



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Assistant Secretary
Administration on Aging

Washington, DC 20201

Note: The same basic copy for TV letters can be used for radio unless you are mentioning specific titles and also remember to change any references such as "viewers" to "listeners."

Dear Public Service Director:

I am writing to enlist your support in delivering a message that affects many of your viewers. These individuals are caregivers, providing care for chronically ill family members in their homes and communities. They serve in many roles such as cooks, housekeepers, drivers, financial managers, physical therapists and nurses.

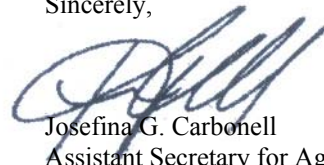
Often these individuals do not have the skills or the knowledge needed to provide the care, and feel overwhelmed by the challenges. They need help themselves. The question is, who cares for the caregivers?

In November 2000, the federal government answered that question with the implementation of the National Family Caregiver Support Program, administered by the Administration on Aging (AoA) in the U.S. Department of Health and Human Services. The program mandates that the National Network on Aging in this country provides support for caregivers. This network is composed of 56 State Agencies on Aging, 655 Area Agencies on Aging and 29,000 service providers. Today the AoA is reaching out to caregivers to let them know of services available under the program, and more importantly, how to access those services locally.

These public service announcements are in both English and Spanish and are also closed captioned for the hearing impaired. They can be the beginning of such much-needed assistance for people in your community. We want people to know there is a telephone number they can call. We want them to visit our website. We want them to find the help they so badly need.

We urge you to share these messages with your viewers and we are grateful for your support. If you have any comments or questions regarding these PSAs, please direct them to the AoA's Center for Communication and Consumer Services at (202) 401-4541. Thank you.

Sincerely,



Josefina G. Carbonell
Assistant Secretary for Aging