



NATIONAL ACADEMY  
FOR STATE HEALTH POLICY

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# Caregivers Communications and Marketing Toolkit: Audience Personas

# What are audience personas?

- Fictional, research-based profiles representing your key audience segments
- Combine demographic, behavioral, and motivational information into a clear picture
- Help move beyond the generic idea of a "target audience" and create a more humanized, relatable figure

# Why They're Useful

- Align teams around a shared understanding of "who we're talking to."
- Tailor messages and craft content that directly addresses the specific needs and concerns of each unique group.
- Brainstorm better communications channels and strategies.
- Identify gaps and uncover opportunities in outreach or service delivery.



# Angela – 43

*“Every day I try to give them both the best of me.”*

## Caregiver Type:

Adult caring for mother with dementia

## Location:

Suburban

## Motivation:

Sense of duty and deep love for her mother

## Needs:

- Respite care options
- Help navigating Medicare/Medicaid
- Peer support
- Transportation to doctor appointments

## Challenges:

- “Sandwich generation”: Balancing work, caregiving and raising an 8-year-old daughter
- Doesn’t identify as a caregiver
- Overwhelmed by fragmented services

## How They Get Information:

- Facebook groups
- Gym
- Local senior center emails
- HR at work



# Jasmine – 18

*“I didn’t expect this so soon, but family takes care of family.”*

## Caregiver Type:

Teenager caring for grandmother

## Location:

Urban

## Motivation:

Affection for her grandmother who raised her after her parents passed

## Needs:

- Mobile-friendly access to help
- Financial support
- Flexible, youth-oriented services
- Training

## Challenges:

- Peer isolation
- Doesn’t know where to start
- Limited trust in systems

## How They Get Information:

- TikTok, YouTube Shorts
- Instagram stories
- School and youth orgs



# Terence – 67

*“We’ve faced everything together, and we’ll face this together too.”*

## Caregiver Type:

Spouse caring for wife with Parkinson’s disease

## Location:

Suburban

## Motivation:

Commitment to lifelong partnership and love

## Needs:

- In-home care and respite
- Legal/financial planning
- Peer connection

## Challenges:

- Care fatigue
- Guilt over self-care
- Solo coordination of care

## How They Get Information:

- Hospital newsletters
- AARP articles
- Local newspapers
- Billboards



# Mei – 61

*“I want Dad to stay in the home he built with his own two hands.”*

## Caregiver Type:

61-year-old caring for father

## Location:

Rural

## Motivation:

Responsibility as the only nearby family member and strong family values

## Needs:

- Transportation and home services
- Local program info
- Emotional support

## Challenges:

- Isolation
- Doesn't identify as a caregiver
- Poor access to coordinated help

## How They Get Information:

- Meal delivery flyers
- Church bulletin boards
- Local radio
- Word of mouth



# Kamal & Priya – 42 & 40

*“Some days are hard, but we find joy in the little things.”*

## Caregiver Type:

Parents of child with a disability

## Location:

Suburban

## Motivation:

Unconditional parental love and long-term commitment to their child's future

## Needs:

- School and medical coordination
- Advocacy help
- Long-term planning and respite

## Challenges:

- Navigating insurance and service systems
- Financial strain from medical expenses
- Limited time for self-care

## How They Get Information:

- School flyers
- Parent support groups
- Pediatricians/medical providers
- Disability advocacy organizations on social media





# Cristo – 55

*“She gave up so much so I could have a better life. Now it’s my turn to take care of her.”*

## Caregiver Type:

Multilingual adult caring for aging mom

## Location:

Suburban

## Motivation:

Love and respect for his mother, desire to ensure she receives dignified care

## Needs:

- Transportation and medical translation for appointments
- Respite
- Medical equipment (cane, shower stool)

## Challenges:

- Bureaucracy overload
- Cultural and language barriers
- Balancing work and caregiving
- Finding culturally sensitive support

## How They Get Information:

- Church flyers
- WhatsApp groups
- In-language community orgs
- Local Hispanic radio



# Nancy – 62

*“Family is everything and I want to give him a normal, steady childhood.”*

## Caregiver Type:

Grandmother raising grandson

## Location:

Small town

## Motivation:

Strong belief in family, community, and having purpose

## Needs:

- Reliable school transportation
- Affordable after-school or summer care programs
- Support groups
- Health care support for her own disability

## Challenges:

- Financial strain
- Limited time for herself
- Legal complexities around custody
- Health issues that make caregiving physically demanding

## How They Get Information:

- Church flyers
- Facebook
- Senior center
- Schools/guidance counselors
- Courts/legal paperwork