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**
Caregivers in the US

AS OF AARP’S UNPAID CAREGIVER 2020 STUDY

53M

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

Source: AARP 2020 Report Caregiving in the U.S.
And This is Only Expected to Grow…

SINCE 2015, THE # OF CAREGIVERS IS Up 21%

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

Source: AARP 2020 Report Caregiving in the U.S.
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

- Old Age: 16%
- Mobility Issues: 12%
- Memory: 11%
- Surgery, Wounds: 6%
- Cancer: 6%
- Mental / Emotional Illness: 5%
- Back Problems: 5%
- Stroke: 5%
- Diabetes: 4%
- Heart Disease: 4%

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.

Source: AARP Caregiving in the U.S. 2020 Report
Caregivers are...

- your family member
- your partner
- your friend
- your neighbor
“Caregiver” is Just a Part of Who These People Are...

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>are married</td>
</tr>
<tr>
<td>61%</td>
<td>are working</td>
</tr>
<tr>
<td>21%</td>
<td>perform a full-time job of 40+ hrs/week</td>
</tr>
<tr>
<td>11%</td>
<td>are Students</td>
</tr>
<tr>
<td>88%</td>
<td>Live in Urban or Suburban Areas</td>
</tr>
<tr>
<td>9%</td>
<td>Served in Armed Forces</td>
</tr>
</tbody>
</table>

these people span all races and their income levels mirroring the population
But disproportionately impact Multicultural Caregivers

Source: AARP 2020 Report Caregiving in the U.S.
Caregiving is Experienced Different by Groups

It is important to understand the nuances to engage these audiences.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>African-American</td>
</tr>
<tr>
<td>17%</td>
<td>Hispanic</td>
</tr>
<tr>
<td>8%</td>
<td>LGBTQ</td>
</tr>
<tr>
<td>23%</td>
<td>Millennial</td>
</tr>
<tr>
<td>12%</td>
<td>Live in Rural Areas</td>
</tr>
<tr>
<td>11%</td>
<td>Students</td>
</tr>
</tbody>
</table>

Source: AARP 2020 Report Caregiving in the U.S.
More and More People are Recognizing the Importance of Caregivers

Over the course of 2021, perceived importance of National Family Caregivers Month grew from 9 out of 10 Americans believe unpaid caregivers deserve appreciation and support to 79%.

“...Caregivers are our hidden defense and stealth soldiers”
- Male, 18-34

“...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+

The cultural conversation has been ignited.

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