

**Toolkit Overview**

Thanks for downloading the Family Caregiver Navigator toolkit! The folders contain the following:

* **Digital Flyer for providers and other community professionals** - Use the flyer and blurb below to spread the word about FCN with your professional networks. Email us at [info@caregivernavigator.org](mailto:info@caregivernavigator.org) to schedule a presentation for your work group.
* **“You might be a caregiver” brochure -** Many people do not identify as caregivers. This brochure can help someone expand their definition of a caregiver and explain the benefits of the program.
* **“We make maps” postcard -** quick snapshot of the program that invites caregivers to give us a call or check out the website.
* **Social Media Content for organizations** - 3 images that can be used at any time to help promote the Family Caregiver Navigator program and caregiver awareness. Suggested text and hashtags are below.

**General-blurb**

The Family Caregiver Navigator is now accepting participants to its’ program on behalf of the Idaho Caregiver Alliance. Serving families in SW Idaho by telephone, the Navigators provide free support and resource referral to unpaid family caregivers. Following a research-based assessment, the Navigator generates a care plan to connect caregivers with critical support services throughout Idaho. Caregivers are defined as any adult who cares for another person with a physical, intellectual, cognitive disability, chronic, or mental health condition(s). This research-based model is shown to reduce stress and burden on caregivers, therefore improving the quality of life for them and the person they care for. Learn more at  [**caregivernavigator.org**](http://www.caregivernavigator.org)

**Social Media copy:**

Did you know 1 in 4 Idahoans is a caregiver? That means 25% of the population cares for a friend or family member with a physical or mental condition. @Idahocaregiveralliance has launched the Family Caregiver Navigator project to support caregivers in building a sustainable plan to reduce stress and improve quality of life - for themselves and the person they care for. Learn more at caregivernavigator.org or call 208-426-5899.

**Hashtags:** #caregivernavigator #familycaregiver #idahocaregiver #caregiving #caregiversupport #caregiverawareness

**Tag and Follow Us:**

Instagram: [@idahocaregiveralliance](https://www.instagram.com/idahocaregiveralliance/)

Facebook: [@idahocaregiveralliance](https://www.facebook.com/idahocaregiveralliance/)

Twitter: [@allianceidaho](https://twitter.com/AllianceIdaho)

**On behalf of our community partners and the Idaho Caregiver Alliance - thank you for supporting the Family Caregiver Navigator program!**

----------------------------------------------

