



## Speaking Topics

**Sherri Snelling – CEO of the Caregiving Club and author – *A Cast of Caregivers***

- 1. The Sandwich Generation Juggling Act – 7 Ways to Wellness By Balancing Children, Career and Caregiving**  
More than 24 million Americans are “sandwiched” between caring for two generations: children still at home and older parents. In addition, one in six employees is also caregiving for a loved one. Caregiving is now impacting three generations: Gen X-age members (42%), Millennials (25%) and baby boomers (33%). What are the special challenges these caregivers face? How can caregivers manage stress, burn-out and depression that can lead to other health risks? What are the financial impacts of caregiving? Sherri reviews the challenges and provides her “7 Ways to Caregiver Wellness” Plan including the Me Time Monday™ program - on how caregivers can juggle it all.
- 2. How to Have the C-A-R-E Conversation<sup>SM</sup>**  
One of the most difficult tasks as a family caregiver is how to start the conversation with an older loved one about their future care. Where and how do you begin? When do you have this conversation? How do you find out about their future care plans and end-of-life wishes? How do you start the conversation about driving retirement? How do you tell your family, kids, friends and boss? And how do you do it so you are empathetic to your loved one and solving the challenges you both face? Sherri takes caregivers through her tips, techniques and checklists called the C-A-R-E Conversations.
- 3. An Alzheimer’s Nation**  
More than 5 million Americans are currently living with dementia yet 50 percent of those with the disease are *undiagnosed*. It is one of the few diseases that cannot be cured, prevented or slowed. With an ever-growing aging population where 1 of every 3 seniors dies with dementia, Alzheimer’s is the disease that will most impact our future and our families. Sherri, who was honored as the #4 Most Influential Person Online about Alzheimer’s disease by Sharecare (the health expert site created by Dr. Oz) and who is on the local board of the Alzheimer’s Association, reviews the diagnosis of Alzheimer’s disease for the whole family. She will review the early warning signs, the different stages of the disease and what to expect, why women are two-thirds of all Alzheimer’s patients, how to understand sundowning, how to minimize accidents and maximize safety if your loved one wanders, the latest medical research advances and clinical trial information and how to best care for a loved one whose memory is fading and behavior is changing. She helps explain “the long good-bye” and how families can plan for a caregiving journey that may last 10-20 years.
- 4. Caregiving 2.0**  
There is a wealth of technology products and services available to help caregivers care for aging loved ones. GPS and artificial intelligence-based products, medication safety gadgets, medical and caregiver apps, robotic solutions and virtual reality are all helping family members keep loved ones safe, help them avoid senior isolation and create more empathy and understanding for aging issues and how to best to provide care. As an advisor to several Silicon Valkley start-up ventures in age-tech, Sherri takes the audience on a Tech Tour of these products, apps and gadgets and more importantly, where to find them and what are the costs. With a background in technology and gerontology, Sherri updates this talk with the latest news and advancements in gerontechnology.

## **5. There's No Place Like Home – The Virtual Home Safety Makeover Tour**

Studies show 89 percent of older Americans want to stay living in their homes as independently as possible as long as possible. Sounds great but as a caregiver, what should you know about helping a parent or older loved one “age in place” in their homes? What should you know about “Peter Pan” housing, universal design, home safety modifications, granny pods, the rise in multi-generational homes? Learn about the risk of falls in the home, problems with senior isolation and services and products that are available to help you with in-home care, modifying a loved one's home, meal delivery, socialization, remote monitoring and staying connected. Sherri will take you on a virtual tour room-by-room of how to make a loved one's home safe and accessible for a lifetime.

## **6. The Parent Trap – The Caregiving Guilt & Grief Trip**

More than 44 million Americans are caring for an older parent or other loved one over age 50. One of the biggest challenges caregivers face is how to overcome and deal with guilt. Guilt they aren't doing enough, guilt they are caring long-distance and cannot be there every day, guilt they are frustrated and may lash out at their loved one or others, guilt they are ignoring others in their life – kids, spouse, work – while caregiving. The other side of caregiving is grief which begins at diagnosis. Sherri provides tips on how caregivers can go from guilt to gratitude, how to learn how to ask for and accept help and how to understand the five stages of grief along the caregiving journey.

## **7. Caregiving Stress - Mars v. Venus**

Of the 65 million Americans who are caregivers, 55 percent are women and 45 percent are men. Since stress is the #1 health issue caregivers face, what is the difference in how women versus men deal with caregiving stress? What are the health risks of long-term stress? Using recent research on gender differences on stress and stress health impact, Sherri provides the stress management solutions to help both men and women in their caregiving roles.

## **8. The Caregiving Health and Wealth Risks and Rewards**

We are a nation of caregivers – adult children caring for older parents, husbands and wives caring for spouses and partners, siblings caring for siblings, grandparents caring for grandchildren full-time and friends caring for friends – this is the country's largest volunteer long-term care army and it is 65 million Americans strong. Yet, the physical, emotional and financial tolls of caregiving are a real risk families face. Sherri reviews the health risks of caregiving – insomnia, depression, poor nutrition and exercise, neglect of personal doctor and dental appointments – and the financial risks such as what you are paying out of pocket and what could bankrupt your future (and what should you know about taxes or getting paid for caregiving?). Sherri will show you where there is help and solutions to shore up your health and wealth when it comes to caregiving.

## **9. Caregiving Matchmakers and How to Avoid the Goldilocks Syndrome**

If you are a caregiver, you will learn there are a lot of choices about your loved one's care and where is the best place to keep them healthy and safe. With more than nine different types of senior living and other services designed for aging in place and livable communities for older loved ones, the choices are growing. Sherri helps caregivers avoid “The Goldilocks Syndrome” – trying out several living options that puts a strain on you and your loved one having to move every couple of years or go through a series of in-home care workers. With endless choices Sherri helps you find the matchmakers to ensure you and your loved are in perfect harmony.

## **10. Far and Away (or Home for the Holidays)**

More than 7-8 million caregivers are caring for a loved one long-distance. This can cause undue anxiety, guilt and concern over your loved one's care. Often we miss the warning signs that mom or dad needs more care. Since the holidays are a time when families typically get together – what are the signposts with your parent that you may be getting on the caregiver highway? Sherri takes you through the tip-offs that your loved one may need more care than you think and how to handle these caregiving challenges from a distance.

### **11. The 3 Gears of Senior Driving – From Driver’s Seat to Passenger Seat**

One of the toughest conversations we’ll have with an aging parent is when it’s time for driving retirement. Our cars represent independence, freedom and control – giving that up is something most seniors do not want to do. Sherri will take you for a virtual drive through the three gears of senior driving and the decisions around “giving up the keys”: 1. Driving Assessment & Adjustment, 2. Driving Retirement, 3. Alternative Transportation for Staying Mobile – a lively lecture full of tips on resources and how to have that tough conversation.

### **12. The Pursuit of Caregiving Happiness – Me Time Monday<sup>SM</sup>**

Caregivers have an Achilles heel – neglecting their own health and wellness. Being a good caregiver means balancing self-care while caregiving but how do you do this? What is Me Time and how do you find it? What is the science behind laughter, finding your inner child, seeking nature and just having fun to help you avoid caregiving burn-out and why is Monday important to your success? How can caregivers avoid what scientists are now calling “The Loneliness Contagion?” Sherri takes you to the Caregiving Fun Zone where you will learn how to balance on the caregiving seesaw.

### **13. From Child Care to Elder Care – America’s Changing Workplace**

There is a shift happening in the nation’s workplace from child care support to elder care support. One on six employees are juggling work, family life and caring for a loved one – whether an older parent, ill spouse or special needs child. Four generations are now involved in the care of our older population. The evolution in support and benefits for our U.S. workforce is broadening from child care to include elder care. What programs and services are available to help working caregivers? Sherri takes employees and employers through caregiving resources that can help keep employees on the job and healthy while helping employers create a caregiving-friendly work environment.

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