



The John A. Hartford Foundation Joins Forces with EHE International to Celebrate and Support Family Caregivers of Older Adults as MODERN DAY HEROES

Rockefeller Plaza Window display points to resources for the nation's 30 million heroic family caregivers of older adults

NEW YORK, March 1, 2016 – A window display at Rockefeller Plaza, donated by EHE International, features The John A. Hartford Foundation during the month of March and will reach almost 250,000 people per day, celebrating the millions of family caregivers of older adults who are Modern Day Heroes.

“Family caregivers are a crucial, yet often under-appreciated part of the care we provide for older adults,” said Terry Fulmer, PhD, RN, FAAN, President of The John A. Hartford Foundation. “We are pleased to collaborate with EHE International and create a very visible vehicle to hail the more than 30 million caregivers who take care of older family members and friends each day.”

The window display highlights both the scope of this important issue, as well as the caring superpowers—like empathy, gratitude and creativity— which caregivers exhibit year round. Visitors are urged to reach out and thank caregivers in their lives and to learn more about how they can help at www.jhartfound.org/caregiving.

“EHE International is proud to make this gift to The John A. Hartford Foundation to bring more attention and support to family caregivers of older adults” said Deborah McKeever, President of EHE International.

The John A. Hartford Foundation, family caregiving and the care of older adults

The John A. Hartford Foundation has a long tradition of work in this area, funding studies, advocacy, and health care innovations that support these Modern Day Heroes’ health and their ability to care for their aging spouses, parents, siblings and friends. For example, the Foundation has invested in:

- Programs to create better transitions of care, to ensure family caregivers of older adults are truly supported and prepared to care for their loved ones when they move between the hospital, skilled nursing facility, and the family home;

- Efforts to connect the health care system to a better-organized constellation of social services, such as transportation, counseling, and housing options;
- Organizations that advocate for a well-trained and fairly paid direct care workforce that can deliver often complex and physically strenuous home health services that help older adults and family caregivers; and
- A Study on Family Caregiving for Older Adults by the prestigious Institute of Medicine/National Academies of Medicine that will present evidence-based recommendations for public and private sector policies to support family caregivers.

“Unpaid family caregivers make such a critically needed contribution to the care of older adults, which experts have valued at more than \$470 billion annually,” noted Dr. Fulmer. “We must continue to support them with a system of services and supports that allow them to maintain their own health and focus on the vulnerable people they love.”

About The John A. Hartford Foundation

Founded in 1929 by John and George Hartford of the Great Atlantic & Pacific Tea Company (A & P), The John A. Hartford Foundation, based in New York City, is a private, nonpartisan philanthropy dedicated to improving the care of older adults. Every eight seconds, someone in America turns 65. The largest-ever generation of older adults is living and working longer, redefining later life, and enriching our communities and society. Comprehensive, coordinated, and continuous care that keeps older adults as healthy as possible is essential to sustaining these valuable contributions. The John A. Hartford Foundation believes that its investments in aging experts and innovations can transform how care is delivered, lowering costs and dramatically improving the health of older adults. Additional information about the Foundation and its programs is available at www.jhartfound.org.

About EHE International

EHE International is celebrating over 100 years as the recognized leader in preventive medicine with the release of a new book, *100 Years of Preventive Health: The History of EHE International*. Established in 1913, EHE International is America’s largest and most experienced preventive medicine specialist and the preferred choice among employers for the prevention and early detection of disease and associated risk factors. For more information, contact EHE International, 10 Rockefeller Plaza, 4th Floor, New York, New York 10020; [212.332.3700](tel:212.332.3700); visit www.eheintl.com.

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