



CONNECTING CARERS is a campaign to raise awareness of carers' needs, and the importance of connecting and accessing support earlier rather than later in their care journeys. **Social connections are about fostering connections with:**

OTHER CARERS

so they can share their experiences and benefit from each other's expertise.

EMPLOYERS AND SCHOOLS

so they can maintain balance in their caregiving duties and career/educational pursuits.

A SOCIAL NETWORK

so they can have a personal life and a support system to lean on.

Social connections support caregivers to:



Balance work and care

Collectively, annual productivity losses to employers are enormous: **9.7 million days** of absenteeism, **256 million fewer hours** of paid work, and the **loss of 557,698** skilled employees.¹

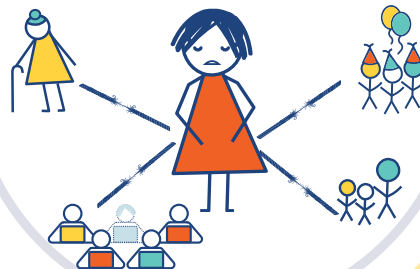


Learn from each other's lived experiences

Peer support increased caregivers' coping skills, competence, confidence, and decreased their feelings of burden and loneliness.²

Maintain social well-being

Caregiving can strain relationships.³



Care for themselves

Caregiving is time consuming, with **1 in 10** spending **30+ hours/week;** thereby, limiting their personal time.⁵



Achieve their educational potential

Education is adversely affected for **1 in 5 young caregivers** enrolled in school, often resulting in poor performance and lower than anticipated educational outcomes.⁴



Technology connects carers



Caregivers are likely to use technology for social functions⁶: **63%** connect socially with other caregivers **62%** follow social media or social networking **59%** access emotional or mental health support **52%** contribute to or view inspirational stories



Technologies to balance care, work and learning⁶: **Virtual** classrooms **Communication** and messaging technologies **Calendar** and scheduling apps



70% of employers believe that assistive technologies have the potential to help their employees fulfill their dual roles as an employee and as a family/friend caregiver.¹



Many **older workers are as well-versed** in the use of information and communication technologies as younger workers, with nearly **30%** scoring at moderate or proficient levels.⁷

A CARER (also referred to as caregiver or family caregiver) is a person who takes on an unpaid caring role for someone who needs help because of a physical or cognitive condition, an injury or a chronic life-limiting illness.

(1) Magnaye, A., Eales, J. & Fast, J., CwiC team, 2017. Connecting Working Caregivers Project Summary. (2) Saint Elizabeth. 2011. Promising Practices and Indicators for Caregivers Education and Support Programs. (3) Eales, J. & Keating, N. 2017. Social Consequences of Family Care of Adults: A Scoping Review. (4) Statistics Canada. 2012. Young Canadians Providing Care. (5) Statistics Canada. 2013. Portraits of Caregivers. (6) AARP. 2016. Caregivers & Technology: What They Want and Need. (7) RAPP. 2017. How Deep is the Digital Divide? ICT Literacy and the Role of Assistive Technology in Helping Older Workers.