

## Caregiver Advertisement Analysis

General observation:

Most websites that are soliciting caregivers have a similar color theme of using white and light blue. This makes sense since the color white is often associated with purity and cleanliness. The color blue is associated with tranquility and reliability. Another common theme is the selection of music. The four caregiving agencies that I looked at contained uplifting piano melodies they're attempting to evoke a happy but calm emotional state.

The majority of the demographic of online advertisements appear to have young women play the role of caregiver in these ads. Also, one recurring theme I have noticed is that most of these ads use elderly Caucasian women to represent the patient/client. I only found a handful of advertisements that contained a male caregiver.

Almost all the advertisements for caregivers that I have seen contain people laughing and smiling in the video and pictures. The videos such as the [Visiting Angels](#) and [Comfort Keepers](#) mention how it's a privilege to be able to work as a caregiver and they talk about their wonderful connections with the clients. As someone who used to be a caregiver and CNA, this feels a bit predatory because they're depicting caregiving as an always positive interaction and environment. In reality that is not the case, as caregiving is a difficult occupation to have and there are a lot of sad and harsh interactions that caregivers have to endure. It took me an hour of searching for caregiver advertisements to come across a flier that accurately explains what caregivers go through. This [infographic](#) is one of the few pieces of media that explain the negative effects of working as a caregiver, it explains the physical and emotional cost of working as a caregiver. Most of the ads emphasize the positive outcomes of these jobs and completely ignore or quickly brush off the negative impacts on the caregiver



Some images used for caregivers show them being quite physical with their patients/clients such as hugging them from the back or physically embracing each other. While touch can be an important way to convey trust and compassion, the degree to which it is being represented in these images and videos is not appropriate. Teepa Snow's [Worksafe](#) does an excellent job describing why caregivers should be cautious with touching. The reason why you must be cautious with physical touch is that the visual sense of people with Alzheimer's disease becomes significantly impaired over time, and they can become easily startled by their limited field of view. Also, their personality and behavior can make them feel more agitated or uncomfortable to touch. I know as caregivers, we often make the mistake of touching people's shoulders, arms, or back when we're trying to offer help and we fail to realize that these actions can activate a person's fight or flight response. I feel that images and videos, such as the one below, can reinforce some behavior that can become problematic.



I was only able to find a couple of advertisements such as the image below that include the negative aspects of caregiving. Also, unlike most ads, it includes statistics and clearly states the roles and responsibilities of caregivers. The added perspective from how the patient sees the caregiver is a nice addition since most of the ads describe how the caregivers see their occupation vs the point of view of the people who are receiving the care.

THIS IS

# WHAT THEY DO

39% of Americans juggle work and home life while caring for loved ones living with prolonged illnesses or disabilities.

*We call them caregivers.*  
 To the people they care for,  
**THEY ARE SUPER HEROES!**

**A caregiver**

- Will provide emotional support and acts as an advocate for the patient navigating through medical and financial questions.
- Will help their patient avoid loneliness by playing games, watching TV, or just listening.
- Is always thinking about safety, from grab bars in the bathroom to ramps from the street to the front door.

**CAREGIVER ROLES**

- Nurse**  
They will make doctor's appointments, dispense medication, monitor symptoms, and perform complex medical tasks.
- Helper**  
They will help with everyday tasks like shopping, cleaning, bathing, and eating.
- Chef**  
They will prepare meals, some with special dietary restrictions, all while keeping it within a budget.

**60-70 MILLION** The number of working caregivers in the U.S.A. **♀ 66%** **♂ 34%**

Sometimes caregiving can be overwhelming and lead to burnout.

**OUT OF ORDER**

COMMON AILMENTS INCLUDE:  
 Compassion Fatigue  
 Chronic Depression  
 Substance Abuse

## TAKING CARE OF THE CAREGIVER

- Don't try to do it all** - Ask for help. Many times, friends and family members want to help, but don't know how.
- Exercise & Eat Right** - Relieve stress and boost energy.
- Stay Social** - Nurture your close relationships. Don't let yourself become isolated.
- Give Yourself a Break** - Share the responsibility of caregiving with in-home respite care.

Your First Choice in Mobility Solutions

101Mobility.com

Sources: www.caregiveraction.org • www.caring.com • www.helpguide.org

**WE HELP CAREGIVERS EVERY DAY.**

Links:

Psychology of White	<a href="#">Link</a>
How to Use the Psychology of Colors When Marketing	<a href="#">Link</a>

Caregiver websites and images analyzed:

Visiting Angels websites and video ads <a href="#">Link</a>
Comfort Keepers website and video ads <a href="#">Link</a>
How to Write Caregiver Job Ads That Bring in More Applicants <a href="#">Link</a>
John Hopkins caregiver info website: <a href="#">Link</a>