

# CalPERS Long Term Care Marketing Campaign 2015

A series of four  
campaign messages  
with visuals



**Because they might  
not be able to care  
for you someday...**

**WhyLongTermCare.org**



**Because accidents  
do happen...**

**WhyLongTermCare.org**



**Because most  
of us can't afford  
\$260 per day...**

**WhyLongTermCare.org**



**Because some care  
is not covered by your  
health insurance...**

**WhyLongTermCare.org**



# Applications



**Because most of us can't afford \$260 per day...**

**WhyLongTermCare.org**



Electronic and print billboards



**Because they might not be able to care for you someday...**

**WhyLongTermCare.org**

**Did you know?**  
41% of long-term care is provided to people under age 65 to help cover the cost associated with injury, disease, and disability.

Social media posts



**Because accidents do happen...**

We don't plan to get hurt when we climb. Get on the roof. Ride a bicycle. Change a tire. We can plan to be prepared if we do suffer an accident. CalPERS Long-Term Care can give you peace of mind in knowing you will have care when you need it.

**Did you know?**  
Fractures are the fourth leading cause of disabling conditions, accounting for 6 percent of all CalPERS claims in 2014.



**Because some care is not covered by your health insurance...**

Many think that their health insurance or Medicare will pay for long-term care if they become sick or injured. However, health insurance or Medicare only provides services for limited periods of time. CalPERS Long-Term Care can give you peace of mind in knowing you will have care when you need it.

**WhyLongTermCare.org**  
**(800) 205-2020**




**Because accidents do happen...**

**WhyLongTermCare.org**

**Because most of us can't afford \$260 per day...**

**Learn more »**



Online ads

Find out more about CalPERS Long-Term Care and see if you qualify at [WhyLongTermCare.org](http://WhyLongTermCare.org) or by calling (800) 205-2020

**WhyLongTermCare.org**  
**(800) 205-2020**



Newspaper ads



**Regional Transit**

**Because they might not be able to care for you someday...**

**WhyLongTermCare.org**



Bus ads