



# Latino Family Caregivers Narrative Project

Final Report 12/14/23



**UNIDOS**US



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# Executive Summary



# + Executive Summary

UnidosUS partnered with Up streamers Multicultural Agency to examine the prevailing sentiments and experiences of Latino caregivers to understand their role as caregivers, with the aim of developing messages that would raise awareness of their reality.

As part of this effort, an online audit of relevant prevailing narratives was conducted, Latino Caregiver focus groups took place, and insights and input from various UnidosUS Affiliates located in various States was sought during 2023. The research team leading this effort found that the broader American public, media, and political bodies are indifferent and lack knowledge about the barriers and realities faced by Latino family caregivers.

To help combat this indifference, a new narrative framework and messaging was developed and incorporated into a bilingual Communications Toolkit. The Toolkit was shared with four UnidosUS Affiliates, who in turn leveraged the messaging as they worked to elevate Latino Caregivers' narrative in order to support policies favorable to the needs of this important community segment.





# The Need To Change The Latino Caregiver Narrative



# + Initiative Goal

There are eight million+ Latino Caregivers in the United States, representing nearly 12.5% of the country's 63.7 million total Latinos. With the majority of Latino Caregivers providing more than 20 hours of care each week to family members (e.g. children, elders, relatives, etc.) the need to raise awareness and fuel support for the issues important to those Latinos providing care is more important than ever.

## Goal

In late 2022, UnidosUS in partnership with Up streamers Multicultural Agency, launched this initiative with funding from the Robert Wood Johnson Foundation. The goal driving this initiative was to examine prevailing sentiments and experiences of Latinos providing care to understand their role as caregivers in order to develop messages that would raise awareness of their reality.





# + Strategic Challenge

## Core Challenge

In the course of researching and analyzing existing narratives pertaining to Latino Caregivers in the U.S., the team of researchers and planners centered in on what became the core narrative that often frames Caregiving among US Latinos:

## Driving Existing Narrative

The broader American public, media, and political bodies are indifferent and lack knowledge about the barriers and realities faced by Latino family caregivers.

This indifference and lack of knowledge when it comes to Latino Caregivers served as the key challenge to overcome.







# Identifying & Developing a New Latino Caregiver Narrative



# + The Process

A comprehensive series of exploratory research and planning steps were taken in 2023 to help develop a new narrative that would raise awareness and fuel support for the issues important to Latino Caregivers.

Activities included:

## Step 1

Online Audit  
of prevailing Latino Caregiver  
narratives

## Step 2

Focus Groups  
with Latino Caregivers

Gain Insights &  
Message Development

Message Testing

## Step 3

Stakeholder Input Sessions  
with UnidosUS Affiliates in  
the Health & Wellness space

## Step 4

Bilingual Narrative Toolkit  
Development and  
dissemination to UnidoUS  
Affiliates



# + The Process

Upstreamers undertook a comprehensive series of exploratory research and planning steps to help develop the new narrative messaging framework.

Activities included:

## Step 1

Online Audit  
of prevailing Latino Caregiver  
narratives

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# Audit Of Prevailing Latino Caregiver Narratives



# **+ Online Audit**

The process was kicked off with a comprehensive audit of both English and Spanish-language content circulating online in the U.S. relevant to Latino Caregivers.

## **Objectives during this phase were two-fold:**

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- **Identify relevant cultural and contextual insights, message ideas, and buzzwords pertinent to Latino Caregivers**
- **Define the prevailing positive and negative narratives about Latino Caregivers**

## **The team reviewed a breadth of existing content sources:**

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- **Research reports on Latino Caregivers**
- **Prior surveys on Latino Caregivers**
- **Articles, papers, videos, and guides referencing Latino Caregivers**
- **General Caregiver resource websites, user forums, etc.**





How The Caregiver Discussion Is Most  
Often Framed When It Comes To Latinos  
in The U.S.



# + **The Caregiving** *Subject*

When it comes to the subject of caregiving among Latinos, our team discovered early on and throughout that most research reports published online, media coverage, and relevant social media discussions both among Latinos and non-Latinos framed the topic in elderly-centric terms.

## **The Conversation Largely Steers: Elderly-Centric**

Most discussions and content center on the realities of Latinos who care for, provide, and often live with older, sick or disabled family members.

There is little discussion of caregiving for children of any age, especially the needs and reality of those Latino Caregiver sandwiched between generations.





# + The Caregiving Context

Content, discussions, and narratives online also tend to frame the caregiving context for Latinos in deeply cultural terms. Simply put, it is often discussed as an expected cultural responsibility.

**The Context Is Largely Framed Both By Latinos & Non-Latinos As An: Expected Cultural Responsibility**

As the narrative goes, for Latinos providing care, caregiving fulfills a duty to look after and honor their elders.

- Inherent in this duty is a sense of repayment born from a cultural value involving feelings of dedication, loyalty, and commitment to their family.





# + The Caregiving Experience

Other narratives online tend to frame the experience of Caregiving for Latinos as one that is quietly overwhelming, both in emotional and financial terms. Quiet because, for various reasons as the narratives suggest, Latinos frequently do not appear to ask or opt for outside assistance.

## **The Experience for Latino Caregivers Is Often Framed As Being: Quietly Overwhelming**

Narratives often highlight that Latino Caregivers tend to take on all aspects of the responsibility on their own. These narratives suggest that many Latinos providing care:

- Often work outside traditional supportive care structures
- Caregiving is steeped with compromises, workarounds, self-learning, etc.





# + The Driving Narrative

But most importantly, the narrative that prevailed above all others online when it came to situation and specific needs of Latino Caregivers, is a general lack of knowledge and indifference among the American public.

**The broader American public appears indifferent and lacks knowledge about the challenges, sacrifices, and realities faced by Latino Family Caregivers.**

Our team chose to combat this particular narrative by developing a new, more uplifting and supportive narrative to raise awareness of challenges and realities faced by Latino Caregivers.







# Focus Groups With Latino Caregivers



# + Primary Research

The online audit was followed by two rounds of focus groups with Latino Caregivers, held both in English and Spanish. Participants came from all walks of life and were either responsible for providing care to family elders, children or relatives in need.

## Our objectives during this phase were three-fold:

- Obtain a foundational understanding of Latino Caregivers' values, needs, belief systems, traditional roles in caregiving for elders, children or relatives with special needs, and sources of support to uncover gaps in resources and information
- Gain a deeper examination of Latin Caregivers' contributions to their community and society
- Test various narrative communications concepts developed by Upstreamers Multicultural Agency to evaluate overall message takeaway and cultural relevance

## Methodology: Approach & Sample

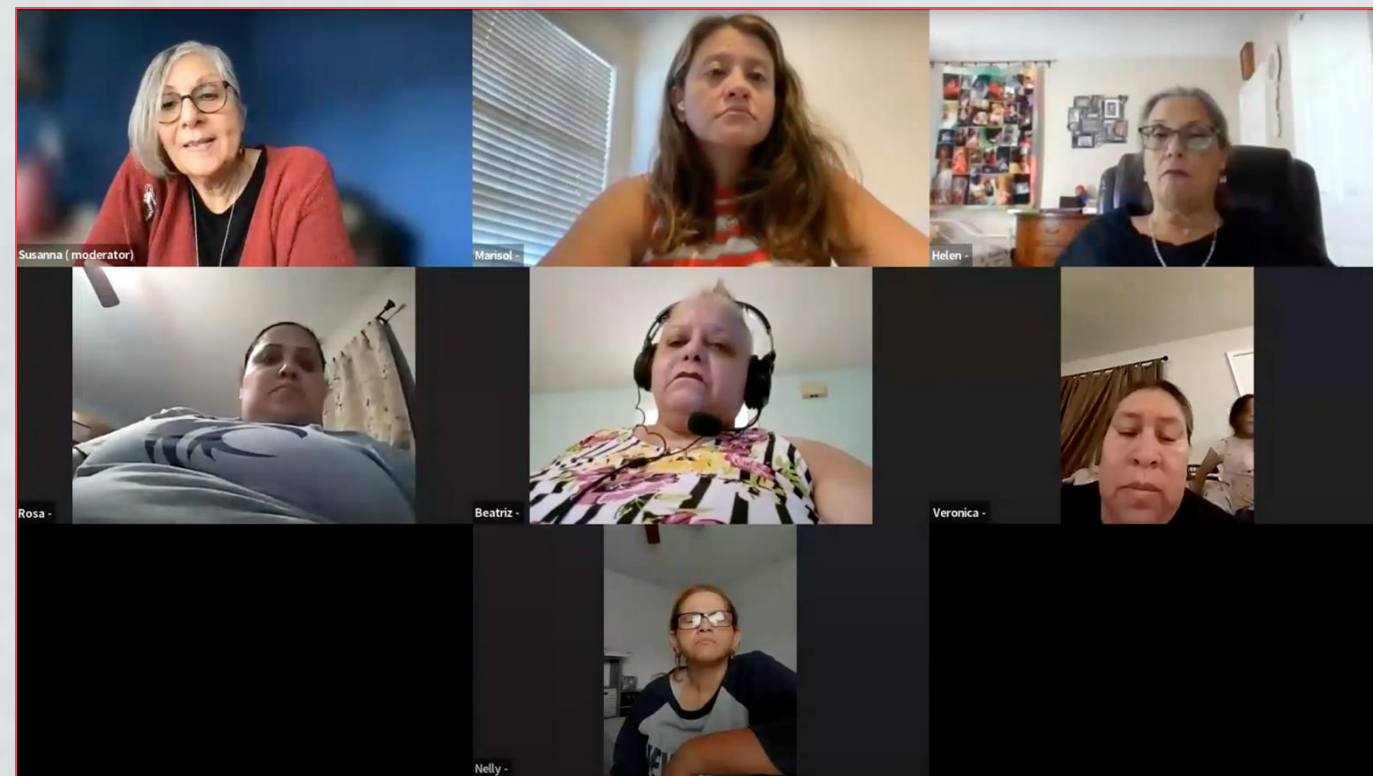
- Objective Phase 1 Groups: Obtain foundational insights to inform the development of messages
- Objective Phase 2 Groups: Gain additional insights and test narrative concepts

Segments	Phases 1 & 2
• Group in English with Bilingual and English-dominant Latino Caregivers	2 Groups
• Group in Spanish with Spanish Dominant/ Spanish Preferred Latino Caregivers	2 Groups
	4 Groups

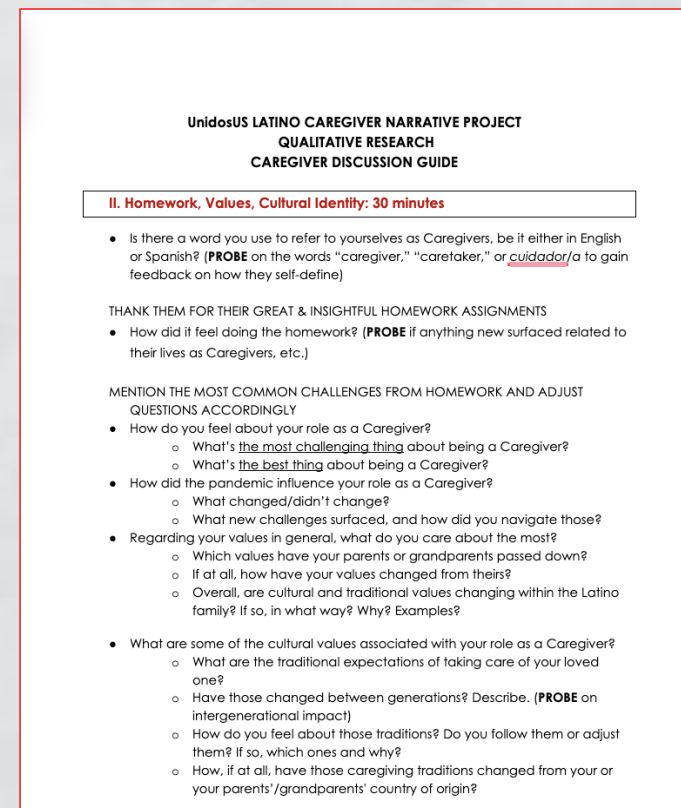


# + Sample of Research Elements

Below are samples of stimuli and questions employed during the qualitative research phase.



Focus Group (Latino Caregivers)



Focus Group Moderator's Guide  
(Sample Questions)



Messaging Framework Stimuli



Cultural Symbolism Stimuli  
(Loteria Cards)



# + Key Insights - Latino Caregivers

Below are top-level insights gleaned from the focus groups with Latino Caregivers. More detailed insights can be found in the full report, which can be accessed via the link provided below.

<p><b>Learning #1:</b></p> <p>Caregiving Builds Hope That Gets Inherited And Reinforced Through Resilience</p>	<p><b>Learning #2:</b></p> <p>They Grapple With Challenges Linked To Boundary Setting And Feelings of Invisibility</p>	<p><b>Learning #3:</b></p> <p>Self-care Comes Second To Fulfilling Loved One’s Needs</p>
<p><b>Learning #4:</b></p> <p>Acculturation, And Cultural Differentiators Impact Their Views Toward Caregiving</p>	<p><b>Learning #5:</b></p> <p>Their “Culture of Care” Is Impacted By Various Cultural Undercurrents</p>	<p><b>Learning #6:</b></p> <p>For Them, The Superhero Archetype Summons Inherent Risks</p>
<p><b>Learning #7</b></p> <p>They View What They Do As A Way of Providing Community Solidarity And Reducing Burdens on Society</p>	<p><b>Learning #8:</b></p> <p>It’s Important To Streamline Support, Especially In-Language, To Help Meet The Unmet Needs of Latino Caregivers</p>	<p><b>Learning #9:</b></p> <p>There Is A Clear Need For Caregiver Skills Training</p>

# + Narrative Concept Learnings

Based on our learnings throughout, we developed and tested two proposed new narratives to determine their relevance, appeal, and ability to excite and motivate action. The **“It’s Time To Care” narrative proved to be a clear favorite** both among Latino Caregivers interviewed and Affiliate stakeholders.

## Narrative Concepts Tested



### Generates Intrigue and Curiosity

- Favored concept for immediacy and call-to-action
- ‘8M strong’ reinforced a national collective crusade
- Domino effect of Caregiver contributions sparked intrigue & curiosity
- Pride grew as the new narrative gained momentum
- Recognition that remaining silent is a hindrance to Latino Caregivers

### Features Latino Caregivers’ Humanity

- Motivates reflexivity on accomplishments
- Emotional validation knowing there could be support
- Disrupts stereotypes and discriminatory feelings
- Their culture of care differentiates Latinos from U.S. mainstream





# Stakeholder Input & Guidance Sessions With UnidosUS Affiliates



# + Stakeholder Input Sessions

Once primary research efforts were completed with Latino Caregivers, the team then engaged members in executive leadership positions at four UnidosUS Affiliates based in Texas and Florida. These particular Affiliates were chosen because they focus on Health & Wellness and work directly with Latino Caregivers.

**Our objectives during this phase were three-fold:**

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- Gather Affiliate's ideas for additional narrative messaging and sub-messaging
- Explore their thoughts on potential narrative-related communications challenges
- Obtain input for potential campaign marketing tactics to help drive Affiliate engagement with the campaign





# + Recommended Assets To Be Developed

During sessions with UnidosUS Affiliate stakeholders, they express the need for a set of tools or a toolkit that they could use to help raise awareness and urgency around the needs of Latino Caregivers - both across their owned channels and during interviews with media outlets. Below are the Toolkit elements that were identified.

## New Narrative



### Toolkit Elements Identified

- **Key Narrative & Support Messages**

Short messages that showed the new Narrative in action.

- **Social Media Posts To Drive Effort Amplification**

A few sample posts that they could easily use to raise awareness & drive urgency on Social Media.

- **Winning Words**

A list of words take from Focus Group participants that serve to support narrative messaging.

- **Recommended**

Image ApproachA list of words take from Focus Group participants that serve to support narrative messaging.





# Tactic To Help Shift The Narrative: Bilingual Toolkit



# + Bilingual New Narrative Toolkits

The final stage in this effort involved the development of a digital communications toolkit containing the new Latino Caregivers narrative and messaging. Both English and Spanish language versions of the toolkit were developed and disseminated to UnidosUS Affiliates.

**Our objective was to build awareness of Latino caregivers and the issues they face. This is a first step in changing the current narrative on Latino Caregivers.**

**We met this objective by:**

- Asking Affiliate employs to use the messaging framework when creating content or conducting media interviews that can help change policies to benefit Latino Caregivers.
- Providing messaging guidance to ensure that all Affiliates communicate from the same framework.



Click On Image To  
Download the English  
Toolkit



Click On Image To  
Download the Spanish  
Toolkit



# + New Narrative: Main Messaging

The new **It's Time To Care** narrative and supporting messages were incorporated in the toolkit. These messages provided powerful language to “frame” discussions about policy issues that impact Latino Caregivers in winning terms and mobilize Latino communities and others to advance support to help meet the daily needs of Latino Caregivers.



## New Narrative

It's Time to Care seeks to amplify the needs and voices of Latino Caregivers given, that today, the broader American public appears indifferent and lacks knowledge of their daily challenges, sacrifices, and realities.

It is a call to action that spotlights the need to change current policies to meet the needs of Latino Caregivers, many of whom live in larger multigenerational households with lower socio-economic levels.





# + **New Narrative: Support Messages**

## **Latino Caregivers Are An Indispensable Force**

At 8M strong, Latino Caregivers are the second-largest group of caregivers in the United States. Many not only provide care to family members, they also care for larger households and hold jobs of their own, which makes them vital contributing members of their families and communities.

## **Latino Caregivers Are Cultural Straddlers**

Latino Caregivers find themselves sandwiched between multiple generations, navigating both English & Spanish environments, and living in larger households that are frequently less well-off. These dynamics add extra layers of complexity and stress as they work to keep their families together and care for those they love.

## **Latino Caregivers' Need For Support Can't Wait**

Latino Caregivers require support and solutions that address the challenges that they face. When Latino caregivers have the support they need, they are empowered to thrive and grow in their communities and professions, making them valuable contributors in moving our country forward. The time has come to provide more care and support to Latino Caregivers so that they don't have to wait any longer.





# + 15 Second Message

As part of the core narrative, both 1 minute and 15 second messages options were included in the Toolkit. The aim of these elements was to provide UnidosUS Affiliates and others with easy-to-follow examples of the narrative Framework in action (main and support messages). Affiliates were at liberty to tailor the messages according to their specific issue area and communications needs.

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## 15 Second Message

Latino Caregivers require support, solutions, and tools that address the challenges that they face. It's Time to Care is a call-to-action designed to generate an immediate response to provide the care and support Latino Caregivers need.

When Latino caregivers have the support they need, they are empowered to thrive and grow in their communities and professions, making them valuable contributors in moving our country forward.





# + 1-Minute Message

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## 1-Minute Message

It's Time to Care is a call-to-action that puts the spotlight on the challenges faced by Latino Caregivers with the goal of changing policies that provide more care and support to them.

Since Latino Caregivers require solutions and tools that address the challenges that they face, like finding themselves sandwiched between generations and larger households that are often less well-off, they need an immediate response to provide the care and support they deserve. This support will not only benefit them and those they care for, but also their communities.

It's Time to Care seeks to bring attention about these Latino Caregivers, since today the broader American public appears indifferent and lacks knowledge about the challenges, sacrifices, and realities faced by these individuals and their families.





# + Narrative-Relevant Winning Words

A series of “winning words” were included that Affiliates could regularly draw on to create consistent messaging with maximum motivating power and word-of-mouth potential. These words were identified and taken from the various Latino Caregivers interviewed during this study.

## Winning Words

### Latino Caregivers Are An Indispensable Force

- Family Pillar
- Indispensable
- Selfless Givers
- 8M+ Latino Caregivers Strong
- Feel Blessed To Offer Care

### Latino Caregivers Are Cultural Straddlers

- Caregiving Tradition
- Cultural Intermediaries
- Multigenerational Caregiving
- Family Glue

### Latino Caregivers’ Need For Help Can’t Wait

- Don’t Feel Seen & Heard
- Financially Stressed & Stretched
- Access To Turnkey Resources Can’t Wait
- Policies Need to Adjust To Their Needs

## In Their Own Words (Quotes from Focus Groups with Latino Caregivers)

“I just told the world that we’ve been doing this for our people that we love. Doing what we do is a privilege, not a weight on our back.”

- Latino Caregiver in his early 50s Objective Phase 2 Groups: Gain additional insights and test narrative concepts

“Mi madre cuidó a mi abuela, que era su suegra, no era su mamá, y ella la cuidó mucho. Son cosas que viene ya de familia.

- Latina Caregiver in her mid 50s

“Yesterday I took my mom to a PT appointment, and the doctor came in and didn’t even acknowledge me.”

- Latina Caregiver in her late 40s



# + Social Tools

Lastly, given that Latino Caregivers and Affiliate Stakeholders in this study shared with us that they spent time on Social Media connecting with family, friends, and colleagues, we provided them several sample social posts and images that featured the new narrative. The posts were designed to be easily downloaded and shared online as a way for Affiliates to expand awareness of the new “It’s Time To Care” narrative.



Click to download Instagram post example (Copy-Photo\ -Logo)



# + Social Tools

(To Help Amplify Latino Caregivers Voices)

## SM POST



Latino Caregivers require solutions and tools that address the challenges that they face. It's Time to Care for those who give care!  
@WeAreUnidosUS #ItsTimeToCare



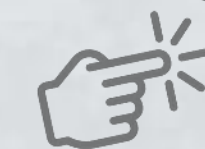
Latino Caregivers require solutions and tools that address the challenges that they face. It's Time to Care is a call-to-action designed to generate an immediate response to provide the care and support that Latino Caregivers need. @WeAreUnidosUS #ItsTimeToCare



Latino Caregivers are a key component of our community with specific challenges and needs. It's Time To Care seeks to help them get the essential resources they need so that can keep helping their loved ones. @WeAreUnidosUS #ItsTimeToCare

## IMAGES

[Download Images By Clicking Here](#)



[Download logo By Clicking Here](#)







# Measuring Affiliate Toolkit Utilization



# + Affiliate Toolkit Utilization Measures

UnidosUS Affiliates played an important part in helping to raise awareness of the new Latino Caregiver narrative developed through this effort. The majority of participating Affiliates leveraged the messaging to develop targeted communications on their own social channels over a 2-month period from October - Early December 2023.

**Through their combined communications efforts,  
Affiliates generated:**

**T189,000  
Total Impressions**



**4,847 Engagements (Link  
Clicks, Likes Share, etc.)**



**1,029 Social Video Views**



**177,000+ Landing  
Page Visits**





# + Affiliate Recommendations

Affiliates also provided valuable recommendations, which can be used to help strengthen future efforts aimed at raising awareness and generating action in support of Latino Caregivers. Below, are several quotes offered by the Affiliates; they were included so that their recommendations could be expressed directly.

## Having a Specific Call-To-Action Is Critical

“The biggest challenge was launching a campaign without **having a specific call to action** and knowingly there are many people looking for support. For HUF, we always provide a CTA so it was different for us, even though the campaign was meant to be informative.”

## There’s A Need For Latino Caregiver Support Groups

“We identified that creating and promoting **‘support groups’** can be a viable option that provides emotional, practical, and educational support. They also help in reducing the burden and enhancing the quality of life for both caregivers and those they care for, fostering a more informed, empowered, and resilient caregiving community.”

## Additional Institutional Support To Amplify Efforts

“We are expanding the information about the caregivers through our platforms, and database of customers; would be excellent **if we can have institutional support** to be able to have the capacity to reach more people.”



# + Samples of Affiliate Communications

## Bilingual Social Media Posts



## Bilingual Testimonial Video







# Recommendations For Extending The New Narrative



# + Raising Awareness Via A Campaign

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The aim of this work was to examine the prevailing sentiments and experiences of Latino caregivers in order to develop messages that would raise awareness of their reality.

This initial new messaging was designed to resonate with Latino Caregivers and UnidosUS' Affiliates, the latter of which served in this effort as advocates for change when it comes to the needs and reality of Latino Caregivers.

While the Communications Toolbox provided insight-driven messages and tools for UnidosUS Affiliates to use when raising awareness of this important population segment via their own efforts, we believe an opportunity exists to:

- Reach additional audiences beyond UnidosUS' Affiliates. These audiences can include both Latino and non-Latino advocates and practitioners that work daily to raise awareness of the needs of groups like Latino Caregivers. Reaching these additional audiences will permit this effort to expand its reach and create a more widespread groundswell, both inside and outside the Latino Community.
- Amplify awareness and reach of this important cause via a multi-touchpoint marketing campaign. The campaign could include a mix of tactics and elements that not only educate intended audiences as well as the broader American public, but help mobilize people to advocate for greater support to help address needs of Latino Caregivers in the U.S.



# + Raising Awareness Via A Campaign

Below are some examples of how a Campaign can look as we seek to collectively amplify awareness for this effort.



## Video: To Generate Awareness (Eng+Spanish)

We can create Video Ads to combat the indifference and the lack of knowledge on this topic.



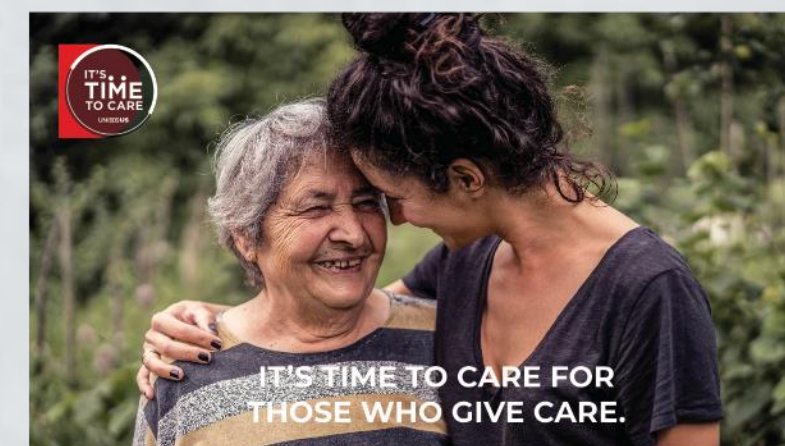
## Video: Testimonials (Eng+Spanish)

We can create Video and Audio Testimonials showcasing the challenges Latino Caregivers face and their need for help.



## Website / Microsite / Social Posts

We can leverage digital content to generate more attention among online audiences.



## Banner/Print/ Outdoor Ads

We can create different Print Materials and Outdoor elements for more targeted outreach





**Thank You**  
*¡Gracias!*



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