



embracing
carers

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Embracing Carers™

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Caregiving is one of the largest, unaddressed public health issues of our time.



- In Europe, **80%** of all care is provided by informal carers.
- Carers of patients are an often-overlooked, yet critically an important link in the chain of support for patients.

Understanding the Challenges Carers Face Was Critical to Increasing Recognition and Support

Primary research to identify key issues and trends

Key takeaways:

- Carers need increased awareness and supports globally
- Since carers are people who provide unpaid assistance to someone in need, their own needs are often overlooked



Launching a Global Initiative

We worked in collaboration with 9 leading caregiving organizations around the world to increase awareness and discussion around the often-overlooked needs of carers

- The project is completely directed by carer organizations
- We also collaborate with leading, disease-specific patient advocacy organizations



CARERS CANADA
PROCHES AIDANTS au CANADA



International Alliance
of Carer Organizations

Building a global understanding and respect for the vital role of carers



EUROCARERS

EUROPEAN ASSOCIATION
WORKING FOR CARERS



Creating Impact

Embracing Carers™ aims to serve as a global convener of activity and support within the global caregiving community.

Global Awareness

Elevating awareness of practical solutions for carers through expanded media and social media



Policy

Establishing global policy best practice sharing and advocacy resource development



Stakeholder Engagement

Increasing the number of stakeholders globally and activating for deepened engagement



Healthcare Systems

Piloting innovative healthcare system programs to support carers in the spectrum of care through collaborations

Elevating Awareness of Practical Solutions for Carers through Expanded Media and Social Media

- Embracing Carers™ **Global Survey**
- Embracing Carers™ **TED Talk**
- **Global media** and **social media** attention reaching >250 M and 88M respectively
- Global caregiver self-identification through **By Day, By Night** social media



Increasing the Number of Stakeholders Globally and Activating for Deepened Engagement

- **Program expansion** – Embracing Carers™ in Brazil and China
- **Translated global materials** – local use with organizations in Spain, Italy, Germany and Brazil
- **Healthy Women, Healthy Economies** – alignment through a new female-focused, support site



Establishing Global Policy Best Practice Sharing and Advocacy Resource Development

- First-ever **Global State of Care Report**
- Policy-focused events in EU, U.S., and Australia
 - **Caregiver Proclamations** in 5 major cities across the US



Piloting Innovative Healthcare System Programs



Supporting carers in the spectrum of care through collaborations

- European Oncology Nursing Society
- International Alliance of Patients' Organization
- UK Carers Passport in Innovative Carer Best Practices (Dec. 2018 Publication)
- Caregiver Action Network Project ECHO (rural caregiver support), founding sponsor



Join Time Counts, our new social media campaign from Embracing Carers™

Your time can make a huge difference in the life of a carer.

- Our goal is to raise one million minutes of time to provide carers support in their role.
- Every minute that you give will be a huge help — not just for carers, but for the people who rely on them to stay happy and healthy.

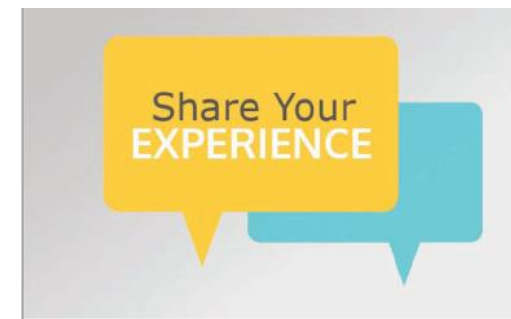




Give Your Time to Connect With Someone You Know Who is Caring for Someone Else

Visit www.embracingcarers.com to create a connection, give your time, and access valuable resources to share with a carer in your life.

There's no limit on the amount of time you can give, and no amount of time is considered too small to show you care.



GIVE YOUR TIME

Your time can make a huge difference. Give your time to grocery shop, help prepare meals or just spend time together. Every minute counts!

[GIVE YOUR TIME](#)

Great Companies Associate Themselves with Societal Change

Embracing Carers™ supports

an integrated Merck culture, driving a future-oriented and positive approach to how we work across all sectors and functions.

Embracing Carers™ is poised

to positively impact healthcare systems, policy positions, and awareness levels globally.



Thank You !
(for your future attention)