

April 2022

Caregiver Initiative

Caregiver Insights

NBCUniversal



A Movement that Calls Attention to The Work And Needs of Family Caregivers

A ROLE THAT PROVIDES BOTH JOY AND ANGST

““

It can lock whole families into a cycle of lower wealth and economic instability.

- Kate Washington,
AUTHOR

““

Being the single support system for others — without having one for yourself — can be a very dark and lonely place.

- Stephanie Ruhle,
NBC NEWS

““

This huge task has become my life, my pain, my frustration ... but with all of that, I would do it all again to give my husband all of my time, my love and my help. Sometimes I sob in my pillow with the unimaginable pain and loneliness. This is caregiving.

- Christine,
CAREGIVER

53M

**Caregivers
in the US**

AS OF AARP'S UNPAID
CAREGIVER 2020 STUDY

THAT'S

1 in 5

AMERICAN ADULTS



Unpaid Caregivers provide care to a family member or friend with a chronic, serious, or disabling health condition

SINCE 2015, THE # OF CAREGIVERS IS

Up **21%**

**And This is Only
Expected to Grow...**



**Aging
Population**



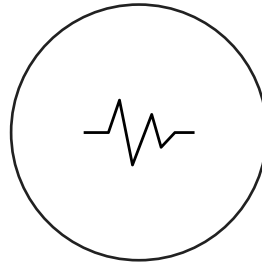
**Advancements in
Modern Medicine**

Caregiving Provides Both Joy and Angst



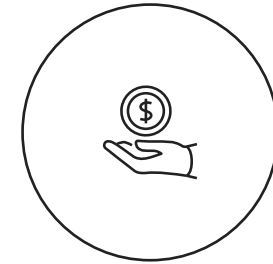
51%

feel their role has
given them **a sense of
purpose or meaning**



23%

say caregiving
has made their
health worse

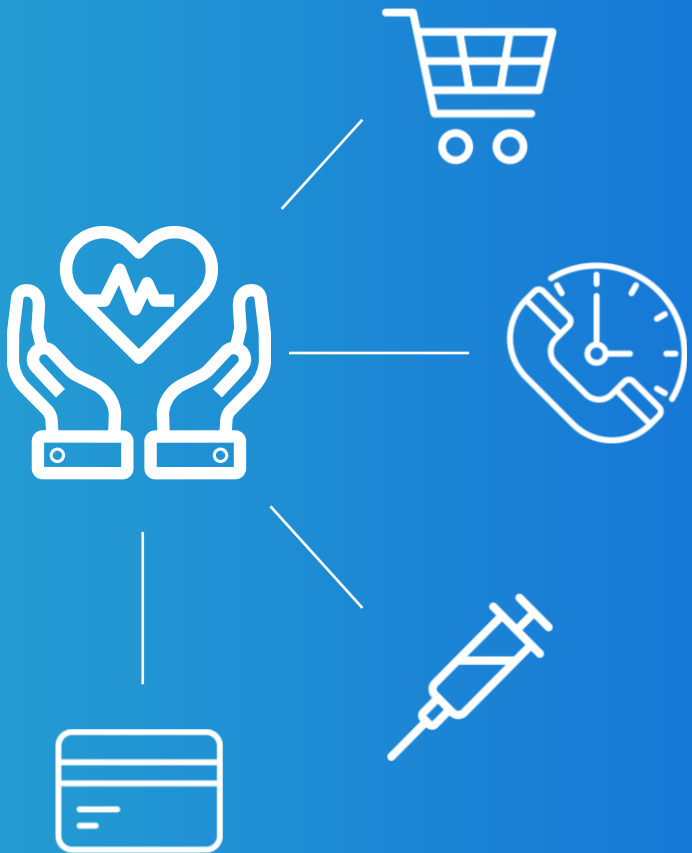


45%

have had a
financial impact
from caregiving

Source: AARP 2020 Report Caregiving in the U.S.
Additional sources in notes

THESE INDIVIDUALS ACT AS AN
EXTENSION OF THE HEALTHCARE SYSTEM



13 hours per month

researching, coordinating physician visits,
or managing finances

on top of daily shopping, chores, personal needs

Caregivers Assist with Many Aspects of Care and Life

CARE :



58%

of Caregivers assist with medical/nursing tasks including injections



48%

of Caregivers care for someone with two or more conditions



65%

of Caregivers communicate with HCPs on behalf of the care recipient

LIFE :



35%

Of Caregivers track recipient's finances



22%

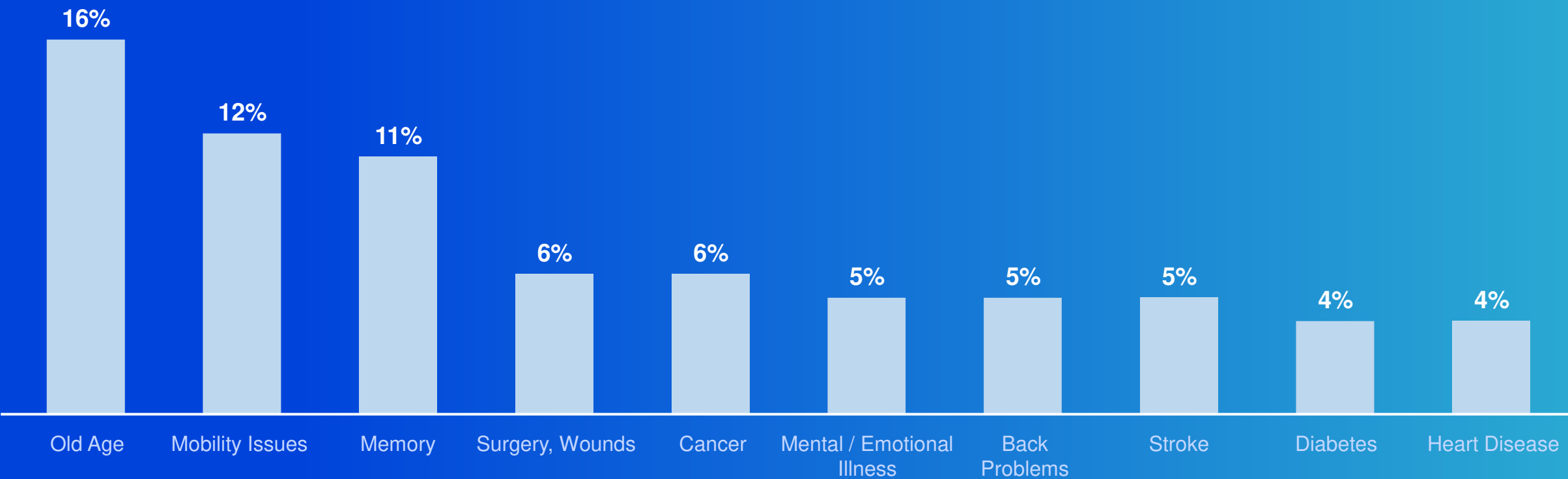
Of Caregivers placed an online order for groceries or supplies

Caregivers Care for a Variety of Illnesses and Problems

Memory, surgery, and cancer are among the top *main* conditions reported by Caregivers

Care Recipient's Main Problems or Illness

TOP 10



Source: AARP Caregiving in the U.S. 2020 Report; Question: What is /was the main problem or illness you [relation] has/had, for which they need/needed your care? Note that these are self-reports by Caregivers about what they perceive their recipient's main problem to be for which they need unpaid care. Memory includes Alzheimer's and Dementia.

As Comorbidity and Complexity Rises, the Role of the Caregiver Intensifies ... and Broadens

Caregivers spend an average of

23.7

hours per week providing care



Hospitalization Reports are Rising

Caregivers in higher-intensity care situations report hospitalizations more often than those (56% med-high intensity in low intensity situations (38%).



Difficulty with Care Coordination is Heightening

28% of Caregivers report more difficulty with care coordination than in 2015 (20%).



Advocating for Care Recipients is Increasing

More Caregivers in 2020 vs. 2015 (56% vs. 50%) act as an advocate with care providers, community services, or government agencies.



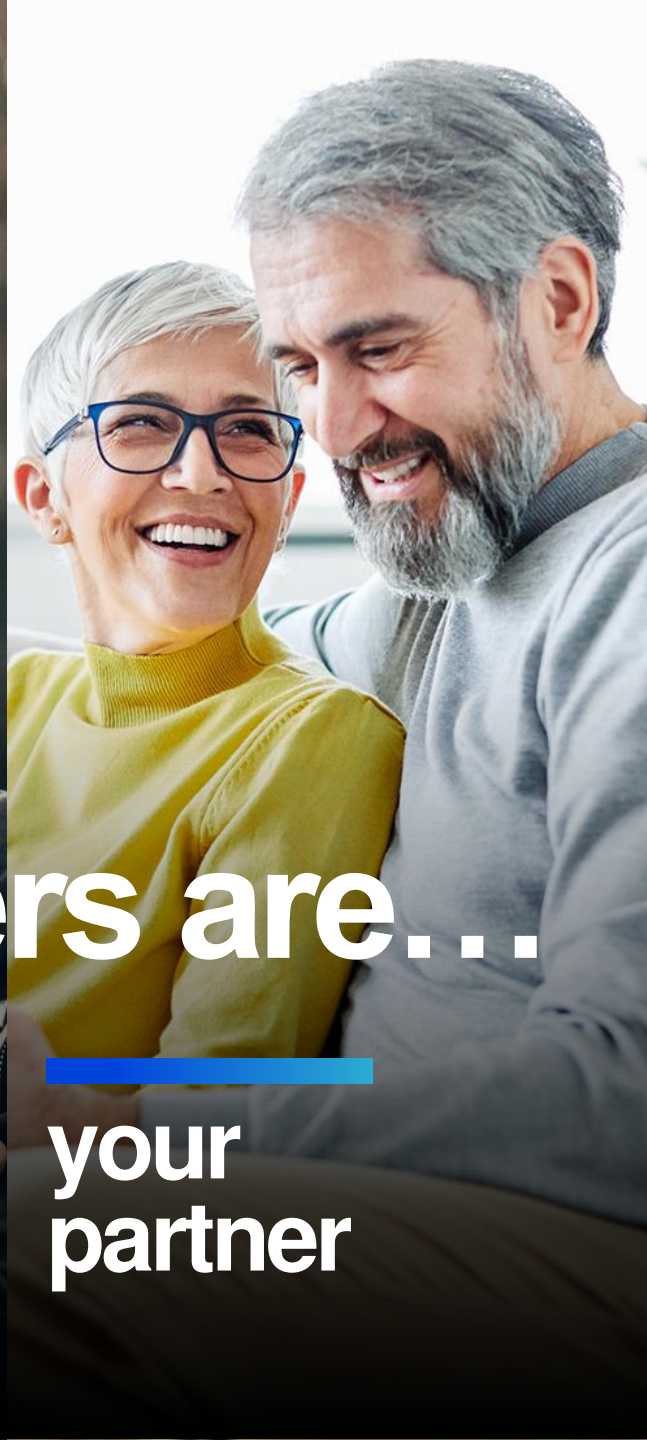
Communicating with the Health System is Critical

2 out of 3 Caregivers communicated with health care professionals about their care recipient's care.



Caregivers are...

**your family
member**



**your
partner**



**your
friend**



**your
neighbor**

“Caregiver” is Just a Part of Who These People Are...

51%

are
married

61%

are
working

21%

perform a full-time job of
40+ hrs/week

11%

are
Students

88%

Live in
**Urban or
Suburban
Areas**

9%

Served in
Armed Forces



these people span all races and their income levels

mirroring the population

But disproportionately impact Multicultural Caregivers

Caregiving is Experienced Different by Groups

It is important to understand the nuances to engage these audiences



14%

are

African-American

17%

are

Hispanic

8%

are **LGBTQ**

23%

are **Millennial**

12%

Live in **Rural Areas**

11%

are **Students**

THIS IS THE TIME

More and More People are Recognizing the Importance of Caregivers

9 out of 10

Americans believe unpaid caregivers deserve appreciation and support

“...Caregivers are our hidden defense and stealth soldiers”

- Male, 18-34

Over the course of 2021, perceived **importance** of National Family Caregivers Month grew from

56% to 79%



The cultural conversation has been ignited

*“...it is important to bring attention to a service that needs the support of the public. **These people are doing a great service for our society.**”*

- Male 55+

One Platform Marketing Strategy



Giving, Because We Care

Caregivers are the silent heroes in our society—they seek no honor and sacrifice so much.

In Fall 2021, NBCUniversal introduced the inaugural “Giving, Because We Care” campaign during National Family Caregivers Month. We harnessed the power of NBCU One Platform to recognize the exceptional work that caregivers do each and every day.

Building on the momentum from 2021, we’ll continue the movement to bring caregiving into the cultural conversation as we launch our second Caregivers initiative in 4Q’22, and continue into 2023, with high-impact moments to create awareness and impact for this audience.

Giving, Because We Care

Our Partnership Pillars



ACKNOWLEDGE

Tell the true, unfiltered stories of the joys, challenges and rewards that come with caring for those in need, through custom content and in-show segments



SUPPORT

Inform, through dedicated resources & tip-based content, to make the lives of family caregivers a little easier and help them better care for their loved ones



CONNECT

Bring unique content experiences to caregivers, allowing them to connect with each other and our beloved IP, through Peacock & live events