accomplishments

NAC and the Act on RAISE campaign have contributed to significant momentum in implementing the National Strategy to Support Family Caregivers. Key Accomplishments include:

- Informed the development of the most sweeping administrative action ever taken on family caregiving, the 2023 Executive Order on Increasing Access to High-Quality Care.
- Helped to secure \$20 million in new funding in support of the 2022 National Strategy to Support Family Caregivers.
- Championed new rulemaking from the Centers for Medicare and Medicaid Services (CMS) in support of Goal 2 of the National Strategy, integrating family caregivers into care teams.
- Raised awareness of the National Strategy among policy influencers, reaching 500K people and generating 2.7 million digital impressions to date.



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The Act on RAISE campaign is supported by a cornerstone investment from **The John A. Hartford Foundation**, and grants from **EMD Serono, Inc.** and from **Genentech**, a member of the Roche Group.

Our Steering Committee

The Act on RAISE campaign is advised by a Steering Committee including leading national organizations representing a wide range of sectors that are working shoulder-to-shoulder to support unpaid family caregivers.

OUR STEERING COMMITTEE MEMBERS:

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|---------------------------|--|
| AARP | National Alliance for Caregiving |
| Alzheimer's Association | National Council on Aging (NCOA) |
| American Cancer Society | National Health Council |
| Caring Across Generations | Rosalynn Carter Institute for Caregivers |
| Diverse Elders Coalition | The Arc |
| Elizabeth Dole Foundation | USAging |

PHARMA INDUSTRY WORKING GROUP:

Bristol Myers Squibb
EMD Serono Inc.
Genentech
Biogen

Campaign Partners

The Act on RAISE Campaign has over **70 organizational Campaign Partners** that represent a cross-section of society and are committed to raising the visibility of family caregiving and accelerating the implementation of the National Strategy to Support Family Caregivers.

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| ACAPcommunity | Clairvoyant Networks, Inc. | Memory Matters |
| Adhera Health | Dignity Alliance Massachusetts | Milwaukee County Area Agency on Aging |
| Advocord | EMD Serono | MountainCare |
| Aging & Amazing, LLC | Empowered Caregiver Community | National Respite Coalition |
| Agnes McCarthy Charitable Foundation | Family Caregiver Alliance | NH Senior Companion Program |
| American Association of Caregiving Youth | FamilyMeans | North Carolina Coalition on Aging |
| American Geriatrics Society | GAPNA | North Carolina Serious Illness Coalition |
| American Heart Association | Genentech | One Family Foundation |
| The Arc of California | Georgia Council on Aging | Parent to Parents USA |
| Area Agency on Aging of the Capital Area | The Gerontological Society of America | Public Administrator office |
| Adult Enrichment Centers Inc | Gimme A Break | REUNIONCare, Inc |
| Arizona Caregiver Coalition | Grantmakers In Aging | Riccio Pick Me Ups |
| Association for Frontotemporal Degeneration | Gray Matters | Rush University Medical Center |
| Banner Alzheimer's Institute | Greater WI Agency on Aging Resources, Inc. | San Antonio Area Foundation |
| Baylor College of Medicine | Greater Wisconsin Agency on Aging Resources, Inc | Self-Management Resource Center |
| Benjamin Rose Institute on Aging | Hawaii Family Caregiver Coalition | Southeast Senior Regional Collaborative |
| California Caregiver Resource Centers | Illinois Department on Aging | Triage Cancer |
| Canary Health | Justice in Aging | Tri-State Memorial Hospital |
| Capital Caring Health | Keeping It REAL Caregiving | TrustedRiders Inc. |
| Careforth | Knoxville-Knox County Council on Aging | UCLA Health |
| Caregivers on the Homefront Inc. | LIFE a Dementia Friendly Foundation | Welldom |
| Caregiving.com | LifeWise StL | WellMed Charitable Foundation |
| CareVirtue | Lincoln Health Services LLC | Women's Institute for a Secure Retirement - WISER |
| CareWise Solutions | Lindsay Institute for Innovation in Caregiving | Working Daughter |
| Christopher & Dana Reeve Foundation | | |