

From: Wolf, Anne <awolf@aging.sc.gov>
To: Kester, Tony <kester@aging.sc.gov>
Date: 10/3/2014 4:25:08 PM
Subject: FW: Family Caregiver Month

Hi Tony,

Please see below and let me know what you think.

Thanks,
Anne

From: Ford, Elizabeth
Sent: Wednesday, October 01, 2014 2:30 PM
To: Wolf, Anne
Subject: Family Caregiver Month

Hey Anne. Here are some thoughts I had regarding family caregiver month. Let me know your thoughts and if this is something I could pursue or not.

Family Caregiver Month: November 2014

- Governor's Proclamation (I have a contact at the Gov office who does these for me)
- Press Release
- Announcement by Lt. Governor (I spoke briefly with Marie about this)
- Live news interviews with staff (I have good relationships with news stations across the state)
- Encourage area agencies to promote the month – provide "tool box"
- Speak with or visit all 10 AAA's within the month of November
- Attend special events hosted by the AAA
- Run special Public Service Announcements (free for government agencies)
- Contact newspapers and local caregivers for special interest stories
 - Highlight positives in caregiving not only negatives (both for indiv & family)