



Eldercare Quarterly

A newsletter for the informed employer



Improving the lives of employed caregivers...an employer benefit

Reality Check

According the 2004 MetLife Study of Employee Benefits Trends:

- **One-third** of all employers believe that the aging population will have an impact on their company
- **19%** offer products and services geared toward an aging population

Already, 25% of the American workforce is struggling to balance work and caregiving—and this number is on the rise.

What steps do you take to keep your caregiving employees in their jobs, and to keep a healthy bottom line?

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EEC Announces New, Online “Cincinnati Area Community Resource Guide”

Imagine—you are a busy parent, working full-time, and providing care to your older mother who needs more help with the housework, cooking meals, and getting to the grocery store. You’ve heard that there are great services in the area, but how do you find them? And how do you know *what* exactly to look for?

Up to 30% of the workforce in Cincinnati is dealing with questions like these right now, at the cost of their employers. The time and effort spent searching for services threatens productivity and leads to higher absenteeism and turnover.

The question that employers should be asking is, “How can I help my caregiving employees be

more effective in their job?” EEC has the answer. The Cincinnati Area Community Resource Guide is a fully searchable, comprehensive database that contains a wide array of programs and services specific to eldercare-givers. From ***lawn care*** to ***home delivered meals, legal and financial resources to safe driving courses***, the Resource Guide has access to over 2,000 local and national providers.

The Guide is searchable by keyword, category, or alphabetical listing. Definitions in each category help the user determine which resources are appropriate. EEC has no financial relationship with the providers represented in the Resource Guide, which is



independently maintained and updated by EEC.

Subscriptions to the Resource Guide are available to businesses across the Cincinnati region. One subscription allows all employees to access the database. Employees now have a valuable tool that helps to increase productivity at work, and promote the workplace as an ‘employer of choice.’

To learn more, call 513-731-5400 or email info@eldercareeducation.com.

November is National Family Caregivers Month

Fall is a time of change...green is replaced by gold and red; snow falls where sunflowers had once

been. And yet millions of Americans continue to provide countless hours of care and assistance to older loved ones.

November is a nationally recognized month that seeks to draw attention to the many challenges facing family caregivers, advocate for stronger public policy to address family caregiving issues, and



raise awareness about community programs that support family caregivers.

This year, the theme is “Caring Every Day.” The goal of the campaign is to engage companies and other community organizations to take steps to improve the everyday lives of the over 50 million Americans providing family care. To find out what you and your business can do to celebrate and honor caregivers, visit www.thefamilycaregiver.org/empowerment/nfcmonth.cfm.