



# Mobilizing Action

## INTEGRATED ACTION PLAN

Updated August 2015

A Canada that recognizes,  
respects and supports  
the integral role of family  
caregivers in society.



**Mobilizing Action**  
Family Caregivers in Canada  
**Mobiliser l'action**  
Les proches aidants au Canada

# ACKNOWLEDGMENTS

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Thank you to the **National Steering Committee** members who provided guidance and expertise in the planning, development, and implementation of project deliverables and outcomes:

3M

Canadian Cancer Action Network

Canadian Caregiver Coalition

Canadian Home Care Association

Canadian Human Rights Commission,

Canadian Partnership Against Cancer

Janssen Inc.

Mental Health Commission of Canada

Saint Elizabeth

SEIU Healthcare

A special recognition of our **Caregiver Advisory Group** who lent their voice and experience to ensure the activities and outcomes of the plan align with realities of caregiving:

- Odette Beaudoin
- Helene Hardy
- Barbara Morgan
- Lorna Scott
- Lori Taraba

Finally, many thanks to the numerous health care providers, community organizations, labour unions, researchers, employers, government members, and caregivers for their time and willingness to share their knowledge and experience in the development of this plan.

## PROJECT FUNDERS



'Family caregivers' are individuals (family members, neighbours, friends and other significant people) who take on a caring role to support someone with a diminishing physical ability, a debilitating cognitive condition or a chronic life-limiting illness.

**Canadian Caregiver Coalition, 2014**

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**Mobilizing Action: Family Caregivers in Canada** is an integrated and shared plan to address the physical, psychosocial and financial needs of family caregivers. Building on numerous initiatives and leveraging the commitment and momentum of over sixty organizations across Canada, Mobilizing Action will effect real change and have lasting impact on family caregivers.

The catalyst and frame for the plan evolved from a number of seminal reports: the CCAN Manitoba report 'Financial Hardship of Cancer in Canada: A Call for Action', the Canadian Caregiver Coalition framework 'A Canadian Caregiver Strategy' and The Way Forward consultation report 'Listening to Caregiver Voice'.

The collaborative actions advance a Canadian Caregiver Strategy<sup>2</sup> and address specific family caregivers needs in four key areas:

**ENHANCE AWARENESS** of caregiver needs and facilitate their voice in care provision and the health care system.

**IMPROVE ACCESS** to caregiver support services and patient care resources.

**ALLEVIATE THE FINANCIAL BURDEN** placed on family caregivers.

**CREATE SUPPORTIVE WORKPLACES** that recognize caregiving obligations.

**Central to the strategies, objectives and tactics within the Mobilizing Action plan are six fundamental principles**

- Collaborative engagement
- Active involvement of family caregivers
- Credible leadership
- Individual and collective accountability
- Dynamic communication
- Intentionality and audacity

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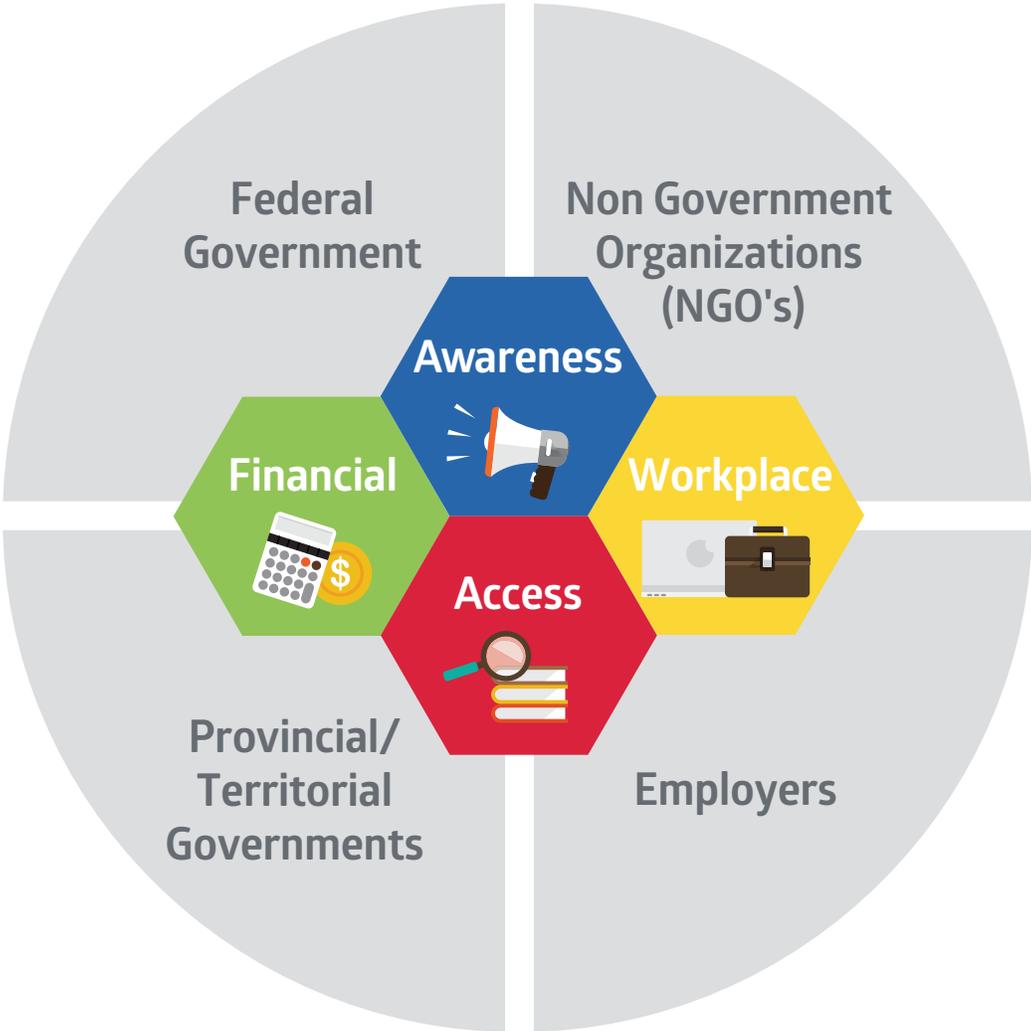
<sup>2</sup> Canadian Caregiver Strategy outlines five key priorities identified by family caregivers and caregiver support organizations across the country [2013, Canadian Caregiver Coalition [www.ccc-ccan.ca](http://www.ccc-ccan.ca)].

# INVOLVEMENT OF MULTIPLE STAKEHOLDERS

## INTEGRATED AND SHARED ACTION PLAN

The Mobilizing Action plan was developed through extensive consultations and endorsed by a broad range of stakeholders, including caregivers, health professionals, service providers, community support groups, researchers, governments, civil society and non-governmental organizations, employers and labour representatives. Each group provided insight, recommendations and resources to the specific action points that outline how government, business, health and community professionals, as well as the wider community, can work cooperatively to achieve a shared purpose in supporting Canadians who take on a caring role.

This document serves as a blueprint for coordinated actions to support family caregivers. The action plan advances mutual priorities and objectives by targeting specific stakeholders and leveraging their sphere of influence.



# TOGETHER WE MAKE CHANGE HAPPEN

## Our Shared Outcomes and Indicators of Success

### OUTCOMES

### INDICATORS OF SUCCESS

#### Together, we will enhance awareness of caregiver needs and facilitate their voice in care provision and the health care system.

- Family caregivers are recognized for their contributions to the health and well-being of Canadians, the sustainability of our health care system and the viability of our economy.
- Caregivers’ unique needs are consistently identified and addressed in government policies and programs.
- Family caregivers are actively consulted and engaged in health system planning and delivery.

#### Together, we will improve access to caregiver support services and patient care resources.

- Family caregivers have access to information and support services that address their unique needs.

#### Together, we will alleviate the financial burden placed on family caregivers.

- Family caregivers have access to the appropriate resources that alleviate the financial burden associated with providing care.

#### Together, we will create supportive workplaces that recognize caregiving obligations.

- Canadian employers have supportive workplace policies and programs that recognize and respect caregiver obligations.
- The caring experience is valued and recognized as an employment asset.

#### We have achieved success when:

1. Family caregivers are recognized in the federal government’s throne speech and are included in national health and social strategies.
2. The Prime Minister proclaims the value of family caregivers on National Caregiver Day (the first Tuesday in April).
3. The Provinces and Territories identify caregivers as a critical element in their action plan for seniors.
4. Non-governmental organizations (NGOs) recognize family caregivers in their awareness, education and advocacy campaigns.
5. Family caregivers are included in health care planning processes.
6. The province of Ontario designates a caregiver day or week.

#### We have achieved success when:

1. Technology applications are available to support caregivers’ needs.
2. Provider organizations have tools to support health care professionals in recognizing patient – family caregiver dyad and the unique needs of caregivers.
3. A “hub & spoke” model for accessing on-line caregiver resources (linking local and national sites) is developed and tested.

#### We have achieved success when:

1. Provinces pilot and evaluate flexible funding models for home care services and community supports.
2. The Compassionate Care Benefit and Family Caregiver Tax Credit eligibility is enhanced to meet the myriad of caregiver situations.

#### We have achieved success when:

1. 10 employers are recognized for their innovative HR strategies in supporting employee caregivers.
2. Employers have access to tools and resources to support their employee caregivers.
3. The federal government develops new approaches to support employed and employable family caregivers to remain in the workforce.

# ARE WE MAKING PROGRESS? Yes! But, there is more to be done.

## MUTUAL PRIORITIES AND OBJECTIVES

### Together, we will ENHANCE AWARENESS of caregiver needs and facilitate their voice in care provision and the health care system

#### PRIORITIES

#### OBJECTIVES

##### CAREGIVER AWARENESS

Family caregivers are recognized for their contributions to the health and well-being of Canadians, the sustainability of our health care system and the viability of our economy.

##### CAREGIVER MANIFESTO

Caregivers' unique needs are consistently identified and addressed in government policies and programs.

##### CAREGIVER EXPERIENCE

Family caregivers are actively consulted and engaged in care delivery and health system planning.

##### ACTING TODAY – MOBILIZING ACTION'S PRIORITIES:

- Federal political parties will include specific actions for family caregivers as part of their 2015 election plans.
- The Prime Minister will issue a proclamation recognizing the diversity, role and value of family caregivers on National Caregiver Day (the First Tuesday in April), April 4, 2017.

##### ENVISIONING THE FUTURE – MOBILIZING ACTION'S PROPOSED ACTIONS:

- Ontario will designate the first Tuesday in April as a caregiver recognition day in 2016.
- 10 national patient disease groups will include caregiver support programs as part of their educational offering by 2016.
- The provinces and territories will identify family caregivers as a key element in their joint recommendations for a seniors strategy by 2016.
- NGOs and service providers will have access to best practices in facilitating the voice of caregivers.

### Together, we will IMPROVE ACCESS to caregiver support services and patient care resources

#### PRIORITIES

#### OBJECTIVES

##### USER FRIENDLY INFORMATION

Family caregivers know about and easily access services and information when and as they are needed.

##### TECHNOLOGY-ENABLED ACCESS

User friendly technology is available to support caregivers' needs.

##### SYSTEM NAVIGATION

Health care professionals support caregivers with information and resources to navigate the health and social care systems.

##### ACTING TODAY – MOBILIZING ACTION'S PRIORITY:

- Provincial/territorial governments identify technology applications that support family caregivers by 2017.

##### ENVISIONING THE FUTURE – MOBILIZING ACTION'S PROPOSED ACTIONS:

- Health care providers will have access to resources to recognize and support caregivers by 2017.
- One provincial government will examine the structure and viability of a navigation/information system that uses a hub and spoke approach by 2016.

## Together, we will ALLEVIATE THE FINANCIAL BURDEN placed on family caregivers

### PRIORITIES

### OBJECTIVES

#### FLEXIBLE FINANCIAL OPTIONS

Family caregivers have access to the appropriate resources that alleviate the financial burden associated with providing care.

#### ACTING TODAY – MOBILIZING ACTION’S PRIORITY:

- Provincial/territorial governments will explore a variety of funding options to support home care and long-term care services to relieve family caregiver burdens starting in 2016.

#### APPROPRIATE HOME & COMMUNITY SUPPORTS

Caregivers will have access to flexible respite programs through the publicly funded health care system.

#### ENVISIONING THE FUTURE – MOBILIZING ACTION’S PROPOSED ACTION:

- The federal government will enhance the Compassionate Care Benefit and the Caregiver Tax Credit to minimize the financial impact of caregiving by 2017.

## Together, we will create SUPPORTIVE WORKPLACES that recognize caregiving obligations

### PRIORITIES

### OBJECTIVE

#### CAREGIVER FRIENDLY WORKPLACES

Caring experience is valued and recognized in employment policies and programs.

#### ACTING TODAY – MOBILIZING ACTION’S PRIORITY:

- Starting in 2016, targeted employers will recognize and include working caregivers in their human resource strategies.

#### ENVISIONING THE FUTURE – MOBILIZING ACTION’S PROPOSED ACTION:

- The federal government will support a consultation on strategies to implement corporate tax incentives for employers by 2016.

# MOBILIZING ACTION TIMELINE: OUR JOURNEY



## YEAR 1: OUR ACHIEVEMENTS

- A Foundation for Action: Fostering a collaborative approach
  - Created a National Multi-Stakeholder Steering Committee (11 stakeholders) and Caregiver Advisory Group (5 caregivers)
  - Conducted primary research to uncover core gaps in caregiver supports
  - Achieved a consensus on the scope of the challenge, as well as the strategic approach to maximize stakeholder collaboration and engagement
  - Created a visual brand and communication tools
  - Connected with interested stakeholders to determine level of participation and ongoing commitment
- Engaged Network: Learning together and building shared priorities
  - Hosted a multi-sectorial 2-day action planning workshop with over 60 participants to shape the plan objectives and strategies
  - Conducted an E-Delphi consultation with caregiver subject matter experts to confirm mutual actions and agree upon timeframe and commitments
- A Stage for Mobilizing Action : An Integrated and Shared Action Plan
- Blueprint for pan-Canadian actions to support family caregivers



## YEAR 2: MOBILIZING KEY PRIORITY AREAS

- Consensus to advance four key objectives throughout 2015 (1 objective for each key area – awareness, access, financial, workplace)
- Create and facilitate ‘Mobilizing Action Teams’ to champion and lead the execution of tactics to advance the 4 priorities
  - Confirmation and engagement of ‘Lead’ and ‘Partner’ organizations
  - Design a working structure and approach for the Mobilizing Action Teams
  - Coalesce the members of the Mobilizing Action Teams to ignite and advance the joint action plan
  - Measure and monitor the outputs and outcomes of the Mobilizing Action Teams
  - Share activities and successes with broad stakeholders
- Conduct a scan to identify current initiatives that align with and support the other objectives identified in the Mobilizing Action Plan
- Develop and execute a coordinated communications strategy
  - Share key messages about the project and the planning actions
  - Develop and disseminate a user friendly information piece about Mobilizing Action
  - Engage and update interested stakeholders on the actions and outcomes of the project
  - Profile the Lead organizations for each Mobilizing Action Team and their successes
- Explore shared resources, linkages and partnerships in order to build sustainability and continuation of Mobilizing Action beyond the current project funding
  - Continually engage and reach out to active and interested partners
  - Summarize and communicate the accomplishments and achievements

# KEY PRIORITIES TO ADVANCE IN 2015-2016

**Mobilizing Action: Family Caregivers in Canada** is a two year funded project (April 2014- March 2016). The funding of this project was intended to develop a blueprint for a concrete plan to influence future policy directions and areas of action in supporting family caregivers. Year one of this project has exceeded our expectations. The support and commitment we have received throughout our consultation and engagement process has been overwhelmingly positive. To build on this momentum, the Steering Committee has agreed to expand the project scope and initiate a select number of actions immediately. As Mobilizing Action moves into its second and final year of funding, four key objectives – one for each of the four priority areas – will be advanced through a collaborative engagement model. For the other objectives outlined in Mobilizing Action, we encourage stakeholders to review the strategies outlined on page 13 and determine which actions they can advance within their scope of influence.

The four key objectives that Mobilizing Action will advance in 2015-2016 are:

## ■ PRIORITY: AWARENESS

TARGET AUDIENCE: FEDERAL GOVERNMENT

- OBJECTIVE 1A: Federal political parties will include specific actions for family caregivers as part of their 2015 election plans.
- OBJECTIVE 1B: The Prime Minister will issue a proclamation recognizing the diversity, role and value of family caregivers on National Caregiver Day (the First Tuesday in April), April 4, 2017.

## ■ PRIORITY: ACCESS

TARGET AUDIENCE: PROVINCIAL/TERRITORIAL GOVERNMENT

- OBJECTIVE 2: Provincial / territorial governments identify technology applications that support family caregivers by 2017.

## ■ PRIORITY: FINANCIAL

TARGET AUDIENCE: PROVINCIAL/TERRITORIAL GOVERNMENT

- OBJECTIVE 3: Provincial/territorial governments will explore a variety of funding options to support home care and long-term care services to relieve family caregiver burdens starting in 2016.

## ■ PRIORITY: SUPPORTIVE WORKPLACES

TARGET AUDIENCE: FEDERAL GOVERNMENT

- OBJECTIVE 4: Starting in 2016, targeted employers will recognize and include working caregivers in their human resource strategies.

## PRIORITY: AWARENESS

**OUTCOME:** Through a caregiver manifesto, family caregivers are recognized for their contributions to the health and well-being of Canadians, as well as their impact on our health care system and economy.

### TARGET AUDIENCE: FEDERAL GOVERNMENT

**OBJECTIVE 1A:** Federal political parties will include specific actions for family caregivers as part of their 2015 election plans.

#### **BUILDING ON:**

- National Seniors Strategy
- Canadian Caregiver Coalition's Framework for a Canadian Caregiver Strategy
- Canadian Medical Association's Demand a Plan campaign
- Canadian Nurses Association's Advocacy Platform

#### **THE MOBILIZING ACTION TEAM WILL:**

Develop a caregivers election platform to engage politicians in dialogue (July– October 2015)

- TARGETED MESSAGES AND 'ASKS'
  - Create a straightforward talking platform that articulates the “burning issue” for family caregivers (caregiver impact on key federal issues and local priorities)
  - Determine alignment and support of key messages with federal party positions
  - Develop and disseminate an election tool-kit for interested stakeholders to encourage the coordination of collective efforts on shared advocacy asks and targets
- STRATEGIC OUTREACH
  - Identify target ridings and candidates for information dissemination
  - Build alliances to strengthen our voices: engage caregivers, national NGOs, and other active coalitions where appropriate to align messages
  - Align messages with organizations who have included caregivers in their election advocacy strategies and support their communications/activities

#### **MOBILIZING ACTION**

##### **TEAM PARTNERS:**

- Canadian Caregiver Coalition (NSC Member)
- Canadian Cancer Society
- Canadian Hospice Palliative Care Association
- Canadian Nurses Association
- Health Charities Coalition of Canada
- Helene Hardy, caregiver
- Janssen Inc. (NSC Member)
- Lorna Scott, caregiver
- MS Society of Canada
- Parkinson Society Canada
- SEIU (NSC Member)

**OBJECTIVE 1B:** The Prime Minister will issue a proclamation recognizing the diversity, role and value of family caregivers on National Caregiver Day (the First Tuesday in April), April 4, 2017.

**BUILDING ON:**

- 2015 Election plan and activities (see above)
- Canadian Caregiver Coalition's 2015 National Caregivers Day campaign

**THE MOBILIZING ACTION TEAM WILL :**

Develop and launch a 2016 National Caregiver Day campaign as a post-election federal government engagement strategy to keep caregivers at the fore-front of discussions and actions throughout 2016/17

- Conduct a scan of best practice elements employed in caregiver awareness campaigns (Canada and Internationally)
- Identify and engage federal champions
- Stimulate awareness and inclusion of caregivers in national health care strategies and working groups (e.g. cancer, health literacy, disability, mental health, senior council)
- Develop a multi-stakeholder campaign for National Caregiver Day

Support the Prime Minister's Office (PMO) to develop a Prime Ministerial proclamation on the role and value of family caregivers for Family Caregivers to be issued on National Caregiver Day – in 2016 or 2017

- Develop a briefing paper to articulate the integral role and value of family caregivers to Canadian priorities
- Engage elected government members in a non-partisan approach to support and champion caregiver actions (build on the 2015 election work)
- Facilitate targeted briefs to parliament on caregiver issues (e.g. human rights, economic impact, seniors, palliative care)
- Meet with the PMO and provide rationale and information to support a proclamation
- Engage caregivers to share their voices and support the need for a proclamation

**MOBILIZING ACTION**

**TEAM PARTNERS:**

- Canadian Caregiver Coalition (NSC Member)
- Canadian Cancer Society
- Canadian Hospice Palliative Care Association
- Canadian Nurses Association
- Health Charities Coalition of Canada
- Helene Hardy, caregiver
- Janssen Inc. (NSC Member)
- Lorna Scott, caregiver
- MS Society of Canada
- Parkinson Society Canada
- SEIU (NSC Member)

## PRIORITY: ACCESS

**OUTCOME: User-friendly technology is available in the home setting to support patients, and caregivers' needs.**

### TARGET AUDIENCE: PROVINCIAL/TERRITORIAL GOVERNMENTS

**OBJECTIVE 2:** Provincial/territorial governments identify technology applications that support family caregivers by 2017.

#### **BUILDING ON:**

- Canadian Home Care Association's report on Technology-Enabled Home Care
- Canada Health Infoway's strategic direction in "Bringing Care Closer to Home"
- Numerous successful pilot projects using technology-enabled home care
- MOSAIICC's think-tank executive report

#### **THE MOBILIZING ACTION TEAM WILL:**

Construct a vision and road map for technology-enabled home care (2016)

- Facilitate a strategic forum to identify a vision, priorities and proposed actions that address key considerations on awareness, assessment, scalability and sustainability of technology-enabled home care
- Engage well-known and respected partners in technology (Microsoft, IBM, etc.)
- Showcase successful technological approaches currently in practice across the country (focus on patient and caregiver outcomes)

Target government stakeholders to build awareness of the need and value of investment in technology-enabled home care (2017)

- Develop a business case for investment and long-term sustainability to health care and the economy
- Clearly show the impact of technology solutions – health care outcomes and cost/benefit within the specific jurisdiction
- Identify technology applications for caregivers used in other countries and the impact
- Gain commitment to include technology-enabled home care within the provincial strategic plans

#### **MOBILIZING ACTION TEAM PARTNERS:**

- 3M (NSC Member)
- CBI Health Group
- Canadian Cancer Action Network (NSC Member)
- Canadian Home Care Association (NSC Member)
- CareLink Advantage
- Memorial University of Newfoundland - Centre for Nursing Studies
- GE Healthcare
- Philips Lifeline Canada
- Vickie Cammack

## PRIORITY: FINANCIAL

**OUTCOME: Family caregivers have access to the appropriate resources that alleviate the financial burden associated with providing unpaid care.**

### TARGET AUDIENCE: PROVINCIAL/TERRITORIAL GOVERNMENTS

OBJECTIVE 3: Provincial/territorial governments will explore a variety of funding options to support home care and long-term care services to relieve family caregiver burdens starting in 2016.

#### BUILDING ON:

- Health Canada, Environmental Scan of Respite for Family Caregivers (2003)
- Canadian Health Care Association, Respite Care in Canada (2012)
- CCAN Manitoba Division Report, The Financial Hardship of Cancer in Canada: A Call for Action (2012)
- Canadian Caregiver Coalition, A Canadian Caregiver Strategy - Are We Making Progress? (2014)

#### THE MOBILIZING ACTION TEAM WILL:

Conduct an environmental scan that explores different models and funding options for respite services (2015)

- Explore Canadian and international respite models
  - Examine different strategies used to help caregivers understand and access available respite services
  - Identify service delivery gaps and best practices that will enable caregivers and care recipients to have greater choices and control in how respite services are delivered

Develop a briefing paper that reinforces the benefits of respite services for caregivers and the impact on the sustainability of the health care system (2016)

- Articulate 'asks' for governments that are evidence-based and show clear value for investment linkages
- Broadly share the paper and 'asks' with interested stakeholders
- Collectively advocate for increased public funding and targeted respite for family caregivers

#### MOBILIZING ACTION TEAM PARTNERS:

- Alberta Caregivers Association
- Alberta Health services
- CBI Health Group
- Care at Home
- Closing the Gap
- Nursing and Homemakers Inc (NHI)
- Pam King
- PEI Health
- SEIU Healthcare (NSC Member)

# PRIORITY: SUPPORTIVE WORKPLACES

**OUTCOME: Caring experience is valued and recognized in employment policies and programs.**

## TARGET AUDIENCE: CANADIAN EMPLOYERS

OBJECTIVE 4: Starting in 2016, targeted employers will recognize and include working caregivers in their human resource strategies.

### BUILDING ON:

- Canadian Caregiver Coalition's campaign - Care & Work : A Balancing Act
- Canadian Human Rights Commission's Report – A guide to Balancing Work and Caregiving Obligations
- Employer Panel for Caregivers' Report – When Work and Caregiving Collide: How Employers can Support Their Employees Who Are Caregivers

### THE MOBILIZING ACTION TEAM WILL:

Broaden the awareness and uptake of the CCC's Care & Work: A Balancing Act campaign to increase awareness and understanding of the positive impact of supporting working caregivers (2015)

- Promote the recognition of employers who have adopted caregiver friendly policies and programs
- Support (and adopt) leading practices
- Identify employer champions (senior executives) to promote the benefits.
- Communicate the benefits of caregiver friendly policies as a competitive advantage

Promote access to information and supports available to employers (2016)

- Support the dissemination of tools resulting from the Canadian Employers for Caregiver report
- Target HR associations and unions to share best practices for supporting working caregivers that employers can adapt to fit their own needs
- Leverage work on supporting psychological health and safety in the workplace (Mental Health Commission of Canada work)
- Develop a proposal to source funding, resources and engagement in an "Employers of Carers"<sup>4</sup> approach to sustainable implementation of caregiver supports

<sup>4</sup> Employers for Carers evolved from a group of employers committed to working carer and is chaired by British Gas and supported by the specialist knowledge of Carers UK. Their key purpose is to ensure that employers have the support to retain employees with caring responsibilities.

### MOBILIZING ACTION TEAM PARTNERS :

- Canadian Caregiver Coalition (NSC Member)
- Canadian Human Rights Commission (NSC Member)
- CBI Health Group
- Mental Health Commission of Canada (NSC Member)
- McMaster University/CIHR
- Saint Elizabeth (NSC Member)
- Vanier Institute of the Family
- Vickie Cammack
- Dr. Donna Lero – University of Guelph

# ENVISIONING THE FUTURE: PROPOSED BLUEPRINT FOR ONGOING COMMITMENT AND FUTURE ACTIONS

The **Mobilizing Action: Family Caregivers in Canada** initiative is engaging and activating a broad network of stakeholders. In realizing actions for family caregivers, Mobilizing Action proposes a multi-year blueprint to guide future strategies to better support family caregivers. The blueprint lays out well-defined long-term and immediate strategies and practical actions for all levels of government, non-governmental organizations, businesses and individuals to improve the lives of family caregivers. The Mobilizing Action project has committed to advance four key objectives in 2015 - 16. For the additional objectives, we have listed them as Strategic Directions on the following pages to serve as an overall backdrop to inform the overall action plan. These strategic directions are not going to be action immediately but we **encourage stakeholders to collaboratively advance the objectives and actions** to address family caregivers' needs in four key areas:

- **ENHANCE AWARENESS** of caregiver needs and facilitate their voice in care provision and the health care system.
- **IMPROVE ACCESS** to caregiver support services and patient care resources.
- **ALLEVIATE THE FINANCIAL BURDEN** placed on family caregivers.
- **CREATE SUPPORTIVE WORKPLACES** that recognize caregiving obligations.

We hope this blueprint will ignite joint commitment between government and stakeholders in keeping the action plan vibrant and continuing the momentum post-2016.



## Strategic Direction # 1. The provinces and territories will identify family caregivers as a key element in advancing a senior strategy by 2016.

### Target Audience: Provincial/Territorial Governments

#### Areas for Action:

- Profile Seniors Strategies that clearly recognize caregivers and have been adopted by provinces (e.g. Ontario, Manitoba, New Brunswick)
- Working together with the F/P/T Seniors Forum on caregiver readiness – provide information to Canadians about what caregiving is, what it means to be ready for the caregiver role, what issues future caregivers may want to explore to better prepare themselves, and how future caregivers can engage their care recipients in conversations about their future care needs
- Gain agreement from the Council of the Federation Seniors Initiative to include caregivers as a key element in their action plan

#### Interested Stakeholders:

Alzheimer Society of Canada

Alzheimer Society of Ontario

Parkinson Society of Canada

Vickie Cammack

Young Carers

BC Childhood Cancer Parents Association

Canadian Nurses Association

MS Society of Canada

Canadian Caregiver Coalition

Canadian Home Care Association

Canadian Cancer Society

CBI Home Health

Health PEI

MUN – Centre for Nursing Studies

## Strategic Direction # 2. Ten (10) national patient disease groups will include caregiver support programs as part of their educational offering by 2016.

### Target Audience: NGO/Service Providers.

#### Areas for Action:

- Profile national patient disease groups that currently have comprehensive caregiver support programs (e.g. ASC, MS Society Canada)
- Articulate the value proposition for supporting family caregivers (e.g. “Because I Care...{how I impact the patient’s quality of life}”)
- Target 10 national patient disease groups to recognize family caregivers in their support programs

#### Interested Stakeholders:

Alzheimer’s Society of Canada

Janssen Inc.

BC Childhood Cancer Parents Association

Canadian Care Action Network

Canadian Hospice Palliative Care Association

Saint Elizabeth

Young Carers

Canadian Caregiver Coalition

MS Society of Canada

Otsuka

CBI Home Health

MUN Centre for Nursing Studies

Parkinson Society of Canada

## Strategic Direction # 3. NGOs and service providers will have access to best practices in facilitating the voice of caregivers in their planning and program development by December 2017.

### Target Audience: NGO/Service Providers

#### Areas for Action:

- Target 20 stakeholders who have active patient engagement strategies (e.g. Patients for Patients Safety, Change Foundation, Quality Councils) and promote the need to recognize the value of including family caregivers as unique voices
- Promote organizations who have successfully incorporated both patient & caregiver as “leading practices”

#### Interested Stakeholders:

|  |                                      |
|--|--------------------------------------|
| Alzheimer’s Society of Canada                | Family Caregivers Network Society    |
| Canadian Cancer Action Network               | Health Charities Coalition of Canada |
| Vickie Cammack                               | Janssen Inc.                         |
| Helene Hardy, caregiver                      | Health PEI                           |
| Alberta Caregivers Association               | MS Society of Canada                 |
| Ami Quebec                                   | Saint Elizabeth                      |
| BC Childhood Cancer Parents Association      | Canadian Caregiver Coalition         |
| Canadian Cancer Society,<br>Ontario division | Capital Health                       |
| Canadian Hospice Palliative Care Association | MUN Centre for Nursing Studies       |
| Canadian Nurses Association                  | Parkinson Society of Canada          |

## Strategic Direction # 4. Ontario will designate the first Tuesday in April as a caregiver recognition day in 2017.

### Target Audience: Provincial/Territorial Governments

#### Areas for Action:

- Articulate the value of a designated caregiver recognition period to family caregivers, the economy, and the government
- Develop an advocacy campaign

#### Interested Stakeholders:

|   |                              |
|---|------------------------------|
| Health PEI                              | Manitoba Caregiver Coalition |
| Vanier Institute                        | McMaster University/CIHR     |
| Alzheimer Society of Ontario            | Ontario Caregiver Coalition  |
| BC Childhood Cancer Parents Association | Young Carers                 |
| Canadian Cancer Society                 | Capital Health (NS)          |
| Closing the Gap                         | Parkinson Society of Canada  |

## Strategic Direction # 5. Health care providers will have access to resources to recognize and support caregivers by 2017.

### Target Audience: Non-Governmental Organizations (NGOs)/Community Service Providers

#### Areas for Action:

- Target health care associations (e.g. doctors, nurses, pharmacists, social workers), unions and continuing education bodies to include caregivers as part of their continuing education programs
- Target the broader health sector (acute care, pharmacies, facility-based care) to increase awareness of the caregiver – patient dyad and the need to recognize and support caregivers

#### Interested Stakeholders:

|  |                                |
|--|--------------------------------|
| Alzheimer's Society of Canada                | Health PEI                     |
| Alberta Caregivers Association               | Janssen Inc.                   |
| CSSS Cavendish                               | Odette Beaudoin, caregiver     |
| Vickie Cammack                               | Canadian Nurses Association    |
| BC Childhood Cancer Parents Association      | Saint Elizabeth                |
| Canadian Cancer Action Network               | Manitoba Caregiver Coalition   |
| Canadian Hospice Palliative Care Association | MUN Centre for Nursing Studies |
| Family Caregivers Network Society            | Parkinson Society of Canada    |

## Strategic Direction # 6. One provincial government will examine the structure and viability of a navigation/information system that uses a hub and spoke approach by 2016.

### Target Audience: Provincial/Territorial government

#### Areas for Action:

- Showcase and promote jurisdictional portals (spokes)
- Develop a business case on alignment of information portals (hub and spoke concept) for government consideration

#### Interested Stakeholders:

|   |                                |
|---|--------------------------------|
| BC Childhood Cancer Parents Association | Parkinson Society of Canada    |
| Family Caregivers Network Society       | Canadian Cancer Action Network |
| MS Society of Canada                    | CBI Home Health                |
| Young Carers                            | Parkinson Society of Canada    |

## Strategic Direction # 7. The federal government will enhance the Compassionate Care Benefit and the Caregiver Tax Credit to minimize the financial impact of caregiving by 2017.

### Target Audience: Federal Government

#### Areas for Action:

- Develop recommendations for enhancing the Compassionate Care Benefits (CCB) and Caregiver Tax credits for the 2015 federal election
- Facilitate a policy round table to explore changes to the federal tax systems that will create greater inclusion and better support employees who are caregivers

#### Interested Stakeholders:

|  |                                  |
|--|----------------------------------|
| Alzheimer Society of Ontario                 | Janssen Inc.                     |
| Parkinson Society of Canada                  | MUN – Centre for Nursing Studies |
| Canadian Hospice Palliative Care Association | Canadian Caregiver Coalition     |
| MS Society of Canada                         | Canadian Cancer Society          |
| Canadian Nurses Association                  | Otsuka                           |
| Health Charities Coalition of Canada         | Helene Hardy, a caregiver        |

## Strategic Direction # 8. The federal government will support a consultation on strategies to implement corporate tax incentives for employers by 2016.

### Target Audience: Federal Government

#### Areas for Action:

- Develop a briefing paper on corporate tax incentive options and projected return on investment, as well as exploring the long-term viability of various strategies, the impact, implementation and evaluation
- Host a consultation with government and employer stakeholders to gain feedback on tax measure options and realistic implementation

#### Interested Stakeholders:

|                                  |                              |
|----------------------------------|------------------------------|
| Odette Beaudoin, a caregiver     | Canadian Caregiver Coalition |
| Vanier Institute                 | MS Society of Canada         |
| Janssen Inc.                     | Canadian Cancer Society      |
| MUN - Centre for Nursing Studies | Parkinson Society of Canada  |

## ABOUT OUR NATIONAL STEERING COMMITTEE

### 3M

Global leader offering medical, dental and orthodontic solutions, health information, food safety and drug delivery systems. Main businesses include 3M ESPE, Infection Prevention, Critical & Chronic Care Solutions, Food Safety, Drug Delivery Systems and Health Information Systems.

### Canadian Cancer Action Network

A national volunteer-driven, incorporated organization dedicated to ensuring patient interests remain a key priority on the national cancer agenda. CCAN was created in order to ensure that the patient and caregiver perspective is and remains firmly embedded in work across the cancer control continuum.

### Canadian Caregiver Coalition

A virtual alliance of diverse partner organizations that work collectively, and autonomously, to identify and respond to the needs of caregivers in Canada. The Coalition's mission is to enhance the quality of life for family caregivers through advocacy and synergistic partnerships.

### Canadian Home Care Association

A national not-for-profit membership association representing home care stakeholders from governments, health authorities, publically funded home care programs, service providers, medical and technology companies, researchers, and others with an interest in home care. The Canadian Home Care Association advances excellence in home care through leadership, awareness, advocacy and knowledge.

### Canadian Human Rights Commission

The Canadian Human Rights Commission was created to administer the Canadian Human Rights Act. It also ensures compliance with the Employment Equity Act. The Commission protects the core principle of equal opportunity and promotes a vision of an inclusive society free from discrimination.

### Canadian Partnership Against Cancer

An independent organization funded by the federal government to accelerate action on cancer control for all Canadians. The Partnership works with partners to support multi-jurisdictional uptake of evidence that will help to optimize cancer control planning, drive improvements in quality of practice across Canada and reduce the burden of cancer on Canadians.

### Janssen Inc. (Pharmaceutical Companies of Johnson & Johnson)

A pharmaceutical company of Johnson & Johnson, an innovator in the Canadian healthcare industry for over 50 years. Their ultimate goal is to help people live healthy lives. Driven by its commitment to patients, healthcare professionals, and caregivers, Janssen strives to develop sustainable and integrated healthcare solutions by working in partnership with all stakeholders on the basis of trust and transparency.

### Mental Health Commission of Canada

A national non-profit organization funded by Health Canada to bring together leaders and organizations from across the country to change the attitudes of Canadians toward mental health and to improve services and support. The goal of the Commission is to help people who live with mental health problems and illnesses lead meaningful and productive lives.

### Saint Elizabeth

Saint Elizabeth has been delivering exceptional health care in people's homes and communities and providing sustainable social contributions in Canada for over a century. As a national award-winning not-for-profit and social innovator, Saint Elizabeth is a known leader in pioneering health practices, spreading cutting-edge knowledge and delivering high-quality compassionate care.

### SEIU Health Care

Canada's largest healthcare union with more than 55,000 frontline healthcare workers in hospitals, long-term care facilities, and homecare agencies in communities throughout Ontario. SEIU Healthcare has a strong track record of achieving fair wages and benefits and safe working conditions for healthcare workers, supporting the training and development needs of its members, and strengthening standards in the management and delivery of patient and client care.



**Mobilizing Action**  
Family Caregivers in Canada  
**Mobiliser l'action**  
Les proches aidants au Canada

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