

**SOCIAL MEDIA KIT**

The 2025 campaign, Caring with Compassion, Planning with Confidence, emphasizes that caregiving goes beyond tasks—it involves emotional readiness and practical clarity. We're raising awareness about caregivers' emotional challenges, preparing healthcare providers to support caregivers better, and offering valuable tools to help them plan confidently.

Join us in empowering caregivers to become effective partners in care, ensuring they feel supported, capable, and understood throughout their caregiving journey.

Share your voices through your social media and follow and engage with us on LinkedIn and X (@CarersCanada) using the hashtag #NationalCaregiverDay.

You can copy and paste these messages and share them with your networks, along with the high-resolution visuals available in our Social Media Kit.

**SOCIAL MEDIA MESSAGES**

1. This #NationalCaregiveDay, April 1, @CarersCanada is raising awareness about the emotional challenges family caregivers face and highlighting the resources that can help them through their journey.

Learn more at [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. On #NationalCaregiverDay, we recognize the vital role of family caregivers in supporting loved ones with life-limiting illnesses. With the right resources, they can navigate their journey with confidence and resilience.

Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. Emotional Intelligence plays a key role in supporting family caregivers manage their emotions, build resilience, and communicate effectively with care teams.

Learn more about #NationalCaregiverDay and supporting caregivers at [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. Dame Cicely Saunders inspires and reminds us that empathy is at the heart of effective caregiving. This #NationalCaregiverDay, let's recognize the value of compassionate care and the difference it makes.

Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. Family caregivers provide unwavering care, comfort, and compassion to those with life-limiting illnesses. On #NationalCaregiverDay, we honour their dedication and advocate for the resources they need to thrive.

Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. 60% of family caregivers feel unprepared for their role. On #NationalCaregiverDay, let’s recognize how the right support and training can empower them to provide better care with confidence.

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1. #NationalCaregiverDay highlights the importance of support in caregiving. Family caregivers who receive training report a 30-50% confidence boost when managing care for loved ones with life-limiting illnesses.

Show your support: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. Caregivers with improved knowledge are 40% less likely to experience emotional burnout.

This #NationalCaregiverDay, let’s ensure they have the resources they need to prevent burnout. Join the conversation: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. #NationalCaregiverDay is the perfect time to recognize how emotional intelligence enhances caregiver satisfaction by up to 70%. Let’s celebrate the role of empathy and communication in supporting caregivers.

Show your support: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. On #NationalCaregiverDay, we acknowledge the significant impact of empathy. When healthcare teams communicate with empathy, caregivers report up to a 45% improvement in coping.

Let’s offer support: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

1. Prepared caregivers mean healthier outcomes for both the caregiver and care recipient. This #NationalCaregiverDay, let's focus on providing caregivers with the resources they need. [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)
2. On #NationalCaregiverDay, we honour the "invisible" work of caregivers. Their invaluable role strengthens communities and contributes to our economy. Let’s empower them with emotional and practical support. Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)
3. Caregiving is more than tasks – it’s about emotional readiness. On #NationalCaregiverDay, let’s support caregivers with the tools and resources they need to care for loved ones. Together, we can help them plan with confidence: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)
4. 70% of caregivers experience worsening mental/emotional health. On #NationalCaregiverDay, let’s acknowledge their struggles and provide the support they need to thrive. Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)
5. Knowing what to expect can increase resilience, even in difficult circumstances. Let’s provide caregivers with the tools they need to manage challenges with confidence. #NationalCaregiverDay Learn more: [carerscanada.ca/national-caregiver-day-campaigns/](https://www.carerscanada.ca/national-caregiver-day-campaigns/)

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**Carers Canada** is a priority program of the Canadian Home Care Association. The vision in forming Carers Canada is to create a society that recognizes, respects and values the integral role of caregivers in our health and social care systems and our country's economic well-being. <https://www.carerscanada.ca/>

The **Canadian Home Care Association** (CHCA) is a national non-profit membership association dedicated to advancing excellence in home and community care. Through our diverse membership base, the CHCA represents public and private organizations that fund, manage and provide services and products in the home and community. <https://cdnhomecare.ca/>