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## AARP National Poll Highlights Personal Challenges of Caregivers in the United States

New AARP and Ad Council PSAs highlight the many roles 42 million caregivers shoulder, offer tools and resources for support

**WASHINGTON, DC, November 7, 2013** — According to a new AARP poll[1], almost three out of ten people who are caring for a loved one say their life has changed since becoming a caregiver. More than one in five says their weight, exercise, or social life has suffered.

To illustrate the complexity and help the 42 million sons and daughters, friends and spouses caring for parents and loved ones see themselves as caregivers, AARP and the Ad Council are unveiling a new suite of Public Service Advertisements (PSAs) as part of their Caregiver Assistance campaign. The PSAs will be distributed today as part of National Family Caregivers Month (November) and direct caregivers to tools and resources to help cope with their daily responsibilities at [aarp.org/caregiving](http://aarp.org/caregiving).

AARP's national poll, *Caregivers: Life Changes and Coping Strategies*, underscores the personal challenges of caregiving; one in three report feeling sad or depressed and 44 percent admit to bottling up their feelings. Additionally, 38 percent of respondents say they sleep less since becoming a caregiver, 24 percent eat more, 33 percent avoid making decisions and a third isolate themselves, avoiding people or situations.

"Family, friends and neighbors who support a loved one rarely see themselves as a caregiver," said Debra Whitman, AARP Executive Vice President for Policy, Strategy and International Affairs. "And they almost never ask for help. But at some point in their lives most people will be a caregiver or need support. Our campaign is here to remind caregivers that they aren't alone and there is help."

Created *pro bono* by New York-based advertising agency TAXI, the multimedia PSAs show the many hats caregivers wear in caring for their older loved ones. Every day, caregivers are nurses, housekeepers, personal assistants, cooks and accountants, but above all they are daughters, sons, grandchildren, spouses, nieces and nephews. As reflected in the poll, 52 percent of caregivers are "proud" to be caregivers. Through the PSAs women aged 40 to 60 are urged to visit [aarp.org/caregiving](http://aarp.org/caregiving) for tools and resources and to connect with experts and other caregivers in a supportive community where "together, we can better care for ourselves and the ones we love." The outdoor and print PSAs are also available in Spanish and direct audiences to visit [aarp.org/cuidar](http://aarp.org/cuidar).

"We have caregivers here on our staff, so this was a really personal issue for us," said David Jenkins, President of TAXI NYC. "Our research showed that caregivers face a great deal of stress in having to play these multiple roles for their loved ones, and that was a really powerful new idea to be talking about. We knew that there was creative opportunity to showcase this story, demonstrating to caregivers that we understand their struggle and can offer resources to help."

As an extension of the PSA campaign, the 'Thanks Project' also launches today. This digital experience allows family and friends to acknowledge the incredibly important work of caregivers in their lives. Through messages of tribute, thanks and support on the microsite [thanksproject.org](http://thanksproject.org) or social media using #thanksproject, grateful friends and family can share their appreciation.

"Through our partnership with AARP we can provide resources to help more women nationwide self-identify as family caregivers so they can get the emotional, health and financial support they need to care for themselves and their loved ones," said Peggy Conlon, president and CEO of the Ad Council. "We are calling on all adults to recognize a loved one or friend who is a caregiver through the 'Thanks Project' so she will no longer feel alone."

Launched in fall 2012, the Caregiver Assistance campaign has received over \$33 million in donated media and the [AARP.org/caregiving](http://AARP.org/caregiving) page has received more than 10 million visits. Per the Ad Council model, the PSAs will be distributed to media outlets nationwide and air and run in advertising time and space donated by the media.

### AARP

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter

most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

## **Ad Council**

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit [Adcouncil.org](http://Adcouncil.org), like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

## **TAXI**

TAXI, based in Toronto, is owned by London-based WPP, with offices in Canada and the United States. Built on the mantra "Doubt the Conventional," TAXI was named Canadian Agency of the Decade by Strategy magazine in 2010. In 2009 it was awarded Platinum status by Deloitte based on six consecutive years among Canada's 50 Best Managed Companies. The agency is internationally recognized for its strategic, creative, digital, and design capabilities. Major clients include TELUS, Canadian Tire, McCain Foods, Campbell's, Bombardier, Boston Pizza, Capital One, and Kraft. Visit us at [TAXI.ca](http://TAXI.ca), on Twitter at [@TAXICANADA](#), and on Facebook at [facebook.com/taxiglobal](https://facebook.com/taxiglobal).

*[1] The Caregivers: Life Changes and Coping Strategies poll was commissioned by AARP. Research was conducted through an on-line survey nationwide from in May and June 2013 using GfK Custom Research (Knowledge Networks Knowledge Panel). The sample consisted of 1,036 adults between the ages of 40 to 60 years of age who currently caring for someone age 50+.*

*For the Multimedia News Release click here:*

<http://www.multivu.com/mnr/63968-ad-council-aarp-caregiver-assistance>

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