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## 1 in 5 Latinos in the U.S. are Unpaid Family Caregivers; AARP and the Ad Council Offer Support in New PSA Campaign

**En Español / WASHINGTON, DC**—Nearly seven million Latinos in the U.S. provide unpaid care to an aging or older loved one. Many Latino family caregivers see caregiving responsibilities simply as something family members do for one another, and do not seek outside help. AARP and the Ad Council offer support with a new PSA campaign, encouraging Latino caregivers nationwide to access free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

“Juggling work, personal and caregiving responsibilities can be highly stressful, often putting caregivers at risk for depression, anxiety, heart disease and financial challenges,” said Yvette Pena, AARP Vice President of Multicultural Leadership, Latino Audience Strategy. “It’s vital that Latino families not only recognize the role of family caregivers, but also have access to culturally relevant resources and support.”

Six in 10 family caregivers juggle caregiving responsibilities with full- or part-time jobs. That rate is even higher among Latino caregivers: nearly 7 in 10 work an average of 36 hours per week outside the home, and 1 in 4 provide more than 40 hours of care each week. Family caregivers spend an average of \$6,954 a year — nearly 20 percent of their income — on out-of-pocket costs related to caregiving. Latino and low-income family caregivers spend even more with an average of \$9,022, representing 44 percent of their total income per year.

“Caregivers dedicate so much of their time, energy and their hearts to making someone else's life better. They're an inspiration,” said Lisa Sherman, Ad Council President and CEO. “By bringing these incredible partners together to make such beautiful work, we can reach caregivers across the country to help them access the support they need and deserve.”

The new PSA campaign, created pro bono by the multicultural ad agency ALMA, reminds caregivers that getting support helps them provide the best care for their loved one — who, in many cases, once cared for them as a child. The TV spots depict poignant scenes of a father being a “hero” for his young daughter, and conclude with the line, “Your hero needs you now. And AARP is here to help.” The PSAs encourage viewers to visit AARP’s Family Caregiving Website at [aarp.org/caregiving](http://aarp.org/caregiving) and [aarp.org/cuidar](http://aarp.org/cuidar).

“It is a real privilege for us at ALMA to develop the second iteration of the Caregiver Assistance campaign,” said Luis Miguel Messianu, CEO and Creative Chairman of ALMA. “‘Caregiving’ is part of our DNA and being able to flex the muscle of our emotional storytelling style on behalf of this cause is a real gift! We are extremely proud of this body of work.”

AARP and the Ad Council’s Caregiver Assistance campaign has garnered more than 30 million site visits and received more than \$230 million in donated media since 2012. This is the second round of creative to focus on Latino caregivers; past efforts have also focused on general market, African-American, and male caregivers.

The Ad Council will distribute the PSAs to broadcast, radio, print, outdoor, and digital media outlets nationwide, where they will run exclusively in donated time and space, per the Ad Council’s model. Social media creative will also soon debut on Facebook, courtesy of Facebook’s donated media support for the Ad Council.

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### **About AARP**

*AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation’s largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.*

### **About Ad Council**

*The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit [AdCouncil.org](http://AdCouncil.org) follow the Ad Council’s communities on Facebook and Twitter, and view the creative on YouTube.*

### **About ALMA**

*ALMA, a leading multicultural advertising agency founded in 1994, has an unorthodox creative culture,*

*anchored on the pillars of curiosity, collaboration and accountability. Clients such as McDonald's, Sprint, State Farm, Tobacco Free Florida, The Clorox Company, Netflix, and others chose ALMA for its creative excellence and expertise in multicultural marketing. Alma's team hails from 28 different nationalities, and together they have won 22 Cannes Lions as well as Effie, ANA, One Show, Clio, and New York Festival awards.*

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