



DETROIT  PBS.

# caregiving

2025 IMPACT REPORT

January - December 2025





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Caregiving touches nearly every family, yet the individuals who shoulder this responsibility often do so with limited visibility and support. Across Southeast Michigan, thousands of caregivers balance the physical and emotional demands of caring for aging parents, children, and loved ones with disabilities while also maintaining employment, supporting other family members, managing complex medical needs, and often absorbing significant financial responsibility for those in their care. The demands of caregiving are layered, relentless, and deeply personal—but the stories, challenges, and contributions of caregivers too often remain unseen.

Detroit PBS is helping change that. Through trusted local programs such as “One Detroit” and “American Black Journal,” along with digital storytelling, online resources, and community engagement content, we elevate authentic caregiving stories rooted in our region—bringing real experiences, resources, and solutions into the public conversation across broadcast, digital, and social platforms. By centering underrepresented voices and connecting caregivers to community-based support, our programming fosters understanding, reduces isolation, and strengthens awareness of the systems needed to sustain caregivers.

By amplifying caregiving stories across Southeast Michigan, Detroit PBS is building a more informed, connected, and compassionate community—one that recognizes caregiving not as invisible labor, but as essential to the health of families and the resilience of our region.

# Local Events and Community Engagement

Detroit PBS extends caregiving storytelling beyond broadcast through community-centered events that bring caregivers, partners, and service organizations together—creating space for shared learning and connecting families to resources across Southeast Michigan.



## Grantmakers In Aging: Pre-Screening and Panel

MAY 19, 2025

Detroit PBS partnered with a local senior services organization to host an in-person pre-screening of “Caregiving,” followed by a facilitated panel discussion. The event explored the lived experiences of caregivers and highlighted the systemic and community-based supports needed to sustain them.

**50 in-person attendees**



## Caregiving: A Black Church in Detroit Virtual Town Hall

JUNE 23, 2025

This virtual town hall examined caregiving and aging through the lens of Detroit’s Black community. The conversation focused on culturally rooted caregiving experiences, the role of faith-based institutions, and access to practical resources such as respite care, financial planning, and legal support.

**430 Views**



## Caring for Caregivers: The Art of Aging Well

SEPTEMBER 26, 2025

Detroit PBS partnered with a neighborhood senior center to host a free community event celebrating caregivers and older adults. The program included a preview of “Caregiving,” a resource fair, and a community discussion centered on aging well and supporting caregivers locally.

**100+ in-person attendees**



Stream caregiving programs and explore local resources anytime at [DetroitPBS.org/caregiving](https://DetroitPBS.org/caregiving) or on the **PBS App**.

# Local Caregiving Content

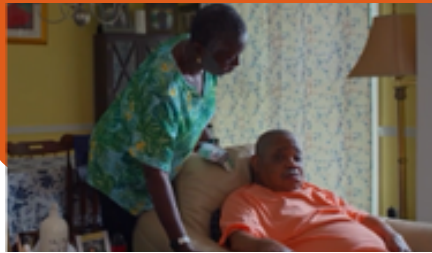
Detroit PBS integrated caregiving storytelling across trusted local programs to elevate lived experiences and connect audiences to resources in Southeast Michigan.



## Caregiving and Systemic Change

JUNE 19, 2025

Grantmakers In Aging panel on the emotional, financial, and policy realities of caregiving.



## Caregiving in the Black Community

JULY 15, 2025

American Black Journal shares stories of caregiving, faith, and aging in Black communities.



## Caregiving at Home: A Family Story

OCT. 17, 2025

One Detroit profiles a Northville couple navigating disability and care.



## Planning Ahead for Care

NOV. 13, 2025

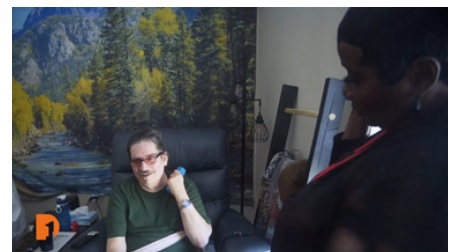
Legal and financial planning for caregivers, featuring Elder Law experts and a mother-daughter story.



## Firefighters to Caregivers

DEC. 11, 2025

Profile of First Call Home Health Care and the caregivers they employ.



## Caregiving as a Growing Workforce

DEC. 12, 2025

Former firefighters build a statewide home healthcare business to meet rising demand.



## Ending Well - Planning for the Future

JAN. 16, 2026

Through Susan Major's story, One Detroit explores how advance care planning can ease the burden on loved ones and help people face serious illness with clarity, dignity, and peace.



Locally Produced. Nationally Amplified.



### PBS Books' Virtual Filmmaker Talk: Chris Durrance

JUNE 18, 2025 | 3,622 VIEWS

Filmmaker discussion exploring caregiving and how storytelling builds empathy, understanding, and community support.



### PBS Books' Virtual Author Talk: Emma Heming Willis

OCTOBER 8, 2025 | 3,917 VIEWS

Author Emma Heming Willis shares a personal caregiving journey, offering strength, hope, and guidance for caregivers.



### PBS Books Author Talk: Catherine Newman

JANUARY 14, 2026 | 13,652 VIEWS

PBS Books hosted a live Author Talk with New York Times bestselling author Catherine Newman, exploring Sandwich and Wreck and their reflections on family, caregiving, and everyday life, highlighting how storytelling builds empathy and connection.



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# National Caregiving Content

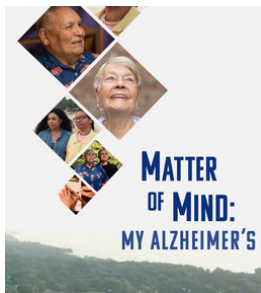
National stories, promoted locally to align with our efforts in bringing these programs and resources to the communities we serve.



## Caregiving

JUNE 24 2025

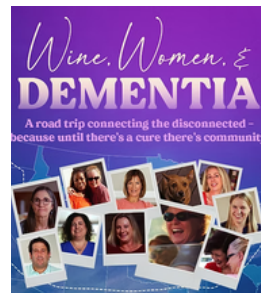
Bradley Cooper executive produced the PBS documentary "Caregiving," inspired by his personal experience caring for his father with lung cancer, highlighting the immense challenges and vital, often invisible, work of family caregivers in America, featuring real stories and advocating for better support for this "heroic" labor. The film, narrated by Uzo Aduba, premiered on PBS in June 2025 and offers resources for caregivers, aiming to build community and reduce stigma around caregiving.



### Matter of Mind: My Alzheimer's

MAY 5, 2025

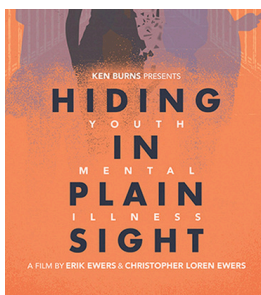
Three individuals face Alzheimer's with courage, exploring identity, memory, and meaning through every stage of the disease.



### Wine, Women and Dementia

NOV. 2, 2024

A heartfelt journey with caregivers navigating the brutal, beautiful realities of loving someone through dementia.



### Hiding in Plain Sight

JUNE 27, 2022

Young people share raw stories of mental illness, breaking stigma and starting vital conversations on healing.



### Remote Chance: Health Care in Rural America

JAN. 10, 2022

A short film series exploring rural America's health care crisis, access gaps, and mental health challenges.



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# Signature Topics

Detroit PBS delivers caregiving coverage that centers lived experience, trusted expertise, and practical resources—connecting local stories to statewide and national conversations.

Through broadcast, digital, and community engagement, caregiving content explores the realities facing families and caregivers across Southeast Michigan and beyond.



Caregiving & Systemic Change



Caregiving in the Black Community



Caregiving At Home



Planning Ahead for Care



Caregiving Workforce & Economy



Storytelling as Support



In an October episode of the Southeast Michigan Senior Regional Collaborative's **Caregiver Conversations** podcast, Detroit PBS Director of Community Engagement and Partnerships Marty Fischhoff joined the conversation to explore the importance of local storytelling around caregiving, extending the dialogue beyond Detroit PBS platforms

*Not a Detroit PBS-produced product.*

# Reach



The caregiving initiative demonstrated strong audience discovery, meaningful engagement, and continued connection across platforms.

## Audience Reach

**4,773**  
website users

**356**  
newsletter subscribers

## Social Media and Digital Engagement

**138,700**  
social impressions

**4,954**  
social engagements

**7,083**  
page views

**59%**  
newsletter open rate

Source: Data drawn from Google Looker Studio analytics, covering all caregiving-related pages and content across Detroit PBS, One Detroit, and ABJ sites since the caregiving landing page launched in May 2024. (Report accessed via Looker Studio link.)

# PARTNERSHIPS

## FUNDING & INSTITUTIONAL SUPPORT



RALPH C. WILSON, JR.  
FOUNDATION



## ORGANIZATIONS & RESOURCES



### Explore Caregiving Resources

Connect to Detroit PBS's Caregiving Home Base for trusted resources and caregiver support at every stage.



AREA AGENCIES ON AGING  
ASSOCIATION OF MICHIGAN

**Caring for someone is meaningful, yet demanding work, and you don't need to do it alone.**

With Mi Caregiver Connection, you can connect with trusted resources and local support at [MicaregiverConnection.com](https://MicaregiverConnection.com) or by scanning the QR code here.



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AND VIEWERS LIKE **YOU**