

New York Life Group Benefit Solutions Special Needs Caregiver Awareness Campaign

Awareness Campaign Visual Case Study
Shorty Impact Awards 2026

A purpose-driven campaign helping employers better understand and support special needs caregivers.

Making Special Needs Caregiving More Visible at Work

Special needs caregiving is not typical caregiving.

For employees caring for children or adults with lifelong developmental, intellectual, or chronic conditions, caregiving is often more intense, more financially disruptive, and more enduring than employers realize.

Yet these caregivers remain under-recognized in many employer support strategies.

New York Life Group Benefit Solutions created a research-backed, human-centered awareness campaign to help employers better understand these realities and connect awareness to practical workplace support.

By combining proprietary research, caregiver storytelling, and actionable resources, the campaign moved employers from awareness to understanding to action.



Campaign Overview & Strategic Approach

The Challenge

Caregiving is now a major workforce issue, but special-needs caregivers remain largely invisible in employer benefit strategies.

Core Insight

Special-needs caregivers need more than empathy; they need benefits, leave support, and wellbeing resources designed for sustained, high-intensity caregiving realities.

Objective

Help employers better understand the often-overlooked realities of special needs caregiving and show how benefits, leave strategies, and workplace resources can play a more meaningful role in supporting caregiving employees.

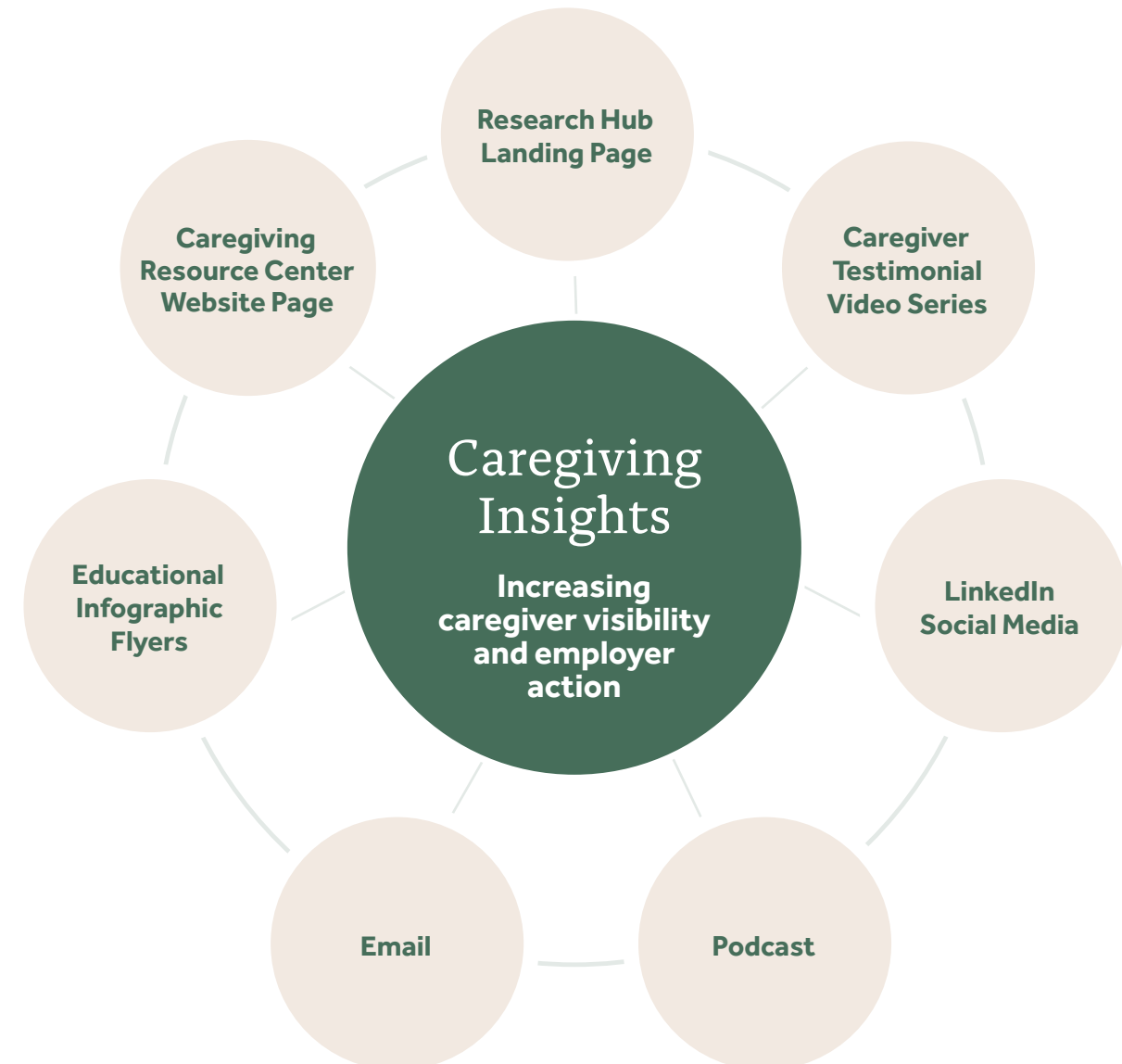
Approach

To address a gap in research on the benefit needs of special needs caregivers, NYL GBS partnered with Morning Consult to develop proprietary insights on this underserved workforce segment. Those findings informed a research-driven, interactive, multi-channel storytelling experience.

Audience

- › Employers and HR leaders
- › Benefits consultants and brokers
- › Employees caring for loved ones with special needs

Integrated Campaign Ecosystem





Bringing the Campaign to Life

Caregiver Testimonial Video Series

Objective

Bring the realities of special needs caregiving to life through candid caregiver testimonials.

Execution

A three-part testimonial series tells the authentic story of a New York Life employee and her family, revealing the day-to-day realities behind the data. Shot on location and grounded in candid interviews, the videos added emotional credibility to the campaign and made the case for employer support more immediate and memorable.

These stories made the research more human, helping employers see the real people behind caregiving data and the workplace support that can make a difference.



From Worry to Wonder — The Heart of Caregiving

A caregiver's journey from uncertainty to independence.



A Lifetime of Love — One Family's Caregiving Journey

A family's experience navigating autism and lifelong caregiving.



The Workplace That Makes Special Needs Care Possible

How employer support helps caregivers balance work and care.

Research Hub Landing Page

Objective

Translate proprietary research and caregiver experiences into an engaging digital experience that helps employers better understand and respond to the realities of special needs caregiving.

Execution

A thoughtfully designed experience combined video storytelling, digestible infographic insights, and intuitive design to make complex caregiving realities accessible and actionable for employers to learn more.

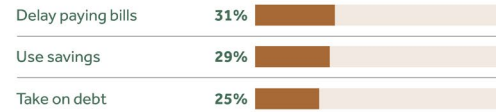


Critical truths about special needs caregivers at work

Employees caring for special needs dependents face greater intensity, longer caregiving journeys, and deeper emotional strain than other caregivers. Here's what you need to know.

Financial strain is the norm, not the exception

Families caring for dependents with special needs can face ongoing financial challenges that outpace their resources.



Long-term planning lags

Many families lack a "what-if" income strategy to cover housing, paid care, and medical needs if the caregiver can no longer provide care.



[View online](#)

Career impact and stigma remain high

- 78% have told their employer about their caregiving role
- 75% say caregiving has affected their ability to work or advance
- 63% feel caregiving has led to stigma at work

Awareness is high—but access isn't universal

- 80% are familiar with workplace caregiving resources
- 68% use them
- 31% say their employer does not offer caregiver benefits

It often feels like a second job that never ends

- 61% provide care 6+ hours/day
- 36% have cared for a dependent for 6+ years

Most are running on empty, but still going

- 84% experience burnout
- 56% experience anxiety
- 37% experience depression

What caregivers want most from their employers

- Emergency respite care: 49%
- Mental health support: 45%
- Paid caregiver leave: 44%
- Flexible schedule: 44%
- Legal & financial services: 43%

Turn your workplace into a caregiver ally

Caregivers embody the resilience and commitment that power great teams. When support is accessible, stigma-free, and built to last, their strength fuels a healthier, more loyal workforce.

Watch our caregiver stories

A Lifetime of Love and Care — One Family's Caregiving Journey

[Download video transcript](#)

Check out more resources to help

[Explore our Caregiver Resource Center](#)

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Putting Benefits To Work For People™

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Caregiving Resource Center Website Page

Objective

Create an evergreen destination on our corporate website where employers could move from campaign awareness to practical support.

Execution

The Caregiving Resource Center was designed to help employers better understand and showcase the value-added services included in their NYL GBS coverage. It also offered resources employers could share with caregiving employees to reinforce the value of those benefits and demonstrate support.



For Employers For Producers For Employees Search

Group Benefit Solutions / Employers

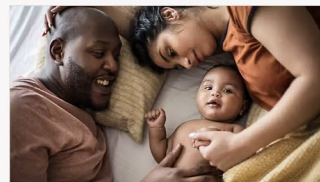
Support for special needs caregivers

Nearly one in four adults is a caregiver, often struggling to juggle work and caregiving responsibilities. For those caring for individuals with special needs, the demands are even greater. The need for support is urgent and we're here to help. ¹



Employee resources

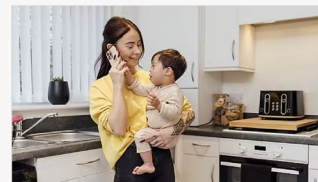
Caring for a loved one with special needs can be meaningful—more than 90% of caregivers find purpose in the role.² But with 27 hours of care each week and one-third also raising children, support is essential.¹ That's why we help employees balance caregiving with their careers.



Employee assistance & wellness support

Access counseling, work-life assistance, and crisis intervention services.³

[Open PDF →](#)



Financial, legal & estate support

Receive unlimited consultations from certified professionals to help with debt management, legal documents, and more.³

[Open PDF →](#)



Health care support

Get help navigating complex medical and billing issues.³

[Open PDF →](#)

Workplace support

Caregiving affects every workplace—three in four caregiver employees say caregiving affects their job or career, and most report burnout.⁴

Benefits can make the difference when life gets complex. Integrated claims, guided leave support, and caring specialists help employees access what they need quickly and confidently. A focus on whole-person wellbeing—through EAP counseling, financial-wellness tools, grief support, and mental-health programs—helps them stay balanced and supported.



For employees

- **Disability insurance**
Provides income protection when illness, injury, or mental-health conditions keep an employee from working, with flexible return-to-work options
- **Absence & leave management**
Coordinates FMLA, state leave, and employer programs so caregivers can take time for appointments or emergencies without losing career momentum
- **Life insurance**
Delivers financial security for families, with guidance on planning for dependents who need lifelong support
- **Voluntary benefits**
Accident, critical illness, and hospital indemnity pay cash benefits after covered events—money employees can use for living expenses, respite care, or out-of-pocket medical costs

For employers

Employers play a key role in supporting the caregivers in their workforce. These resources offer data and insights to help shape responsive benefit strategies.

- **Caregiving in the U.S., 2025 Report**
The National Alliance for Caregiving and AARP's new study offers an in-depth look at America's 81 million family caregivers
- **New Social Needs Caregiver Study**
The latest research from New York Life reveals how employees caring for dependents with lifelong needs balance work, wellbeing, and financial strain—with insights employers can act on

Additional caregiver tools

Financial wellness resources

Balance Wellbeing[®] provides personalized guidance, solutions, and tools to help employees stay on track with financial goals.⁵

[Visit →](#)

Tips for caregivers

These 10 tips offer key steps an employee can take to help cope with the unique challenges of caregiving.

[Open PDF →](#)

Beneficiary resources

This collection of resources aims to provide a sense of comfort to families navigating the loss of a loved one.

[Access resources →](#)

Specialized resources

These publicly available resources may provide valuable support throughout a caregiver's journey.⁶

Planning and financial guidance

- Special Needs Alliance
- ABLE National Resource Center
- Supplemental Security Income (SSI)
- Estate Planning for a Child with Lifelong Caregiving Needs - Wise Women
- Financial Planning for Parents of Kids with Disabilities - Nemours KidsHealth

Daily care and advocacy

- The Arc
- Autism Society of America
- National Down Syndrome Society
- United Cerebral Palsy
- National Respite Network

Emotional and peer support

- Caregivers of a Child with Serious Illness
- Family Voices
- Easterseals

Turn caregiver insights into action

Connect with your broker or contact us to learn how benefit design and wellbeing programs can better support employees with lifelong caregiver responsibilities.

[Contact us →](#)

[View online](#)

Educational Infographic Flyers

Objective

Translate campaign insights into visually engaging resources, tips, and strategies for caregivers and employers.

Execution

Two infographic-style flyers translated campaign insights into concise, accessible formats. One provided practical guidance for caregivers navigating the challenges of supporting a loved one with special needs, while the other offered employers actionable strategies for better supporting caregiving employees in the workplace.

Putting Benefits To Work For People™

Caring for a child with special needs? These 10 tips can help.



Caring for a child with special needs comes with unique challenges, but you're not alone. These tips may help you navigate your journey while maintaining balance and well-being.

 **REMEMBER**
Support is available—lean on your community, workplace resources, and qualified professionals

- 1** **Prioritize self-care**
Taking care of yourself isn't selfish—it's essential. Make time for rest, exercise, and moments of relaxation to maintain your physical and emotional well-being.
- 6** **Plan for the future**
Consider the financial needs of your child in the future. Consult an attorney about a special needs trust and whether it is appropriate for your situation. Taking steps today can help provide stability and protection in the event of unexpected life changes.
- 2** **Build a support network**
Connect with other caregivers, support groups, or online communities to share experiences, advice, and encouragement. Be intentional in building your support system.
- 7** **Communicate with your employer**
Open conversations with your employer about your caregiving responsibilities can help create a more flexible and supportive work environment.
- 3** **Stay organized**
Keep important medical records, therapy schedules, and school plans in one place. Digital apps or planners can help you manage appointments and documentation more efficiently.
- 8** **Seek professional guidance**
Don't hesitate to consult with professionals, from occupational therapists to financial advisors, who can provide expert support tailored to your and your child's needs.
- 4** **Advocate for your child**
You are your child's biggest champion. Learn about their rights, available resources, and how to effectively communicate with schools, healthcare providers, and support organizations.
- 9** **Practice stress management**
Find what helps you decompress—whether it's mindfulness, deep breathing, or a favorite hobby—to manage stress and maintain resilience.
- 5** **Take advantage of workplace benefits**
Your employer may offer flexible work arrangements, caregiver support programs, and employee assistance plans that include financial wellbeing. Explore what's available to help you balance work and caregiving.
- 10** **Celebrate small wins**
Every milestone, no matter how small, is a victory. Recognizing progress can help you stay positive and motivated throughout your caregiving journey.



You're doing an incredible job
The right support and resources can make all the difference—reach out to available programs and services to help you along the way.

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GROUP BENEFIT SOLUTIONS

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Putting Benefits To Work For People™

5

ways to care for caregivers in your organization



According to the latest NAC/AARP study, caregiving touches nearly every workplace. With 63 million Americans providing unpaid care—and 70% balancing those responsibilities with employment—employers can't afford to overlook this reality. Supporting caregivers isn't only compassionate; it's a business strategy that strengthens retention, resilience, and productivity.

- 1



Recognize and identify caregivers in your workforce

How you could help: Conduct annual surveys of your employees to assess their benefits needs, which includes questions around caregiving responsibilities. This will provide a better sense of how many caregivers are in your organization. Also, consider additional training for people managers relating to common caregiver needs and how to best support those employees.

Why it matters: With 63 million Americans now in caregiving roles and 70% of them employed, acknowledging this reality is the first step to providing meaningful support.
- 2



Offer flexible work arrangements

How you could help: Provide flexible scheduling, remote work options, and consider organizing caregiver resource sessions to help employees access training and support services.

Why it matters: Caregivers dedicate an average of 27 hours per week to care tasks, making workplace flexibility essential for managing dual responsibilities.
- 3



Provide financial wellness support

How you could help: Introduce employee assistance programs (EAPs), offer stipends for caregiving expenses, or provide subsidies for medical supplies, transportation, or home care services.

Why it matters: Nearly half of caregivers experience negative financial impacts, with one-third stopping their savings entirely.
- 4



Prioritize mental health resources

How you could help: Promote mental health counseling services, create peer support groups, and normalize caregiving conversations through wellness webinars and caregiving networks.

Why it matters: 64% of caregivers experience moderate to high emotional stress, reporting an average of 7 mentally unhealthy days each month.
- 5



Create empowering caregiver policies

How you could help: Implement dedicated caregiver leave policies, incorporate caregiving support into onboarding, and maintain ongoing dialogue about how caregiving intersects with work responsibilities.

Why it matters: While 51% of caregivers find purpose in their role, 56% felt they had no choice, leading to isolation and poorer health outcomes when not properly supported.



Learn more about how to support caregivers in your workplace by [visiting us online](#).

Source: AARP and National Alliance for Caregiving, Caregiving in the US 2025. Washington, DC: AARP. July 2025. <https://doi.org/10.26419/ppi.00373.001>
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GROUP BENEFIT SOLUTIONS

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Thought Leadership Podcast

Objective

Amplify the campaign conversation through NYL GBS thought leadership featuring employee insights and industry discussion.

Execution

Through a sponsored content partnership with Employee Benefit News, NYL GBS shaped the podcast topic, strategically selected the employee speakers, and helped guide the interview questions and final edit to align the conversation with the campaign's key themes. Featuring the honest, personal stories of two employees balancing work while caring for children with special needs, the podcast brought a human dimension to the issue, helping employers better understand the real need for support.

The screenshot shows a webpage from ebn (Employee Benefit News). The top navigation bar includes 'JOIN FREE' and 'LOGIN' buttons, along with a search icon. Below the navigation, there are several menu items: Advisers, Health & Wellness, Financial Wellness, Talent and Culture, Technology, Industry News, Benefits Think, Events, and Resources. A secondary menu includes Healthcare, Workplace Culture, Benefit Management, Politics & Policy, Mental Health, LEADERS, and Featured Research. The main content area features a header with 'WORK-LIFE BALANCE' and 'WELLNESS' tags, followed by the article title 'Podcast Supporting the Strong Caregiver: How Employers Can Bring Balance to the Workplace'. Below the title, it says 'PARTNER INSIGHTS FROM' and features the logo for 'NEW YORK LIFE GROUP BENEFIT SOLUTIONS'. A video player is embedded, showing a progress bar at 0:00 / 38:13. To the left of the player are social media sharing icons for Facebook, X, LinkedIn, and Email. Below the player, there are links for 'See all podcasts, and subscribe:' with RSS and iTunes icons. The article text begins with 'According to a recent New York Life Group Benefit Solutions survey conducted by Morning Consult, 75% of caregivers say caregiving has affected their ability to work or advance. With caregiving being time-consuming, stressful and unpredictable, this is no surprise. That's not to say, however, that caregiving is not personal, rewarding and provides many with a sense of purpose. This balance is imperative to caregivers' wellbeing, but they also need to feel supported by their employer with proper benefits and resources.' To the right of the text is a portrait of Melody Malone Bogan, identified as a Survivor Support Specialist at New York Life Group Benefit Solutions. Below the main text is a portrait of Meg Shea, identified as Head of Distribution at New York Life Group Benefit Solutions. The text continues: 'In this podcast, "Supporting the Strong Caregiver: How Employers Can Bring Balance to the Workplace", two individuals from New York Life Group Benefit Solutions – Melody Malone Bogan, Survivor Support Specialist and Meg Shea, Head of Distribution, share their real-life experiences and perspectives on caregiving in the workplace.'

[Listen online](#)

LinkedIn Social Media

Objective

Extend campaign reach with proprietary caregiver insights and drive employers and brokers to the research hub, resource center, and thought-leadership content.

Execution

LinkedIn posts translated key findings into concise, high-visibility social content, using statistics, solutions framing, and partner content to sustain momentum and direct audiences deeper into the campaign ecosystem.

New York Life Group Benefit Solutions
10,262 followers
1mo · 🌐

We're proud to have partnered with [Employee Benefit News \(EBN\)](#) to spotlight the often-overlooked challenges of employees caring for loved ones with special needs.

Our new whitepaper [The Hidden Challenges of Special Needs Caregivers](#), plus an EBN podcast featuring our own Melody Malone Bogan and Meg Shea offer key considerations for today's employers and dives into why employer support truly matters.

They're both live on the EBN website now. Check it out. <https://nyl.co/4bFjB44>

[View online](#)

New York Life Group Benefit Solutions
10,256 followers
3mo · 🌐

Financial stress is the norm for caregivers of dependents with special needs. Our latest research reveals that 54% struggle to cover basic expenses.

When your team members are under heavy financial strain at home, it affects performance, retention, and well-being at work.

Explore our recent findings to understand the stakes and get actionable employer support strategies. <https://nyl.co/4p5WZgE>

Caregivers struggle financially

31%	delay paying bills
29%	use savings
25%	take on debt

Source: New York Life Group Benefit Solutions 2025 Special Needs Caregiver Study.

[View online](#)

New York Life Group Benefit Solutions
10,261 followers
4mo · 🌐

New study shows that special needs caregivers often work the equivalent of two full-time jobs.

That means these individuals aren't just supporting in short spurts; they're making it work long-term alongside their career. For employers, this signals an opportunity.

Explore key findings from our latest research and learn how you can better support these caregivers: <https://nyl.co/4qSTpYL>

The work is non-stop for caregivers

61%	have cared for a dependent for 6+ years
36%	provide care 6+ hours/day

Source: New York Life Group Benefit Solutions 2025 Special Needs Caregiver Study.

[View online](#)

LinkedIn Social Media (Continued)

New York Life Group Benefit Solutions
10,262 followers
3mo · 🌐

Research shows that 68% of special needs caregivers use available caregiver benefits— but 31% say their workplace offers none. Explore other findings from our research and get recommendations on how to become a caregiver-ally employer. <https://nyl.co/4ihJyYU>

Source: New York Life Group Benefit Solutions 2025 Special Needs Caregiver Study.

[View online](#)

New York Life Group Benefit Solutions
10,262 followers
2mo · 🌐

When employees care for someone with special needs, time off isn't enough. What caregivers say they need most:

- 49% Emergency respite care
- 45% Mental health support
- 43% Legal & financial planning

These aren't perks—they're lifelines.

See more of our findings and get other ideas on how to best support these caregivers. <https://nyl.co/3XH4VZU>

Source: New York Life Group Benefit Solutions 2025 Special Needs Caregiver Study.

[View online](#)

New York Life Group Benefit Solutions
10,262 followers
2mo · 🌐

Caregiving is purpose-filled and deeply personal — but it can also be overwhelming. Our recent survey found that 75% of caregivers say it affects their ability to work or advance.*

In a new Employee Benefit News podcast, “Supporting the Strong Caregiver,” NYL GBS’s own [Melody Malone Bogan](#), Survivor Support Specialist, and [Meghan Shea](#), Head of Distribution, share their personal caregiving experiences and what real workplace support looks like.

Listen here. <https://nyl.co/456hIPc>

*New York Life Group Benefit Solutions survey conducted by Morning Consult between November 21 – December 3, 2025, among a sample of 2002 U.S. employees and 400 employers in the private sector or government.

[View online](#)

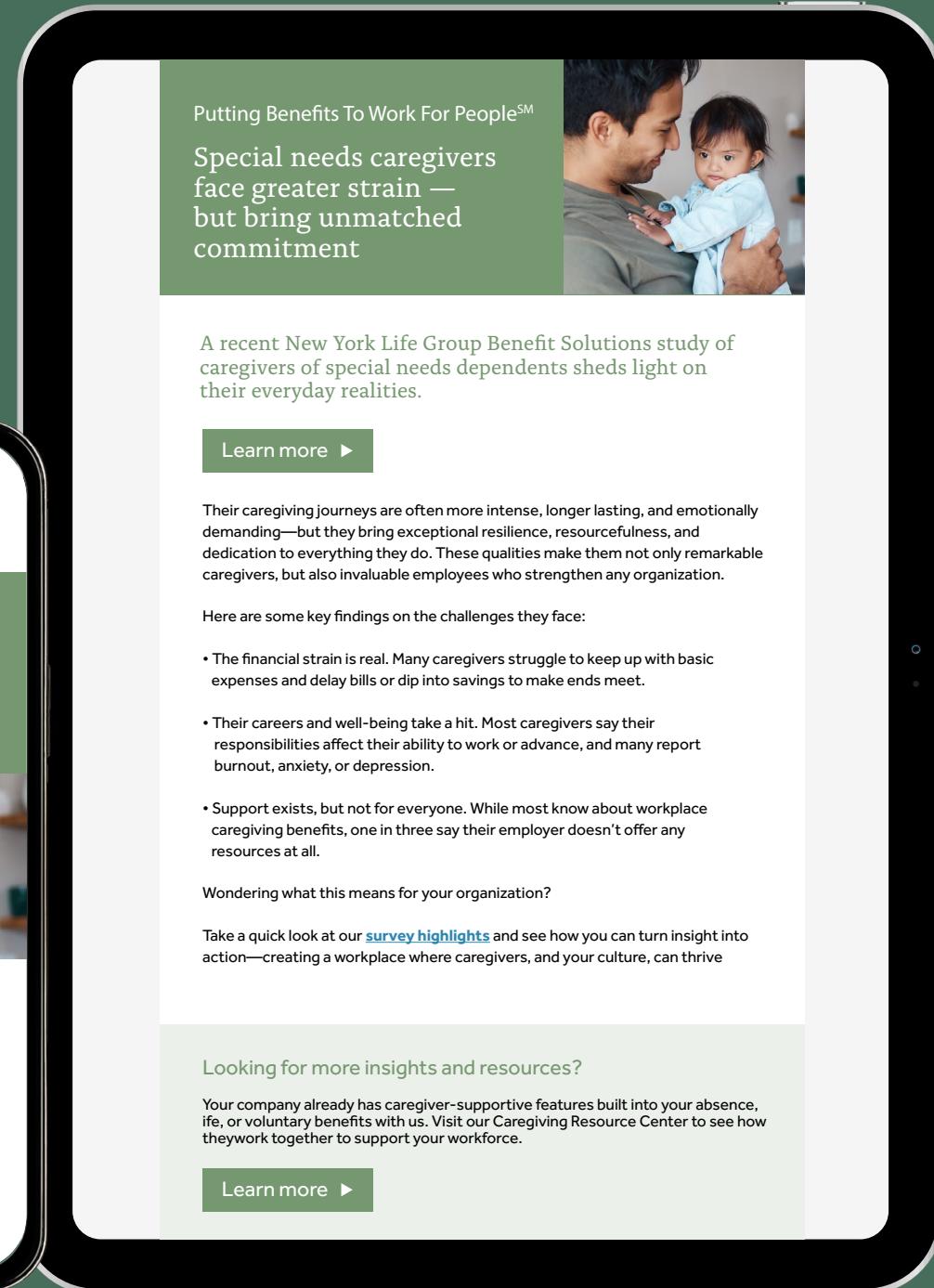
Email

Objective

Deliver compelling, targeted campaign messaging that resonates with employer audiences and motivates them to engage, explore further, and take the next step toward meaningful action.

Execution

Email outreach introduced the campaign with a responsive design and clean, scannable content, making it easy for recipients to quickly understand and navigate to the research hub and caregiver resources.



Putting Benefits To Work For PeopleSM

Special needs caregivers face greater strain — but bring unmatched commitment



A recent New York Life Group Benefit Solutions study of caregivers of special needs dependents sheds light on their everyday realities.

[Learn more](#) ▶

Their caregiving journeys are often more intense, longer lasting, and emotionally demanding—but they bring exceptional resilience, resourcefulness, and dedication to everything they do. These qualities make them not only remarkable caregivers, but also invaluable employees who strengthen any organization.

Here are some key findings on the challenges they face:

- The financial strain is real. Many caregivers struggle to keep up with basic expenses and delay bills or dip into savings to make ends meet.
- Their careers and well-being take a hit. Most caregivers say their responsibilities affect their ability to work or advance, and many report burnout, anxiety, or depression.
- Support exists, but not for everyone. While most know about workplace caregiving benefits, one in three say their employer doesn't offer any resources at all.

Wondering what this means for your organization?

Take a quick look at our [survey highlights](#) and see how you can turn insight into action—creating a workplace where caregivers, and your culture, can thrive

Looking for more insights and resources?

Your company already has caregiver-supportive features built into your absence, ife, or voluntary benefits with us. Visit our Caregiving Resource Center to see how theywork together to support your workforce.

[Learn more](#) ▶

Results & Impact

- › Elevated awareness of the unique challenges faced by special needs caregivers
- › Helped employers better understand how benefits, leave strategies, and workplace resources can support caregiving employees
- › Delivered educational content through a connected, multi-channel campaign ecosystem
- › Expanded the conversation through human storytelling, industry media partnerships, and thought leadership
- › **Delivered above-benchmark engagement across channels**, including an **84%** average video completion rate, a **29%** client email open rate, a **5.6%** client email click-through rate, and a **9%** LinkedIn engagement rate

By combining proprietary insight, human storytelling, and practical support resources, the campaign helped make the realities of special needs caregiving more visible and gave employers a clearer path to respond.

