

Caregiver Assistance

Campaign Sponsor: AARP

Volunteer Advertising Agency: Butler, Shine, Stern & Partners

BACKGROUND:

Family support is critical to the care needed for older adults as they age, but often comes at substantial costs to those providing the care, to their families and to society.

A popular misconception is that caregivers are paid medical professionals, providing full-time care to someone in need of daily help, when in reality, most caregivers are also working and managing their own families at the same time. For many, the caregiving role starts with simple things like scheduling a doctor's visit or helping with daily errands, but gradually expands over time, until it becomes a major commitment in their lives.

Approximately 3 out of 4 boomer caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for support. That's why AARP created a community with experts and other caregivers for advice, tips and support. The PSAs emphasize the resources that are available and conclude with the tagline, "Together, let's help each other better care for ourselves and the ones we love."

CAMPAIGN OBJECTIVES:

- To raise awareness among boomer women that the help they are providing an older adult is caregiving.
- To raise awareness among caregivers that there are resources available to help them and their loved ones.
- To help connect caregivers to experts and other caregivers as an additional source for advice, help and support.
- To encourage caregivers to call 1-877-333-5885 or visit the campaign website, www.aarp.org/caregiving.

TARGET AUDIENCE:

- Primary: General market, with an emphasis on women aged 40-60

DID YOU KNOW?

- In 2009, there were roughly 42.1 million caregivers in the U.S., providing an estimated \$450 billion worth of unpaid care
- Most caregivers provide up to 20 hours of care a week, equivalent to the time commitment of an unpaid, part-time job
- Approximately 3 out of 4 boomer caregivers describe the task of providing care to an older adult as difficult
- The majority of caregivers say they feel that they need more help or information regarding caregiving

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