

PARENTING *your Parent*

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In the US, between the end of WWII and 1964, 78 million babies were born, thus creating The Boomer Generation. When they arrived, the world changed. The diaper industry prospered, cowboy outfits rang up sales of \$75 million per year. Gerber filled 1.5 billion jars a year and Captain Kangaroo was their favorite television program.

- Boomers represent one third of the population.
- Seventy percent of this generation has at least one parent living.
- Fifty-four percent currently care for children, parents or both.
- Today, there are 35 million Americans age 65 and older.
- Despite their good health and positive prognosis for a longer life, aging is inevitable.

Parenting Your Parent is a multi-media informational program designed to help Baby Boomers navigate their aging parent through the elderly years. Emotions run high: guilt, panic, love, avoidance, and frustration. This multi faceted program will ease the journey for the adult child and their parent.

Caring for an aging parent poses many concerns. When we must eventually reverse roles with those who raised us, the challenge is protecting their dignity, preserving their independence, insuring their safety, comforting their fears, and maintaining our balance.

- Forty-eight percent of Baby Boomers think they should be doing more or should have done more for their parents.
- Baby Boomers expect to sustain or increase their current levels of effort to care for an aging parent over the next five years.

Parenting Your Parent is a unique opportunity for Novartis to reach and positively affect the lives of Baby Boomers.

- Novartis can anticipate an overwhelming response to the information the program will provide.

- Parenting Your Parent is a subject that is becoming top-of-mind for almost every home in America.
- Parenting Your Parent is an issue that is multi-faceted and ultimately very personal.
- Parenting Your Parent is an opportunity for Novartis to establish itself as a prime resource for Baby Boomers for medical information.
- Parenting Your Parent will help Novartis strengthen brand awareness by providing positive association and information.

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Sample Content TM

1. **The Big Picture – Something’s Different:** Does your elderly parents’ behavior seem to be changing, but you just can’t put your finger on what’s different? From memory problems to mood swings, hearing difficulties to depression, this segment educates the children on how to identify, remain calm and help their parents handle the changes taking place.

2. **Memory Loss – Where Did I Put My Keys?:** Everyone experiences a memory lapse now and then. But how can you tell when there is cause for concern? This show explores the mysteries of memory, including the latest research and treatment options on Alzheimer and other dementia’s.

3. **Sexuality – Do Mom and Dad Still Do It?:** It always seemed hard to imagine they did it at all, but here we are! This segment addresses the facts and myths about sexual activity for those over 65. Won’t mom and dad be happy to know that a sexual appetite can contribute to prolonged good health?

4. **Medication Management – The Medicine Cabinet**: As we age, the pills and potions for our aches and pains increase. This segment offers advice on medication management, monitoring medications, drug interactions and how to keep your parents safe from themselves with their medication.

5. **Depression – Blue is a color, Not a State of Mind**: Depression robs those suffering, and their loved ones, of peace of mind. It is one of the most common diagnoses of the elderly. Learn the symptoms and understand the treatment options available to help those you love.

6. **The Car and the Elderly Adult – The Key to Independence**: One of the most sensitive issues in dealing with elderly parents is “When is it time to hand over the keys to the car?” This segment provides practical advice to help you and your parent make a responsible decision.

7. **Women’s Health – What You and Your Mom Need to Know**: This segment will address common health issues that effect elderly women such as; Incontinence, osteoporosis, estrogen replacement therapy. Learn prevention, the latest treatment and what to expect.

8. **Men’s Health – Time For A Father & Son Talk**: Elderly men face a number of health concerns that can be successfully managed. From prostate problems to cardiovascular health, impotence to sleep disorders This segment explains the who, what, how and must do’s to maintain dad’s good health.

9. **Geriatric Giants– The Big Four**: Incontinence, falls, depression and delirium; these are the four major health issues that affect the elderly. This show provides information to help us identify, discuss, treat and prevent these common roadblocks our parent’s face.

10. **Assisted Living – The Nursing Home Dilemma**: From assisted living facilities to full-care nursing homes, finding the right match for your parent requires a lot of homework. This segment will provide

information to help you find just the right environment for a smooth transition for your parent.

11. **Alternative Medicine – Natural=Healthy, Maybe Not:**

Echinacea, St. John's Wart, and Zinc. Everyone you know swears by their healing powers. This show provides important information about "natural" remedies. How they interact with other medication, how they could actually be harmful to your parent and what really works.

12. **Falling Down – Watch Your Step!:** Falls are one of the largest cause of serious injury to the elderly as well as one of the most preventable causes of injury. What do you and your parents need to know to keep them on their feet and out of harms way.

13. **The Caregiver – Parenting Your Parent:** Does it seem as if roles have been reversed, you the parent and your parent the child? This segment provides important information on how to manage the role of caregiver for the best results for you and your elderly parent.

Exercise and The Elderly

Nutrition

Potty Talk

Diabetes

Screenings

Insurance

Pain Management

Legal Issues/Advanced Directives

Flu and Respiratory Illness

Sleep Disorders

Arthritis

Dermatology

Scam Artists and the Elderly

Technology

Independence

Images & Icons of Aging

