

Brief set by
21GRAMS

Help caregivers prioritise their own health

Related Disciplines
Open Brief

Deadline
22 March 2022, 5pm GMT

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The backstory

There are millions of adults around the globe with health challenges (think chronic diseases like Parkinson's and Alzheimer's) that leave them in need of caregivers to assist them in daily living¹. This care is often uncompensated, doled out generously from a loving family member. This care can also carry with it a huge emotional and physical toll. As much care as one can give, it often cannot "fix" the underlying problem – yet it's a job that requires an exhaustive amount of selflessness and giving.

No one is caring for the caregiver – and this selflessness has consequences. Studies have shown that caregivers suffer from higher rates of depression and anxiety as compared to the general population. More than 75% in a survey said they feel stressed, especially given the medical tasks being asked of them (like bandaging or inserting catheters)². And 22% of caregivers report that their health has gotten worse as a result of caregiving³.

So how can we make sure that caregivers make time for themselves to get the care they need too, which will help create a better cycle of care for everyone involved?

What's the challenge?

Develop an idea that not only raises awareness of the need for caregivers to prioritise their own health, especially their mental health, but also helps to drive them to actually make a doctor's appointment to find out what care they might need.

What exactly this looks like is up to you – it could be anything from a large-scale advertising campaign, through to an in-person experience, or something else entirely. But whatever you make needs to be tangible, realistic, and drive people to take action. It should also consider where many of these people spend their time.

Who are we talking to?

Caregivers who are unable to find time for themselves, based around the world. There's a huge number of caregivers in the world, covering all backgrounds and experiences, so you can choose to tailor your response to a specific group of caregivers. For example, of all the chronic diseases, dementia is a particularly important contributor to caregiver strain. Alternatively, you could choose to create a response that tackles this issue at different life stages, for example a young person who has to look after a parent or sibling will have very different needs to an elderly person looking after their partner (and everyone in between).

Whoever you pick, make sure you identify some of the key barriers for your demographic, as well as the right channels to reach them on.

Things to think about

Be innovative

Think about innovative channels that could make accessing healthcare more seamless for those already taking on so much in life.

Know the barriers

Caregivers often find they have less time for themselves and other family members. They often spend so much time on caregiving duties that they end up sacrificing the things they enjoy, like hobbies or vacations – and things they need – like healthcare. Sometimes even balancing work schedules around caregiving is a strain. Are there ways you can mitigate these barriers in your response?

It's not just physical

There's much more to healthcare than just physical. Consider focusing on the mental health aspect of caregiving. How can you give them a wakeup call that encourages and normalises seeking out counselling and other forms of support?

Change the channel

This challenge is centred around medicine and healthcare, so there are channels available that you might not know about. For example, telemedicine/telehealth offer ways of digitally offering healthcare including patient-clinician contact, care, advice, reminders, education and even remote admission. Take the time to understand what the sector currently offers and explore if your solution could integrate into, or direct people to, them.

The important stuff

It's up to you what form your idea takes, but your response should cover how you'll reach your audience, and an explanation of how your idea will go beyond just creating awareness to achieve a real and tangible outcome of getting more caregivers seeking out medical care and prioritising their own health.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).



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Further Information

¹It's estimated that 101 million people over the age of 60 are "care dependent " worldwide, meaning they need frequent help beyond what's typically required by a healthy adult.
WHO

²aginginplace.org/caregiver-burnout

³caregiver.org/resource/caregiver-statistics-health-technology-and-caregiving-resources

Care Giving Global Engagement
caregiving.org/advocacy/global-engagement

Family & Caregiver Support
vitas.com/family-and-caregiver-support

Caregiver Statistics: Demographics
caregiver.org/resource/caregiver-statistics-demographics

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