



NBCUniversal

Caregivers Initiative

Giving, Because We Care

23 / 24

3 Years Ago, We Set Out to Ignite a Movement

To bring caregiving into the cultural conversation with the ultimate goal of **acknowledging, supporting, and connecting** unpaid family caregivers across the country

With our local to national partners, we have reached people through:



TODAY with
Hoda & Jenna



Hoy Dia



The Kelly
Clarkson Show



En Casa Con
Telemundo



NBCU Talent



The More You Know



Digital Resource Guide

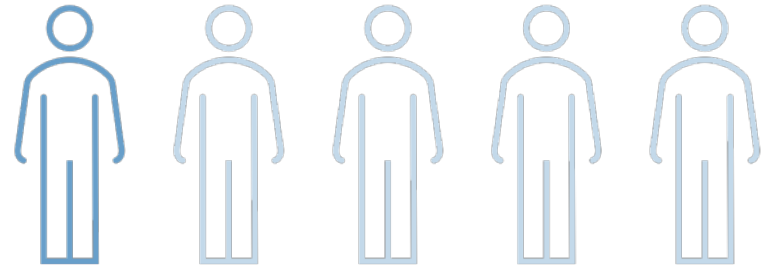


Apple News



Press & PR Coverage

Did You Know?



1 in 5
AMERICAN ADULTS

Are Unpaid Caregivers

providing care to a family member or friend with a chronic, serious, or disabling health condition

And the Number of Family Caregivers is Only Growing

43.5M
2015



53M
2020

3.7M Additional
Multicultural Caregivers

2.2M Additional
Millennial Caregivers



Some Don't Even Realize They are Family Caregivers

“

I don't think of me as the caregiver but I am. It's such an insight like

**I don't think of myself as a
caregiver. I'm a parent,
I'm a daughter, it's my job,**

but this [\[Caregivers Resource Guide\]](#) made me look at it differently
and think about it differently and all these different aspects of who is
a caregiver and then how you could be impacted by that.

- MARY ANNE

FEMALE, WHITE, AGE 42-57¹

For Hispanics, Caring for One's Family or Community is Deeply Rooted in “Cultural Subconsciousness”

Obligation and duty

to care for older adults in the family is instilled

Familism

(prioritization of **family over personal** needs), is prevalent and strong-rooted

May have other family to help (i.e., siblings), making caretaking more of a **family affair**

These can lead to

failure to identify as Caregivers,

which may result in missed opportunities for them to access existing resources that can assist with the inherent challenges of caregiving.

Unpaid Family Caregivers are the Backbone of Our Society

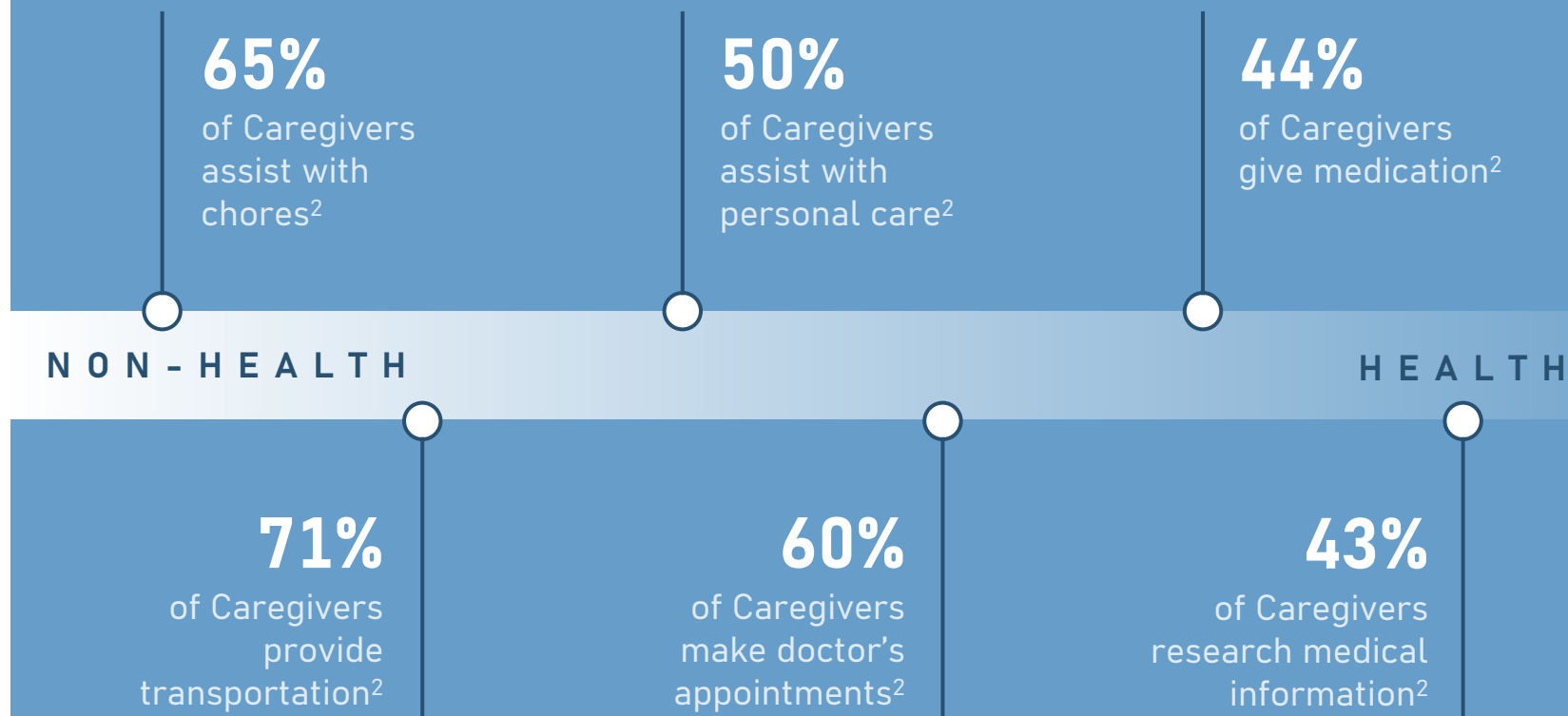
And their role continues to grow

Providing about

\$600B

worth of unpaid care in 2021¹

Caregivers Assist with Many Aspects of Care and Life



While Caregiving Can Be Rewarding, it Can Also Be Very Difficult



51%

of caregivers feel their role has given them a **sense of purpose or meaning**¹



78%

of those caring for an adult family member face **regular out-of-pocket costs**, with highest burden on caregivers who are **younger, Hispanic/Latino, or African American**³



62%

of working caregivers cite the **emotional stress** of balancing caregiving and work as one of their biggest challenges²

Caregiving can Take a Serious Toll on the Physical and Mental Well-being of a Caregiver

The act of family caregiving can bring on high levels of **depression, stress and frustration**, whether over **guilt** for not feeling like they're doing enough or being **emotionally strained** from not knowing when to turn off.¹ When they don't come first, their health takes a hit.



21%

Report fair/poor health in 2020
vs. 17% in 2015



1 in 4

Caregivers find it hard
to care for their own health



1/2

Of caregivers who feel alone
cite caregiving for why their health
is worse

While Caregiving Impacts the Mental Health of the Caregiver, it is also a Condition that Many Care Recipients Face

WERE YOU AWARE?

27%

of caregivers for adults reported their recipient needed care because of mental health issues in 2020, up from 21% in 2015.¹

AND THEY SKEW YOUNGER

41%

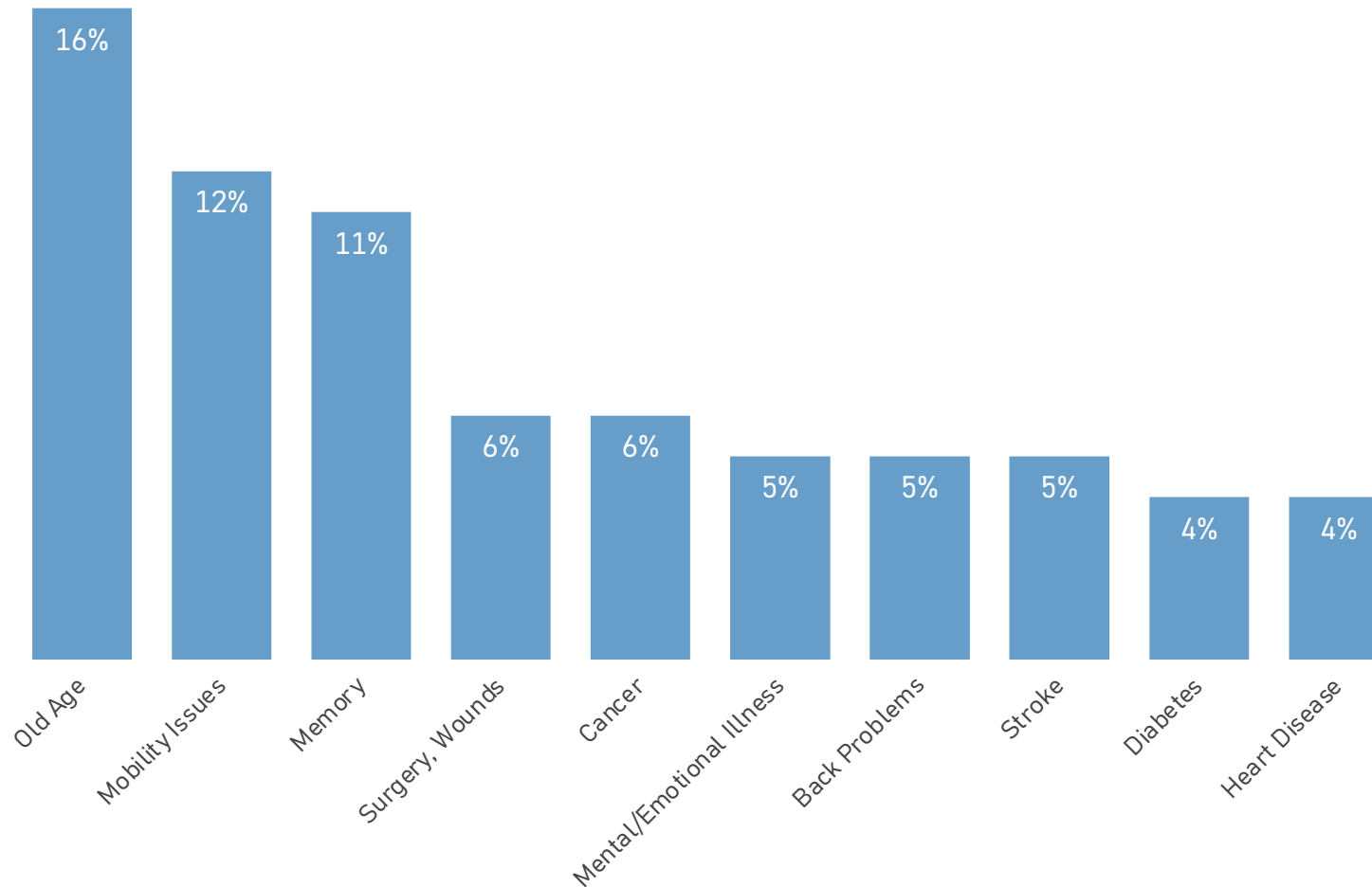
Mental health issues are more common amongst recipients 18-49, compared to 50-64 (35%) and 65+ (21%).¹

Mental and Emotional Illness Ranks Among the Top Ten Issues Care Recipients Experience

Struggling with mental illness, on top of other issues care recipients are facing, adds to the complexity family caregivers must navigate.

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.

Care Recipient's Main Problem or Illness Top 10



In Recent Years, There Has Been More Support of Unpaid Caregivers

EXAMPLES OF BRANDS TAKING ACTION

77%

of U.S. respondents stated that **brands play an important role** in advocating for positive social and environmental change¹



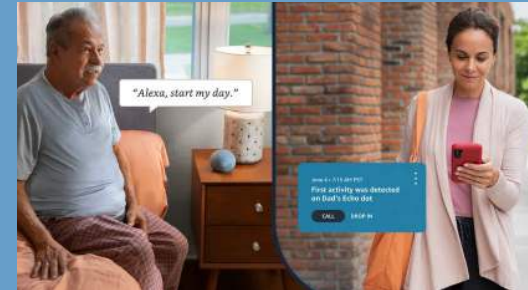
Administration for Community Living

Released the National Strategy to Support Family Caregivers as a unified approach to improving recognition of and support for family caregivers²



lanacare

Formed the "I Am Not Alone Care Alliance" to build infrastructure around caregiving needs and influence policy³



Amazon Alexa

Added custom alerts to notify caregivers of certain home activity⁴



Cigna Healthcare

Partnered with the Rosalynn Carter Institute for Caregivers to host workshops for dementia caregivers⁵

As Society Increasingly Recognizes the Importance of Unpaid Family Caregivers...

9 out of 10

Americans believe unpaid caregivers deserve appreciation and support



...Caregivers are our hidden defense and stealth soldiers

- MALE, 18 - 34

From 2021-2022, perceived importance of National Family Caregivers Month (NFCM) grew from

56% - 67%



*...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 +

...There's Minimal Awareness Around Unpaid Family Caregivers

16%

Awareness around National Family Caregivers Month



Compared to other health-related commemorative months:

90%

Around Breast Cancer Awareness Month

73%

Around Mental Health Awareness Month



Giving, Because We Care

We're continuing the movement to bring caregiving into the cultural conversation with high-impact moments that build awareness and drive impact for this deserving audience.

TIMING:
4Q'23-3Q'24

KICKOFF:
National Family Caregivers Month (Nov.)

SUSTAIN:
2024

Our Partnership Pillars



Acknowledge

Recognize remarkable people who are dedicated to and care for those in need



Support

Inform and entertain with dedicated resources & tips to make their lives a little easier



Connect

Bringing unique experiences to caregivers, allowing them to connect with their favorite content and each other

The Opportunity to Support Caregivers Exists Across Industries



CPG

Cleaning Products
& Personal Products

*Contribute a year's worth
of core products to select
caregivers*



Auto & Travel

Ride Sharing / Hailing

Offer caregivers free rides



Retail

Pharmacies & Retail Giants

*Custom caregiver shopping lists &
discounts for caregivers*



Health & Pharma

Telehealth & DTC

*Gamified incentives for caregivers
giving medication
for family members*



Restaurant

Delivery Services

*Gift cards to help with meal
planning to offset expenses*



Tech & Telco

Digital Pharmacies &
Ecommerce Giant

*Gift new laptop/tablet;
Upgrade/pay a caregiver's
data plan*



Finance & Insurance

Financial Advisors
& Health Insurance

*Branded content helping
caregivers navigate the world
of healthcare insurance*











































Home

Real Estate & Decor

*Home décor guide bringing
joy to the caregiver and
their family*

Driving Impact For Caregivers With Moments That Matter

Connect With Audiences Throughout the Year at Any Scale, from Local to National

	4Q'23 → 3Q'24							
Always-On Opportunity	<div><p>Acknowledge National Anthem Spot</p></div>	<div><p>Support Dedicated Caregivers Resource Guide</p></div>	<div><p>Connect Creating Community & Conversation</p></div>					
Integration & Editorial Opportunities	<div><div> <small>NBC NEWS</small> BRAND STUDIO</div><div> <small>TODAY</small></div><div> <small>CNBC</small></div><div> EVENTS</div><div> LIVE FROM</div><div> ACCESS/★</div><div> THE KELLY CLARKSON SHOW</div><div> TELEMUNDO</div><div> bravo</div><div> NBC Sports</div><div> KARAMO</div><div> Xnews</div><div> MONDAY NIGHT RAW</div><div> NIGHT 2.0</div><div> NBCUniversal Local <small>Owned Stations Regional Sports Networks</small></div><div> USA</div><div> BIG</div><div> Premier League</div><div> PEOPLE'S CHOICE AWARDS</div></div>							
Creative & Content Innovation Turnkey → Custom	Commercial Innovation / Contextual Placements / High-Impact Takeovers / Sponsorships / Editorial Alignments / Social Content / Custom Content / Local Market Activation / Integrations / Talent Engagement & Call-to-Actions / PR							
Strategic Targeting & Distribution	<div><div> adsmart</div><div> NBC SPOT ON</div><div> NBCUniversal SOCIAL SYNC</div><div> Smart Sequential Storytelling</div><div> peacock</div><div> Netflix</div><div> Instagram</div><div> Facebook</div><div> Twitter</div><div> YouTube</div></div>							
Cultural Awareness Moments	<div><p>NATIONAL FAMILY CAREGIVERS MONTH</p></div>	<div><p>Veteran's Day</p></div>	<div><p>Black History Month</p></div>	<div><p>National Caregivers Day (Feb.)</p></div>	<div><p>Women's History Month</p></div>	<div><p>World Health Day (Apr.)</p></div>	<div><p>Asian American & Pacific Islander Month</p></div>	<div><p>Hispanic Heritage Month</p></div>

JOIN US AS WE
**Acknowledge,
Support and
Connect Caregivers**
Throughout 2023/24

NBCUniversal





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Thank you

QUESTIONS?

Please contact: [Tiffany Erickson](#) or [Megan Ryan](#)

23 / 24

NBCUniversal's Inaugural Caregivers Initiative



CLICK TO PLAY

NBCU One Platform

Linear, Digital, Social, Talent,
PR, Editorial, Custom Content



Top 10

Audience Value:
Caregivers Digital
Resource Guide