



## SOCIAL MEDIA MESSAGES

- Carers Canada is recognizing caring Canadians #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Employee #caregivers often do not self-identify, and silently juggle their work and family care responsibilities #recognition #awareness #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- A #caregiver supportive #workplace leads to reduced turnover, increased productivity, decreased presenteeism, enhanced employee health, satisfaction, and wellbeing #recognition #awareness #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- 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 #recognition #awareness #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- A #caregiver supportive #workplace is appealing #recognition #awareness #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- Balancing work and care improves #employee wellbeing #recognition #awareness #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>

### Impact on Employee Caregivers – COVID-19 & Mental Health

- The number of caregivers has increased by 12% due to COVID-19. Read their stories #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- Canadian spent between 10-20 hrs/week on caregiving responsibilities #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- Almost ½ of new caregivers due to COVID-19 were Gen Z/ Millennials. #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- 55% of caregivers report the pandemic has worsened their financial health and 33% say they are spending more on providing care #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- 23% of caregivers have reduced or cut back their paid working hours to provide care #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- 74% of caregivers feel more burnt out due to #COVID\_19 #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Working #caregivers are worried about their careers #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Working #caregivers want their #employer to be more supportive #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>

### Caregiver Friendly Workplaces – Evidence to Action

- There is more urgency now for #employers to recognize and support #employee #caregivers #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Employee #caregivers in countries with more government support were less likely to report worsened emotional/mental health during #COVID\_19 #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Employee #caregivers in #Canada reported the 4th highest percentage of worsened financial health, among the G7 and Australia. #COVID\_19 #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- #Employee #caregivers in #Canada reported the 2nd highest percentage of worsened physical health among the G7 and Australia. #COVID\_19 #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>
- Low uptake by #employee #caregivers of support from governments points to the need for more and better information on how to access support. #NationalCaregiverDay <https://www.carerscanada.ca/national-caregiver-day-campaigns/>

This campaign is led by Carers Canada in partnership with McMaster, McMaster University, Gender Health and Caregiver Friendly Workplaces.

**MCMASTER UNIVERSITY, GENDER HEALTH AND CAREGIVER FRIENDLY WORKPLACES** goal is to improve, promote and sustain health for employee – caregivers by providing the evidence needed by employers, labour organizations and society to enact meaningful change in the workplace

**CARERS CANADA** is a national coalition working to enhance the quality of life for caregivers through synergistic partnerships and global advocacy that strengthen and honour the voice of caregivers. Carers Canada has led National Caregiver Day Awareness Campaigns (First Tuesday in April), since 2009 and has successfully raised awareness of caregivers, facilitated actions to support caregivers and informed government policy. Carers Canada is a priority program of the [Canadian Home Care Association](#).