

# Caregiver Assistance

**Campaign Sponsor:** AARP

**Volunteer Advertising Agency:** Alma DDB

## 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 family members or friends who 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.

Almost three in ten people who are caring for someone say their life has changed with caregiving, oftentimes for the negative. More than one in five say their weight, their exercise, or their social life has/have suffered. Emotionally, one in five say they are generally unhappier and one in three say they feel sad or depressed.

In an effort to reach out to caregivers, AARP has partnered with the Ad Council to create a PSA campaign encouraging caregivers to care not only for their loved ones, but also for themselves. The ads highlight AARP's online Caregiving Resource Center where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place.

## 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.
- The English PSAs encourage caregivers to call 1-877-333-5885 or visit the campaign website, [www.aarp.org/caregiving](http://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.
- One in five caregivers say they are generally unhappier and one in three say they feel sad (36%) or depressed (29%) about how they are coping.

The majority of caregivers say they feel that they need more help or information regarding caregiving.

## FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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