



SUPPORTING WORKING CAREGIVERS

Shaping future workplaces



KEY MESSAGES

Campaign Context

Workplaces are changing. The global pandemic, emerging technologies, social and economic trends are changing the way we live and work. Recognizing the impact on community health workers and unpaid family caregivers, the Canadian Home Care Association (CHCA) is sharing ideas on how to design, establish and maintain great workplaces. Workplaces where employees are valued, respected, and nurtured.

Beginning in 2021 the CHCA will explore and introduce new ways for employers to support, empower, recognize, and invest in their employees. The goal of the two-year initiative is to stimulate conversation and generate innovative and help shape the future of workplaces.

Supporting Working Caregivers Campaign (September 2021 – April 2022)

The CHCA is launching is an awareness campaign to increase recognition among employers across Canada of the need for **caregiver friendly policies and programs** as they create and shape their future workplace structures post COVID-19.

Campaign Strategy and Assets

The campaign is managed through the CHCA priority project “Carers Canada”. The campaign uses social media channels (Twitter, LinkedIn, Facebook, Instagram) under the Carers Canada banner to present facts, concepts, research, and solutions to include caregiver supports in future workplaces.

- The core message is: **Supporting caregivers at work makes good business sense.**
- The social channels feature facts and testimonials that reinforce this core message.
- Social media assets for all channels are available for partners to join in the dialogue.
- A [campaign microsite](#) will feature facts, statistics, resources, and testimonials on creating a caregiver friendly working environment.

Key Messages

Caregivers at Work – General Awareness

Unsupported working caregivers are more likely to leave the workforce. Employee caregivers are vulnerable to increased absenteeism and presenteeism, delayed career advancement, and turnover. The pressures of caregiving and juggling other responsibilities impact the caregiver’s work performance as employee caregivers are at higher risk of mental and/or physical health issues, decreased morale and social isolation.

- 6.1 million caregivers are juggling work and caregiving
- 35% of Canadian workforce participants are employee caregivers
- 19% of employee caregivers experience physical and emotional health challenges
- ½ of caregivers in Canada are between 45-65 years.... Peak earning years
- On average, in one year there will be 2.2 million hours of work lost per week due to caregiving – the equivalent to 157,000 lost full-time employees

Impact on Employee Caregivers – COVID-19 & Mental Health

The COVID-19 pandemic increased the demand for caregivers in Canada and has resulted in added strain to their role. Caregivers in Canada have taken on greater responsibilities in providing and managing health care for their loved ones contributing to unprecedented burnout for caregivers across the country. The impact has had a compounded effect on employee caregivers.

- 41% of caregivers report increased housekeeping and/or assistance with personal care responsibilities due to the pandemic
- 29% of caregivers in Canada say the biggest challenge they have faced as a caregiver during the pandemic is the inability to take a break (compared to an average of 23% in 12 other countries)
- 70% of employee caregivers feel that COVID-19 worsened their mental health
- 23% of caregivers have reduced or cut back their paid working hours to provide care
- 16% of employees resigned during the pandemic due to caregiving responsibilities
- 49% of employed caregivers in Canada are concerned they will lose their job because of the time commitment needed as a caregiver

Caregiver Friendly Workplaces – Evidence to Action

The best employers recognize the humanity of their employees and, in so doing, realize several benefits: reduced turnover, increased productivity, decreased presenteeism and enhanced employee health, satisfaction, and wellbeing. An unsupportive work culture can cost employers between approx. \$3,045-\$8,674/carer- employee/year.

- Caregiver friendly workplaces adopt practices consistent with the CSA Group standard: B701-17 – Carer-inclusive and accommodating organizations
- 70% of employee caregivers in Canada did not receive support from their employers, the lowest amount of support among all 12 countries in the Carer Well-Being Index
- 57% of employees felt their paid responsibilities were negatively affected by caregiving obligations during the pandemic

Social Media Messages

#caregivers #caregiver #workingcaregivers #carer #carers #caregiverstress #caregiverlife
#caregiveremployment #caregiveremployees #caregiving #support #resilience #caregiversatwork
#futureworkplaces #futureofwork #businessowners #retention #HRtip #covid_19 #covidcanada @
CarersCanada

Caregivers at Work – General Awareness

- #Employee #caregivers often do not self-identify, and silently juggle their work and family care responsibilities <https://www.carerscanada.ca/supporting-working-caregivers/> #recognition #awareness
- A #caregiver supportive #workplace leads to reduced turnover, increased productivity, decreased presenteeism, enhanced employee health, satisfaction, and wellbeing <https://www.carerscanada.ca/supporting-working-caregivers/> #recognition #awareness
- The health care #workforce is aging, and an increasing number are balancing paid work and unpaid care – looking after their elderly loved ones, family and friends <https://www.carerscanada.ca/supporting-working-caregivers/> #recognition #awareness
- A #caregiver supportive #workplace is appealing <https://www.carerscanada.ca/supporting-working-caregivers/> #recognition #awareness
- Balancing work and care improve #employee wellbeing <https://www.carerscanada.ca/supporting-working-caregivers/> #recognition #awareness

Impact on Employee Caregivers – COVID-19 & Mental Health

- #COVID_19 is impacting #caregiver #mentalhealth <https://www.carerscanada.ca/supporting-working-caregivers/> #mentalhealthsupport
- #COVID_19 has increased #caregiver anxiety <https://www.carerscanada.ca/supporting-working-caregivers/> #mentalhealthsupport #mentalhealth
- 74% of caregivers feel more burnt out due to #COVID_19 <https://www.carerscanada.ca/supporting-working-caregivers/> #mentalhealthsupport #mentalhealth
- #Working #caregivers are worried about their careers <https://www.carerscanada.ca/supporting-working-caregivers/> #mentalhealthsupport #mentalhealth #COVID_19
- #Working #caregivers want their #employer to be more supportive <https://www.carerscanada.ca/supporting-working-caregivers/> #mentalhealthsupport #mentalhealth #COVID_19

Caregiver Friendly Workplaces – Evidence to Action

- There is more urgency now for #employers to recognize and support #employee #caregivers <https://www.carerscanada.ca/supporting-working-caregivers/> #act #actnow
- #Employee #caregivers in countries with more government support were less likely to report worsened emotional/mental health during #COVID_19 <https://www.carerscanada.ca/supporting-working-caregivers/> #act #actnow
- #Employee #caregivers in #Canada reported the 4th highest percentage of worsened financial health, among the G7 and Australia. #COVID_19 <https://www.carerscanada.ca/supporting-working-caregivers/> #act #actnow
- #Employee #caregivers in #Canada reported the 2nd highest percentage of worsened physical health among the G7 and Australia. #COVID_19 <https://www.carerscanada.ca/supporting-working-caregivers/> #act #actnow
- Low uptake by #employee #caregivers of support from governments points to the need for more and better information on how to access support. <https://www.carerscanada.ca/supporting-working-caregivers/> #act #actnow

ABOUT CARERS CANADA

Carers Canada (established in 2000) is a national coalition dedicated to increasing recognition and support for caregivers. Through collaborative engagement, members work to build awareness and recognition of the role of caregivers and the challenges they face. Carers Canada is a priority program of the Canadian Home Care Association (CHCA). Carers Canada's vision is "a Canada that recognizes, respects and values the integral role of caregivers in society." Our mission is to enhance the quality of life for caregivers through synergistic partnerships and global advocacy that strengthen and honour the voice of carers.

ABOUT MCMASTER UNIVERSITY GENDER HEALTH AND CAREGIVER FRIENDLY WORKPLACES

Gender Health and Caregiver Friendly Workplaces is a CIHR funded research program to improve, promote and sustain health for carer-employees by providing the evidence needed by employers, labour organizations and society to enact meaningful change in the workplace. Evidence-based tools and knowledge are created through the Gender Health and Caregiver Friendly Workplaces initiative. Specifically, research evidence for the effectiveness of carer-friendly workplace policies interventions on carer-employees' health and workplace productivity; carer-friendly workplace policies (CFWPs) and appropriate caregiving supports and tools for employers.