

DFTA Launches Citywide Ad Campaign for Caregivers

The campaign and services are made possible by an additional \$4 million investment awarded by the de Blasio Administration in the current fiscal year.

NEW YORK, NY (May 10, 2018) – The New York City Department for the Aging (DFTA) has launched a citywide ad campaign to bring attention to expanded respite services, which allow caregivers to take much-needed time off. The campaign and services are made possible by an additional \$4 million investment from the de Blasio Administration in the current fiscal year.

The [campaign features caregivers spending quality time with older adults](#), and there are variations of one message: You care for them. We'll care for you. Translated into English, traditional Chinese, Russian, and Spanish, the campaign aims to reach caregivers through bus shelters, Staten Island ferries, subways, online, in newspapers, and LinkNYC kiosks.



**She depends on you.
You can depend on us.**

Caring for an older relative or friend is not easy. Get support and guidance that includes in-home or overnight care, supplies and a lot more.

Call 311 and ask for "caregiving support."

NYC
Department for
the Aging

Bill de Blasio
Mayor
Dennis Coakley, PhD
Commissioner



**Usted cuida de él.
Nosotros cuidamos
de usted.**

Cuidar a un adulto mayor que es un familiar o amigo no es fácil. Puede obtener apoyo y orientación que incluye cuidado en el hogar o cuidado durante la noche, artículos para el uso en el cuidado y mucho más.

Llame al 311 y pregunte por "Apoyo para el Cuidador."

NYC Department for the Aging
Bill de Blasio
Ayudante
Donna Corrado, PhD
Comisionada

“We understand how physically, emotionally and financially demanding caring for a friend or loved one can be,” said Department for the Aging Commissioner Donna Corrado. “These caregiver respite services are flexible and allow us to assist caregivers on their own terms. Everyone’s experience is different, and now we are able to offer services to meet those diverse needs.”

The \$4 million funding increase is in addition to money DFTA receives from the National Family Caregiver Support Program under the federal Older Americans Act, allowing DFTA to serve more caregivers and older adults with \$8 million this fiscal year.

In 2017, DFTA completed “[A Survey of Informal Caregivers in New York City](#),” pursuant to Local Law 97 of 2016. After developing and conducting a survey of unpaid caregivers, DFTA created a comprehensive plan to address their needs. The study includes the following snapshot of the City’s unpaid caregivers:

- There are an estimated 900,000 to 1.3 million unpaid caregivers in New York City.
- A majority of unpaid caregivers provide at least 30 hours of care each week, with many spending 40 or more hours a week providing care.
- A majority of caregivers are women and at least 50 years old.

- Across caregiver groups surveyed, more than half of the caregivers needed three services: information about available services, respite care and legal services.

In addition to those surveyed, there are many more unpaid caregivers who do not self-identify as caregivers. Oftentimes, someone who works a full-time job and goes home to care for a loved one may assume this role without support to meet cultural expectations. It is DFTA's hope that through this marketing campaign, more people will recognize their own caregiving efforts and seek help.

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The New York City Department for the Aging works to eliminate ageism and ensure the dignity and quality of life of New York City's diverse 1.6 million older adults. DFTA also works to support caregivers through service, advocacy, and education. DFTA is the largest area agency on aging in the U.S.

Media Contacts:

Zenovia Earle
(212) 602-4152

Suzanne Myklebust
(212) 602-4153