



THE CARTER CENTER INFORM WOMEN, TRANSFORM LIVES CAMPAIGN REPORT

Baltimore, Maryland, United States

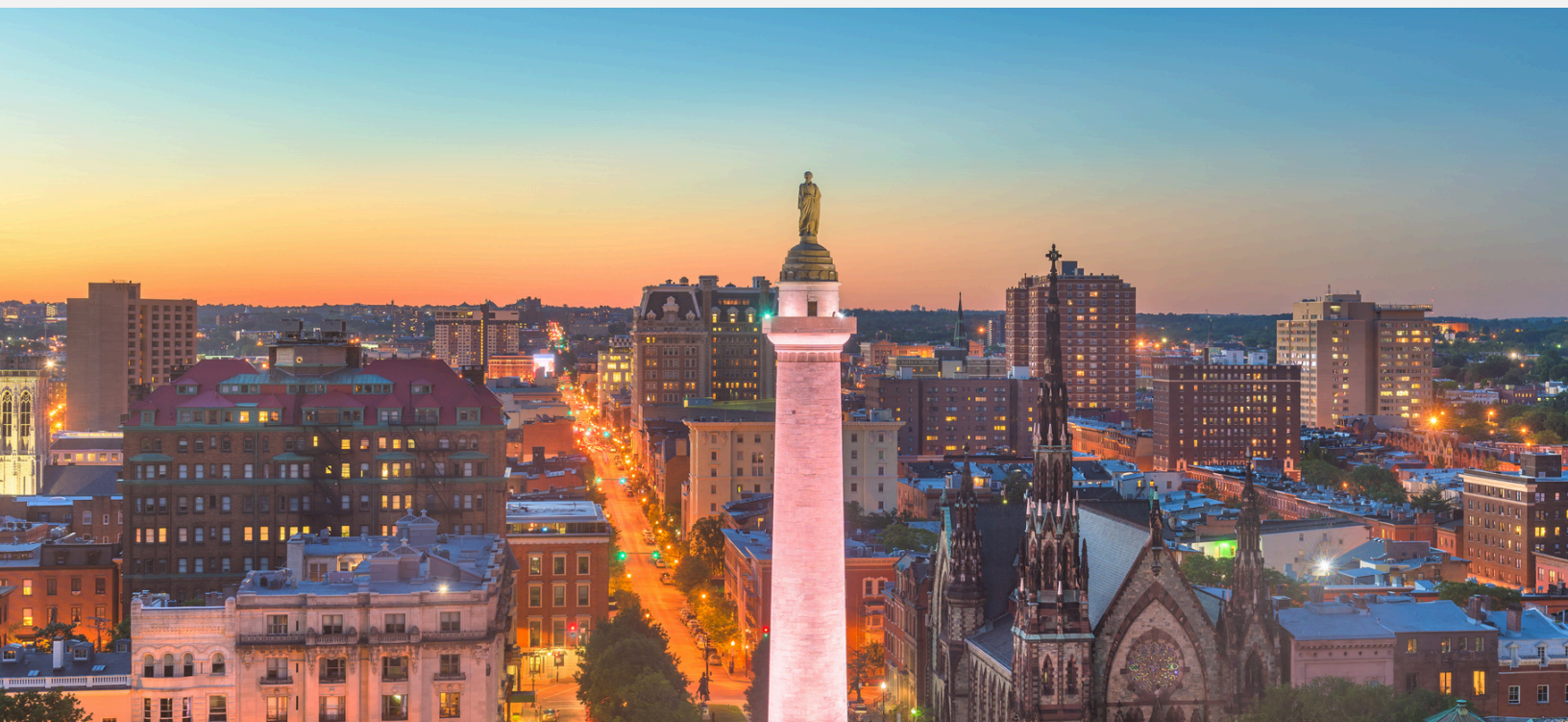
**WOMEN'S
COMMISSION**
OF BALTIMORE CITY



**OFFICE OF
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**BALTIMORE
CITY HEALTH
DEPARTMENT**

THE
CARTER CENTER



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City	Baltimore
Municipal Service	Family Caregivers Program
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All tools supported the creation and editing of this document; all content has been reviewed for accuracy and alignment with institutional standards.



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Acknowledgements

We extend our deepest gratitude to **Laura Neuman** and the exceptional team at the **Carter Center**, whose unwavering support has been instrumental to the success of Baltimore's **Inform Women, Transform Lives** campaign. Their commitment to increasing access to vital information for caregivers has helped us reach those who need it most.

We are profoundly grateful to **Mayor Brandon Scott** and **Health Commissioner Dr. Michelle Taylor** for championing this work and elevating the critical role that caregivers play in our city's health ecosystem. We also extend our deepest thanks to the **Women's Commission** and the **Office of Equity and Civil Rights**, under the dedicated leadership of **Director Amber Greene**, for their unwavering support and commitment to advancing equity in all aspects of this vital work.

We also thank the dedicated caregivers who participated in this campaign—**Precious Chase, Barbara Palmer,** and **Kimberly Sauer**—for sharing their stories and experiences.

Our sincere appreciation goes to **Ginger Monkey Media** and **CHARMTV** for their exceptional video production, **Michael Vega** for his photography, **Peabody Press** for their printing, and **Lauren Terry** and **Robert Half** for their creative graphic design work. Each of these contributions has been vital in bringing this campaign to life.

Most importantly, we honor the **caregivers of Baltimore City**—the mothers, grandmothers, fathers, neighbors, and friends—whose tireless labor of love forms the backbone of our communities' health and well-being. This work exists because of you, and it is dedicated to supporting you in return.



Campaign Overview

The Baltimore Family Caregivers Program campaign is a strategic, multi-channel awareness initiative designed to reach women caregivers aged 45-75 who are unaware of available Family Caregivers Program resources. The campaign employs a comprehensive approach combining digital media, community outreach, and educational content to inform and connect caregivers with vital support services.

Target Demographics



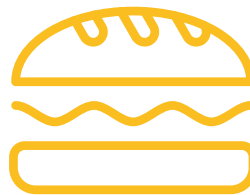
Women



Caring for an older or disabled adult



Ages 45-75



“Sandwich Generation”
(caring for an adult and school-aged children at the same time)

Campaign Goals



Increase the number of women accessing services offered by the Family Caregiver Program by **15%**



Serve **842** new caregivers for an overall total of **6,454** by the end of **2025**.



Primary Objectives

1. Increasing awareness of the Family Caregivers Program
2. Providing accessible information through multiple channels
3. Connecting caregivers directly with support resources

Challenges

- **Time constraints and competing priorities** – Caregivers are often stretched thin managing daily care responsibilities, medical appointments, household tasks, and employment, leaving little time to seek out or absorb new information.
- **Information overload and fragmentation** – Health and social service information comes from multiple disconnected sources, making it difficult to identify what's relevant, trustworthy, and applicable to their specific situation.
- **Awareness gap** – Many caregivers don't know what resources, programs, or information exist, or don't identify themselves as "caregivers" who might benefit from dedicated support.

Strategies

Reach 50,000 views of campaign materials through:



**COMMUNITY
ENGAGEMENT EVENTS
AND PROGRAMS**



**STRATEGIC MEDIA
PLACEMENTS**



**AUTHENTIC
STORYTELLING FROM
LOCAL CAREGIVERS**



Campaign Strategy

The campaign features authentic stories from local caregivers, captured through professional video production and photography, which serve as the foundation for all marketing materials. These personal narratives are distributed across multiple platforms including:

- public transportation advertising
- radio underwriting messages
- digital geofencing campaigns
- social media
- print materials

A central website serves as the campaign hub, featuring a caregiver quiz, informational videos, resources, and direct contact information. All digital and physical materials drive traffic to this central resource through QR codes and clear calls-to-action. The campaign timeline spans from May 2025 through January 2026.



Activities Summary

During the reporting period, the Baltimore Family Caregivers Program implemented a range of activities that successfully reached caregivers through multiple touchpoints. Activities included:

Community Events and Presentations

The program hosted and participated in several key community events including :

- Annual Caregiver Conference (**180 participants**)
- Monthly Oasis Support Group sessions (**45 participants total**)
- Baltimore City Family Caregivers Recognition Awards & Brunch (**100 participants recognizing 50 caregiver honorees**).

Additionally, the program delivered presentations to the Baltimore City Maternal Mortality Review Board (**15 participants**) and the JHU Nursing Community Conversations team (**20 participants**), highlighting the intersection of caregiving responsibilities with maternal health and patient care.



Professional Video Production

Three informational videos featuring authentic caregiver stories were produced and published, generating 134 views initially. Professional portrait photography sessions captured images of caregivers for use across all campaign materials



Support for Family Caregivers



Baltimore City Office of Equity and Civil Rights
38 subscribers

Subscribe

Educational Activities

Twelve caregiver training classes and **two conferences** focused on dementia and memory loss care were delivered in partnership with the Keswick Cognitive and Caregiver Resource Center, Johns Hopkins Memory & Alzheimer's Center Advisory Board, and Alzheimer's Association, reaching **173 community members**.



Advertising Campaign

The campaign deployed:

- Vector Media
 - subway wall banners at Johns Hopkins Hospital station
 - **336,000 estimated impressions** over 12 weeks
 - digital geofencing campaigns
 - generated **1,712,938 targeted impressions**
 - **4,207 direct clicks** to the campaign URL.
 - The **click-through rate of 0.25%** performed **309%** better than the People & Society industry vertical average.
- WYPR radio underwriting and social media,
 - **50,000** social media impressions (0.28 click thru rate- 4x national average)
 - 30 Spots Booked – 30 Spots Aired
 - Net Reach **114,800** Adults
 - **309,960** Gross Impressions
- Somos Baltimore Latino Facebook posts and newspaper ads
 - **5,000** newspapers distributed
 - **1,549** post views, **76** link clicks
- Digital Kiosks
- Caregiver Folders
 - **200** of 500 distributed, with additional distribution plans in progress



Website Summary

The campaign website (bit.ly/baltcares) generated **7,405 views**, serving as the central hub for all campaign information and resources.

Total Direct Reach

518 individuals participated in direct engagement activities, with the majority being women caregivers seeking information and services.

Total Digital Reach

Approximately **1.7 million impressions** were generated across all digital platforms, significantly expanding the program's visibility throughout the Baltimore community.



Stories of Change

How IWTL Contributed to the Changes

The IWTL Campaign provided essential funding, framework, and support that made these changes possible. The campaign's emphasis on professional storytelling elevated caregiver voices in ways that resonated with both community members and policymakers. Financial resources enabled partnerships with professional media outlets and creative vendors that would not have been accessible otherwise.

The campaign's structure and guidance from The Carter Center helped the team develop strategic approaches to outreach and advocacy.

Additionally, the campaign's focus on women's right to information aligned perfectly with the program's mission, providing a compelling narrative for all activities. The professional-quality materials and coordinated multi-channel approach gave the program credibility and visibility that significantly enhanced its impact and reach throughout the Baltimore community.



Stories of Change

Honoring Baltimore Caregivers

Change in Relationships - Substantial Change (4)

Due to the work and impact of this campaign, the Baltimore City Council unanimously designated November as Family Caregivers' Month. This represents a significant milestone in acknowledging the invaluable role caregivers play in healthy communities. This formal recognition elevates caregiving from invisible labor to celebrated civic contribution, validating the essential work that sustains Baltimore's health and social fabric while ensuring caregivers receive the support and resources they deserve.



Increased Capacity

Change in Service Provision - Substantial Change (4)



The IWTL Campaign has substantially increased Baltimore's capacity to reach and serve women caregivers by improving our multi-channel outreach strategy. Through increased advertising and marketing, we have expanded our network of strategic partners, established relationships with key media outlets, and partnered with new community organizations.

The campaign also created sustainable infrastructure and established replicable processes and materials that will support ongoing caregiver outreach well beyond this grant period.



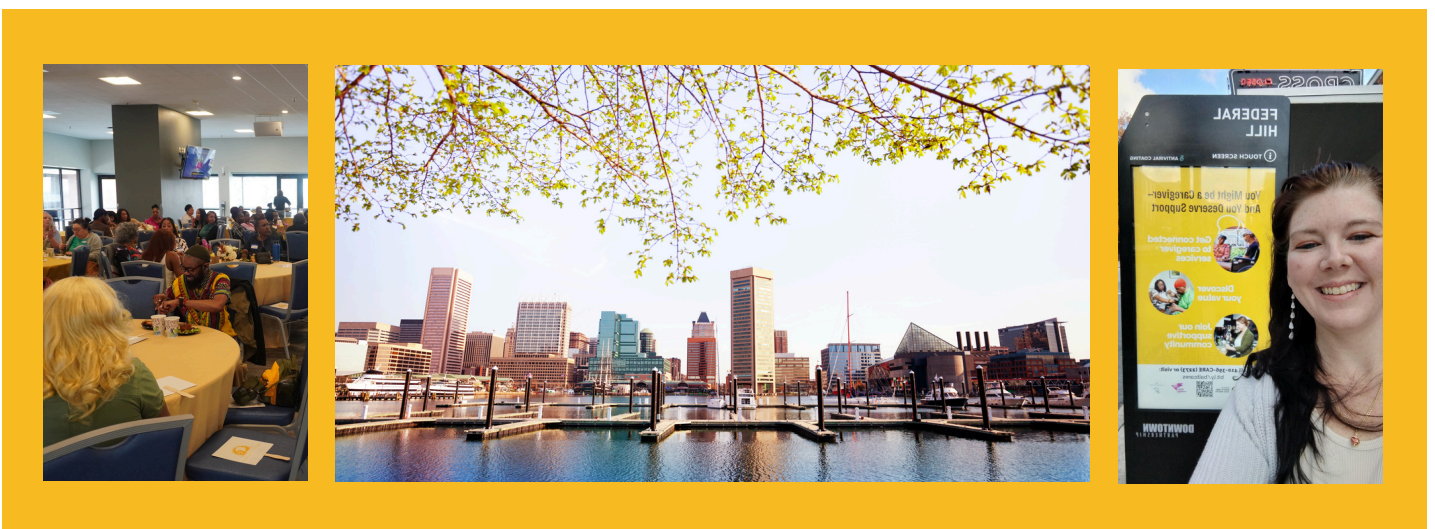
Stories of Change

Sustainable Impact

Change in Service Provision - Substantial Change (4)

Beyond the immediate campaign period, the infrastructure, partnerships, and materials developed through IWTL will continue to benefit the Family Caregivers Program:

- The campaign website provides an ongoing resource hub accessible to caregivers 24/7
- Professional video content can be used in perpetuity for program promotion and education
- Media partnerships established during the campaign may lead to future collaborations
- The branded resource folders and materials will continue to be distributed at events and through community partners
- Relationships with stakeholders create ongoing referral pathways
- The campaign framework and materials serve as a replicable model for future initiatives



Community Based Organization Partnership: LUNA

Through the campaign, the Office of Equity and Civil Rights and the Family Caregivers Program are partnering with **Latinos United Network for Advocacy (LUNA)**, a Baltimore-based nonprofit organization dedicated to serving immigrant women who face significant barriers to accessing public services. Founded in 2023 by experienced grassroots leaders with decades of collective experience in immigrant rights advocacy and language justice, LUNA brings deep cultural knowledge and trusted community relationships to address the needs of Spanish-speaking and Indigenous-language-speaking women. Through this collaboration, LUNA will conduct multilingual outreach, provide culturally responsive navigation support for the Family Caregivers Program, and train community cultural brokers to ensure that at least 300 women receive critical information in their preferred language.

Congratulations to Susana Barrios, IWTL's LUNA liaison, for being recognized by the Baltimore Sun as one of 2025's Women to Watch!



The Caregivers

Authentic caregiving stories are the heart of this campaign because they reflect the real, lived experiences of Baltimore families—showing caregivers who may feel isolated that they are not alone. These genuine narratives build trust and connection in ways that statistics alone cannot, creating a pathway for caregivers to move from isolation toward community and help.



Precious Chase

Precious Chase is a devoted caregiver to her aging father. When he first became ill, she stepped into the caregiving role during a family emergency, feeling completely unprepared and unaware that caregiving resources even existed. Through her journey—including participation in the "Powerful Tools for Caregivers" training—Precious learned the critical importance of self-care, recognizing that "you can't pour from an empty cup." She now wears the title of caregiver with pride, managing her father's medications, meals, and mobility support while honoring the responsibility she felt called to embrace.



Barbara Palmer

Barbara Palmer has dedicated her retirement to caregiving, first spending nine months caring for her oldest brother before his passing, and now providing full-time care for another brother who suffered a stroke. Barbara discovered her brother's stroke through a nonsensical text message and has remained by his side ever since, assisting with feeding, mobility, and daily activities. Initially, she didn't identify as a caregiver because she believed the term only applied to those living with their care recipient. Now she understands caregiving as a selfless commitment requiring immense patience—one she has pledged to maintain for her brother's lifetime. Barbara is a passionate advocate for community resources, emphasizing that Baltimore City offers many supports that caregivers simply don't know exist.



Kimberly Sauer

Kimberly Sauer became a caregiver to both of her parents in her early 30s when they unexpectedly became ill. Along with her older sister, Kim was thrust into a role she never anticipated, providing care while not living under the same roof—proving that caregiving transcends physical proximity. The experience was incredibly stressful and isolating; none of her friends could relate to what she was going through. Through her caregiving journey, Kim came to understand the importance of balancing quality care with quality time, and she found invaluable support through caregiver support groups as she focused on giving her parents dignity and comfort in their final stages of life.



Creative Assets



Geofencing Ads



Subway Banners



Digital and Newspaper Ads



Graphic Designs by Lauren Terry through a contract with Robert Half.



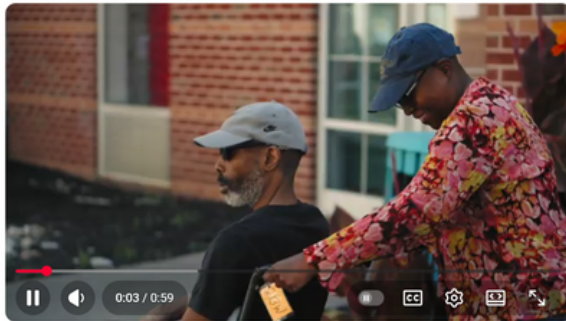
Creative Assets



Support for Family Caregivers

Baltimore City Office of Equity and Civil Rights
38 subscribers [Subscribe](#)

Long Form Video
English



Family Caregivers Short Message

Baltimore City Office of Equity and Civil Rights
38 subscribers [Subscribe](#)

Long Form Video
Spanish



Apoyo Para Cuidadoras de Familia

Baltimore City Office of Equity and Civil Rights
38 subscribers [Subscribe](#)

Short Form Video



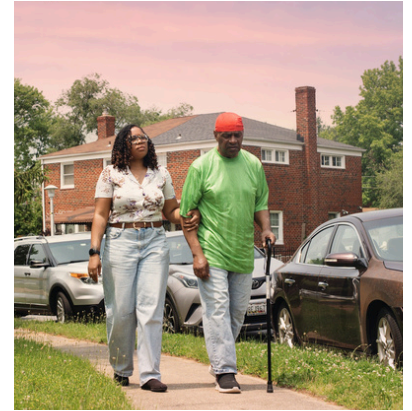
Video content produced by Ginger
Monkey Media and CHARMTV.



Creative Assets

Professional Photography

[View Full Portfolio Here](#)

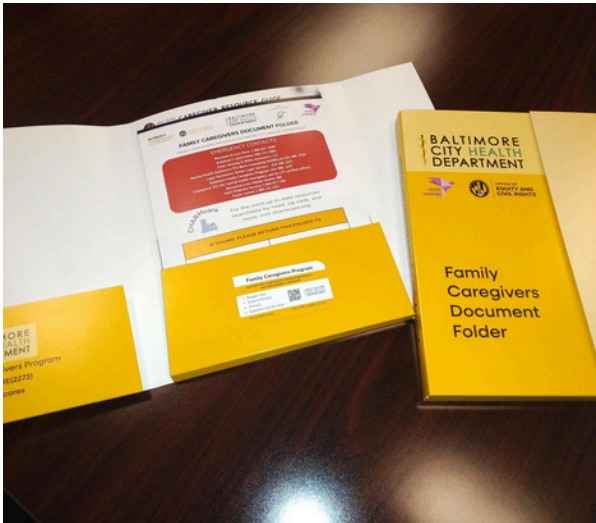


Professional Photography by
Michael Vega



Creative Assets

Caregiver Resource Folders



Peabody Press designed and printed 500 document folios for caregivers, who often need to carry and organize medical documents, legal papers, and other important information for their care recipients. The folders contain informational business cards and a resource guide with helpful tips and spaces to record prescriptions, care instructions, emergency contacts, and more. They also include a list of local caregiver support resources with contact numbers.

Family Caregivers Program

SUPPORT FOR OLDER ADULTS, DISABLED INDIVIDUALS, AND GRANDPARENT CAREGIVERS

- Respite Care
- Support Groups
- Training
- Supplemental Services



BALTIMORE CITY HEALTH DEPARTMENT

bit.ly/baltcares

410-396-CARE (2273)

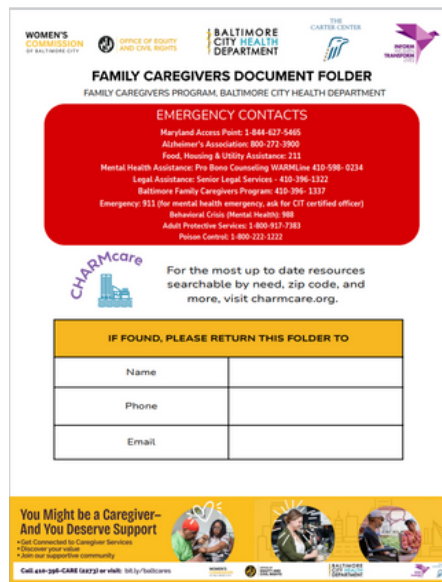
Business Card Inserts

ARE YOU A CAREGIVER?

Caregivers:

- Assist a loved one with daily needs
- Provide transportation
- Talk with health care providers
- Connect to supportive care resources
- Help with paying bills
- Handle home repairs
- Arrange home health or hospice care
- Invest time, money and love

If you do any of the above tasks for someone, you're a caregiver and you deserve support!



[View the full resource guide here.](#)

8 Page Caregiver Resource Guide



Folders designed and printed by Peabody Press



Creative Assets

Website

The campaign directs all participants—through videos, printed materials, events, and outreach—to a central information hub at bit.ly/baltcares. This comprehensive website serves as a one-stop resource center for Baltimore caregivers, offering:

- Connections to Direct Support Services
- Campaign Videos
- Emergency and Support Contacts
- Educational Resources
- Downloadable guides
- Interactive caregiver self-assessment quiz
- Information on respite care options and self-care strategies
- Myths and facts about caregiving to help people recognize themselves as caregivers
- Caregiver Commitment Pledge
- Ways for individuals and organizations to support caregivers in Baltimore

✓ The Baltimore City Family Caregivers Program
✓ Emergency Contacts
✓ Web Resources for Caregivers
✓ Downloadable Documents for Caregivers
✓ Are You a Caregiver?
✓ Myths and Facts About Family Caregivers
✓ The Importance of Respite Care
✓ Self Care for Caregivers
✓ Common Caregiver Challenges
✓ Caregiver Allies- Support Caregivers in your Communities
✓ Inform Women, Transform Lives
✓ Project Contacts



Media Partners



CHARMTV



Video Production



88.1 FM YOUR NPR NEWS STATION

Radio Advertising
Geofencing



SOMOS BALTIMORE LATINO

Social Media
Print Advertising



Public Transport Advertising
Geofencing

ORANGE BARREL | MEDIA

Digital Kiosks

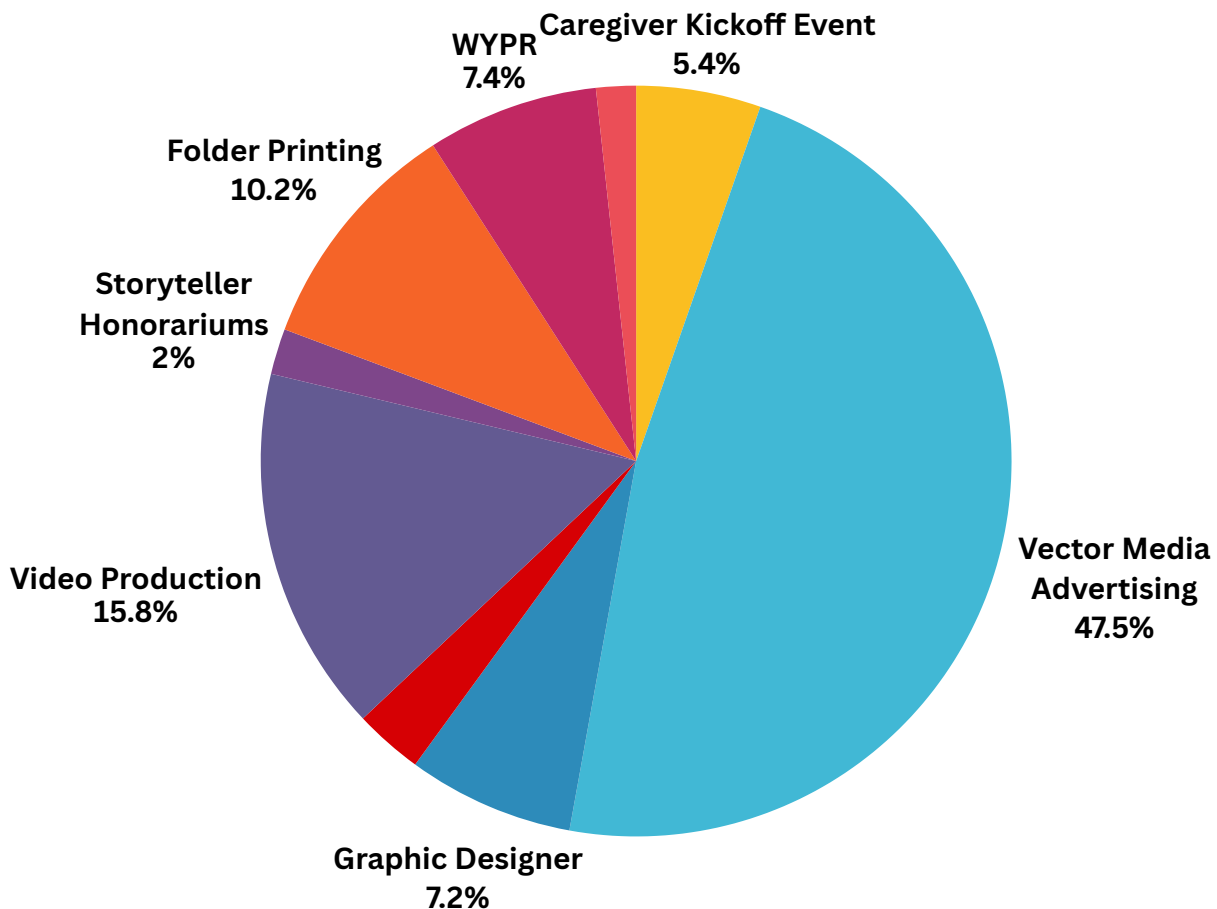


Campaign Timeline



Budget Breakdown

The Office of Equity and Civil Rights, which houses the Baltimore City Women’s Commission, received a \$50,000 grant from the Carter Center to implement the Inform Women, Transform Lives (IWTL) campaign, and all allocated funds have been fully deployed across strategic outreach activities. The campaign invested in nine key initiatives, generating exceptional return on investment: over **2.1 million** digital impressions through Vector Media's geofencing and subway advertising campaigns, reaching **475,000** Baltimore residents through WYPR radio underwriting, distributing **5,000** Spanish-language newspapers and **500** branded resource folders, and engaging **553** direct participants through events and in-person activities. Each dollar spent amplified caregiver awareness and connected Baltimore families to vital support resources, with targeted messaging reaching diverse communities across multiple platforms—from high-traffic Johns Hopkins Hospital subway stations to Latino households and public radio audiences—ensuring that caregivers citywide could discover and access the help they deserve.



Budget Breakdown

Line Item	Amount
Vector Media Advertising	\$24100
Video Production	\$8000
Folder Printing	\$5175
Graphic Design	\$3640
WYPR	\$3750
Caregiver Kickoff Event	\$2725
Professional Photography	\$1500
Storyteller Honorariums	\$1000
Somos Baltimore Latino	\$870

Total Spent: \$50,760

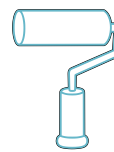


Key Learnings and Recommendations

Challenges

Mural Magic Program

We put considerable care into finding the right partners for our campaign elements, especially for potential mural sites, to ensure they aligned with our mission and community impact goals. Securing a partner who could provide a wall and manage both installation and ongoing maintenance presented significant challenges. After thoughtful consideration, we've had to step back from the mural project due to our team's current capacity constraints.



Capacity Management

Like many municipal agencies, our departments operate with limited staff juggling numerous responsibilities. While grant funding appears to increase capacity, managing it—along with the program's frequent add-ons like Mural Magic, social media campaigns, and pledge drives—requires substantial time and resources. By our estimates, staff hours and salaries invested in grant management likely exceeded three times the grant amount itself. We share this not as a complaint, but as constructive feedback: the program would benefit from thoughtfully considering what it's asking of its members and the real capacity required to meet these expectations. Our project required managing coordination across multiple vendors, filming schedules, production timelines, and media placements. We addressed these complex logistics through detailed timeline documentation, regular partner communication, and building in buffer time where possible. Balancing campaign implementation with our ongoing departmental responsibilities required strategic prioritization and flexibility, which was significantly improved by adding Pamela King to our team as the program liaison.



Key Learnings and Recommendations

Lessons Learned

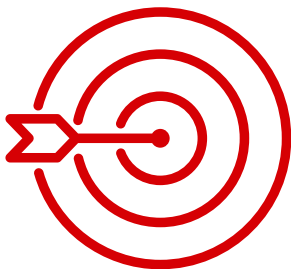
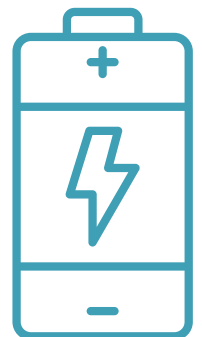


Leveraging Existing Events

One of our most valuable insights has been recognizing the numerous opportunities to distribute information at events that are already part of our agencies' regular operations. By strategically leveraging these existing gatherings—such as the annual Caregiver Conference, State of the Womb event, presentations to healthcare professionals, and other community engagements—we can expand our reach significantly without the additional time and effort required to plan standalone events.

Strategic Capacity Management

We have learned the critical importance of balancing our capacity while maximizing impact. With multiple responsibilities and limited resources, being strategic about where and how we invest our time has proven essential. By prioritizing efforts that offer the greatest return on investment—such as the integrated media campaign and professional video content that can be repurposed across multiple platforms—we can focus on high-impact initiatives while maintaining sustainability.



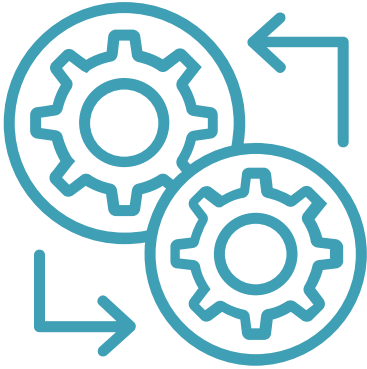
Targeted Outreach to Key Stakeholders

Engaging specialized audiences such as maternal health professionals and healthcare providers has demonstrated the value of recognizing caregiving as an intersectional issue that affects multiple aspects of women's lives and health outcomes.



Key Learnings and Recommendations

Lessons Learned



Integration Across Channels

The power of an integrated approach that seamlessly connects digital and traditional media has been evident. Using the same photos, faces, colors, and campaign graphics across all materials created a recognizable brand identity, ensuring that people encountering the campaign in multiple formats—whether online, in print, or in their community—would instantly recognize it and be more likely to engage. Materials with QR codes linking to digital resources, consistent messaging across platforms, and a central website hub create multiple pathways for caregivers to access information based on their preferences and circumstances.

Authentic Storytelling Matters

Baltimore is a city that deeply values authenticity, local perspectives, and community-centered messages—our residents can spot inauthentic content from a mile away and respond more strongly to voices from within their own communities. This was particularly critical because one of the key challenges we were seeking to address was that caregivers often don't self-identify as "caregivers"—they see themselves simply as parents, grandparents, or family members doing what needs to be done. Seeing themselves reflected through relatable neighbors in the campaign made the resources feel accessible and relevant to their lives. These authentic narratives resonate deeply with audiences because they reflect real Baltimore families, real challenges, and real triumphs, honoring the cultural values that make Baltimore unique.



Key Learnings and Recommendations

Program Recommendations

Comprehensive IWTL Partners Global Program Manual

One significant recommendation is the development of a comprehensive program manual that consolidates policies, deliverables, guidelines, samples, templates, timelines, deadlines, contacts, and best practices in one accessible location. This would reduce time spent searching across multiple communications, ensure consistency across cities, provide quick onboarding for new team members, and offer troubleshooting guidance to streamline implementation and problem-solving throughout the campaign.

Early Timeline Guidance

Providing cities with detailed timeline guidance and milestone markers earlier in the planning process would help with vendor procurement, which often requires significant lead time in municipal systems.

More Peer Learning Opportunities

Structured opportunities to connect with other participating cities to share strategies, challenges, and solutions would be valuable for continuous improvement and innovation.

Flexible Framework

While structure is valuable, continued flexibility to adapt campaign elements to local contexts and emerging opportunities has been essential and should remain a feature of the program.

Capacity Requirement Information

We recommend the program provide transparent staffing requirement estimates during the application stage, including expected hours per week for core activities and additional time needed for optional elements like Mural Magic, social media campaigns, and pledge drives. This upfront clarity would allow cities to realistically assess their capacity, secure necessary staff support, and plan workflow adjustments before committing to the program. Understanding the true time investment required—which in our experience significantly exceeded initial expectations—would help agencies make informed decisions about participation and set themselves up for successful implementation rather than struggling to meet demands with insufficient resources.



THANK YOU!

We sincerely thank **Inform Women, Transform Lives** and **The Carter Center** for partnering with Baltimore on this important work and for their ongoing commitment to supporting caregivers and the families they serve.

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