



MEDIA KIT

Mission

[Family Caregiver Alliance \(FCA\)](#) works to improve the quality of life for family caregivers—the backbone of our nation’s long-term care system—through education, direct services, advocacy, and research.

About

FCA—celebrating its 40th anniversary beginning in November 2017—was the first community organization in the U.S. to address the complex issues of family caregiving through landmark legislation that established the Caregiver Resource Center system in California in 1979. Throughout the decades FCA has been a public voice for family caregivers of adults with chronic, disabling health conditions.

FCA is a trusted source of knowledge about family caregivers and acts as a catalyst to ensure that caregivers are fully recognized and supported. The agency provides direct services to family caregivers and advocates for policies and programs to support caregiving families. FCA is a data-driven organization in our policy work and service practice and shares its findings with family caregivers, funders, policy makers, health systems, the media, and others.

FCA delivers programs at the local, regional, and national levels. As the Bay Area Caregiver Resource Center, FCA provides a range of educational resources and services including:

- In-depth comprehensive caregiver assessment (in-person, by phone, FCA CareJourney™)
- Short and long range care planning
- Training for caregivers, including managing dementia care behaviors, stress management, self-care for caregivers, problem solving and decision making skills, and more (in person and online)
- Respite care (in-home, adult day care, overnight, Camp for Caring)
- Legal/financial guidance
- Counseling and caregiver support groups (in-person and online)
- Linkage to community-based services

FCA maintains an ever-growing and often-referenced, peer reviewed library of caregiver fact and tip sheets for caregivers to access free of charge at their convenience (online and through FCA CareJourney™ membership).

FCA’s National Center on Caregiving (NCC) responds to family caregivers across the country through CareJourney and telephone. Caregivers can access the Family Care Navigator that aggregates high-level service information and eligibility requirements in addition to key policies that support families across the states. The NCC also conducts policy research and issues policy briefs and reports that assist state governments and public and private organizations seeking consultation on how to address caregiver needs in their state. FCA partners with numerous policy and practice efforts such as The Home Alone Alliance (health skill building), Eldercare Workforce Alliance (professional training on eldercare), Core Group for the ACT bi-partisan, bi-cameral Congressional caucus, numerous advisory committees for national research efforts, and state level committees in the agency’s home state, California.



Executive Director Kathleen Kelly oversees the programs of the Bay Area Caregiver Resource Center (providing direct services to families in the San Francisco Bay Area), state and national policy collaborations, and the National Center on Caregiving. During her tenure, the organization has grown from a grassroots program to a national organization that provides leadership on supporting family caregivers with best practice interventions, public policy, state system development, and leading edge research.

Ms. Kelly has represented FCA on a range of state and national coalitions concerned with the inclusion of family caregivers in coordinated care, improved training for social service and health professionals in the assessment of needs, and increased training and support for family/friend caregivers. Her efforts currently include [Eldercare Workforce Alliance](#), [Home Alone Alliance](#), [California Taskforce on Family Caregiving](#), and [California Collaborative for Long Term Services and Supports](#). Ms. Kelly has sat on a number of boards and advisory committees and is a current board member of [Atlas of Caregiving](#).

Ms. Kelly has written and lectured about caregiving, public policy, program and system development, and the use of consumer technology. Recently, she led the development and launch of [FCA CareJourney™](#), a secure, online service that delivers tailored services and resources to family caregivers. In 2016, she was recognized as one of 50 [Influencers in Aging](#) by NextAvenue.



Director of Operations Leah Eskenazi is a 25-year veteran in design, development, and delivery of caregiver and aging programs and services. Her career spans human service non-profits, healthcare, and government organizations. She oversees the day-to-day operations of FCA including HR, communications, administrative support and systems.

Understanding the importance of staying current with clients, Ms. Eskenazi is an active member of FCA's caregiver education team where she trains on various topics including self-care for caregivers of veterans, caregiver stress management, and the "IRS (information, respite, and support)" of caregiving. She is FCA's expert on program evaluation and enjoys facilitating public/private partnerships.

Ms. Eskenazi holds a bachelor's degree in social welfare and public health and a master's degree in social work with a focus on planning, program evaluation, and administration. She has co-authored publications including *Facing Chronic Illness: The family Support Model and its Benefits*, a chapter in *Family Caregiving: Agenda for the Future*, and another in *Investing in E-Health: What it Takes to Sustain Consumer Health Informatics*. To help maintain balance in life Leah practices and teaches Iyengar yoga.