WHY WE NEED POP NOW!

Every day we add 10,000 new seniors to our overly taxed Medicare system. Every eight seconds another American turns 65!

Those of us over 85, “the frail elderly,” comprise America’s fastest growing demographic. In Japan, adult diapers are already outselling children’s diapers; in the U.S., predictions are that

- Adult diaper sales will have increased 48%.
- Compared with baby diapers, increased 2.6%.

1 in 3 of our beloved seniors dies with some form of dementia. Although it’s the sixth cause of death, only 1 in 4 of us with Alzheimer’s disease has been diagnosed.

Over 50 million of US live in at least a two-generation adult household. Often, it’s we seniors who are carrying the major responsibility for other older and disabled family members, sometimes for the “boomerang” adult children and even the grandchildren living at home.

Someone in the United States develops Alzheimer’s, striking 1 in 2 of our fellow Americans over 85. Currently a fatal disease, with an average duration of up to 11 years to develop fully, by which time our loved ones will be in diapers, sleeping all day and not recognize us.

- 90% of senior parents want to remain in our own homes instead of going into an assisted living or other residential facility. How many of US can do so safely?

Many concerned Americans will find ourselves caring for aging loved ones far longer than we ever cared for our own children. Primary family caregivers of people with dementia report an average of 9 hours per day of help to their relatives.

The close relationship is a shared one with involved emotions, experiences, and memories. This may place our family caregivers at an even higher risk than our senior parents for psychological and physical illnesses, even early death.

- 10 million of US family caregivers over 50 lose an estimated $3 trillion in wages, pensions, retirement funds and benefits because we are doing family caregiving.

78% of US family caregivers report needing more help and information with at least 14 specific topics related to caregiving. The top three topics of concern are:

- Keeping our loved ones safe;
- Managing our own stress;
- Finding easy activities to do with our aging family members.

www.ParentingOurParents.org