

Eldercare Campaign



Email copy:

Subject line: Is caregiving getting the best of you?

Preheader: Here4TN is here to help you find better balance.

Headline: Now it's your turn for support.

Body copy: If you care for an elderly loved one, you likely know the rewards that come with caregiving. But giving so much of yourself can take a toll — on your mind and body. Here4TN is here to help. Whether you want to talk to a counselor, find in-home services, find adult day care, or locate an assisted living facility, we can help you find resources to take some of the pressure off you.

Call 855-Here4TN (855-437-3486) or visit the [Caregiving Resources](#) on Here4TN.com today.

Source: HelpGuide.org. Caregiver stress and burnout. Accessed January 19, 2018. <https://www.helpguide.org/articles/stress/caregiver-stress-and-burnout.htm>

This program should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room. This program is not a substitute for a doctor's or professional's care. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against Optum or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.

Training Recommendations:

- Caring for Elders
- Aging Healthfully