



Carer-Inclusive PG Newsletter

March, 2019

WELCOME TO THE NEWSLETTER

Welcome to the first newsletter for the PG project. The purpose of this newsletter is to keep all the partners on the six research projects connected and updated. The newsletter provides a place to share successes, progress, and common information as well as to give everyone information on conferences and presentations. We can link our social media efforts here and raise the profile of all the important work to be done! Our goal is a newsletter every five weeks and to keep growing them as we go forward!



We can use your help with content for future newsletters. Please send your project updates, news items, conference information or anything else you see as important to: **whittla@mcmaster.ca** by April 26, 2019

UPDATES AND ACKNOWLEDGMENT



Reminder: Please remember to cite as follows in all your KM tools, research outcomes, conference presentations and all other dissemination mediums:

**CIHR/SSHRC Healthy Productive Work
Partnership Grant "Scaling up the
Carer-Inclusive Accommodating Organizations
Standard" FRN: HWP – 146001 (CIHR);
890-2016-3018 (SSHRC)**

SOCIAL MEDIA CONNECTIONS



"Social Media is not about exploitation of technology but about service to the community"....Simon Mainwaring

Social media provides us with the ability to promote the work of the PG project and raise the profile of the projects. One way we can connect our social media is through the use of common hashtags; we suggest using:

#workercarer

#PGproject

If you do not have social media please send any information you want to distribute to:

whittla@mcmaster.ca and we can put on listserve or post for you.

By using these hashtags we can connect our posts together.



UPCOMING EVENTS OF INTEREST

National Family Caregivers Day

Date: April 2, 2019

Elizz.com is hosting Silken Laumann, Olympian champion, on Facebook Live on April 2, 2019, 10am EST. to share her caregiving story.

Sign up at: elixx.com/caregiverday

GeoHealth Conference: Building Capacity for Health Geography

Location: Toronto, Ontario

Date: April 30, 2019

Abstracts Due: March 22, 2019

For more information:

<https://www.geohealthnetwork.com/conferencewebsite>

Canadian Association of Geographers: AGM and Conference

Location: University of Winnipeg

Date: May 27-31, 2019

For more information:

<https://pheedloop.com/cag2019/site/home/>

2019 National Conference on Frailty

Location: Delta Marriott Toronto Airport

Date: September 26-27, 2019

Abstracts Due: March 22, 2019

For more information:

<https://www.cfn-nce.ca/news-and-events>



Project 2 - Highlights

Project 2 - Knowledge Mobilization

Led by Allison Williams (academic PI) and partners the Canadian Home Care Association and Carers Canada - the objective of this project is to create awareness, understanding, and broad uptake of the Standard in order to support a healthy and productive workforce in Canada.

As part of year 1, the *Canadian Home Care Association* and *Carers Canada* implemented a survey that was completed by 47 carer organizations who employ worker-carer employees. Some initial highlights of the results of this survey are:

- **Employees' worker-carer status is 'invisible' to more than half (58%) of health and home care sector organizations surveyed due to difficulties identifying them.** In addition, employers who believed they could identify their worker-carers, still underestimate how many they have among the workforce, estimating 25% when the national average is 35%. Over half of respondents told us they have more than 500 employees – that's a large number of potentially 'invisible' worker-carers in the workplace.
- **When respondents were asked what they thought were the most prevalent challenges for worker-carers, emotional and physical challenges rose to the top.** These are clear, 'visible' signals that an employee could be juggling work with care, and provide a proactive way for managers to identify worker-carers (rather than just leaving it to employees to disclose).
- **Respondents also believed absenteeism is likely to be the most prevalent negative business impact. This leads to a financial cost to employers, and also a potential decline in service quality.** In health and home care, this is especially crucial because of the prevalence of 'double-duty caregivers, who are employees who provide unpaid care to family or friends outside of work, while their profession is also to care, consequently they have little respite from the physical and emotional demands of caring as they transition between their job and personal life. This could lead to a potential decline in the quality of patient care.



Project 2 - Highlight Continued

- **Encouragingly, while there might be obstacles for employers to identify worker-carers, many respondents said they had formal accommodations in place that could be used to support worker-carers work-life balance.** And 96% said their managers are aware of these policies and practices. The challenge is how they apply these accommodations.
- **They also told us there is an issue with worker-carers self-identifying.** There is a common thought-logic: 'I'm not a carer, I'm just looking after my ill/disabled/older family member'. This poses a barrier to managers' ability to support worker-carers. There needs to be mechanisms and processes in place to help worker-carers self-identify, and ultimately have the confidence to disclose, and ensure managers respond appropriately.
- **Respondents kept telling us that an 'open-dialogue/open-door/open-culture' policy is the best way to help worker-carers to self-identify and then ask for support.** Accommodation to support worker-carers is a good start, but worker-carers first need to be encouraged and empowered to identify as a carer, and disclose to managers. It is still important that the onus is NOT on the worker-carer. The Standard can help employers connect the dots to create a carer-friendly workplace culture, where it becomes as normal as being a parent!

The Canadian Home Care Association also presented these findings at the Vanier Institute's Families in Canada Conference 2019 in Ottawa (March, 27, 2019).

If you have any questions about these survey highlights, please contact Claire Hall at the *Canadian Homecare Association* - **chall@cdnhomework.ca**

Important Links



There are ways that you can support the Knowledge Mobilization campaign. A list of channel-specific links is attached to the newsletter for you to use with your social media efforts, or in your e-newsletters.

Social media and e-newsletters

For example, if you want to Tweet a link to the Standard or the Implementation Guide, in English or in French, **please use the appropriate social media or e-newsletter link in the attached**; CSA can track where the hits/downloads are coming from, and this will greatly help the 'evaluation of reach' element in the CHCA's project.

Other promotion

If project partners want to promote the download pages for the Standard/Guide in a way that is **not** via social media or e-newsletter (i.e. a link from your own website, or via your personal emails etc), then simply use the following links, which are the CSA's original links:

Standard

English Standard: <https://www.csagroup.org/article/b701-17/>

French Standard: <https://www.csagroup.org/fr/article/b701-f17>

Guide

English Guide: <https://www.csagroup.org/article/b701hb-18>

French Guide: <https://www.csagroup.org/fr/article/b701hb-f18>

National Carers Day

The theme this year is **Caregivers' Experiences of Palliative Care in Canada**.

Visit <https://www.carerscanada.ca/national-carers-day/> for downloadable graphics (English and French) to use on social media (please use the landscape ones) or your/your partners website.

The hashtag is **#nationalcarersday**

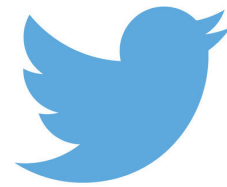
Important Links Continued



REQUEST FOR PARTNERS

If each project lead could share partners':

- Twitter handles
- Facebook page
- Webpage outlining/promoting your project



This could be then be distributed to all partners so we can follow, re-tweet and support all your media efforts.

Please forward to:

Lisa Whittaker at whittla@mcmaster.ca and

Claire Hall at chall@cdnhomecare.ca



ARTICLES AND MEDIA

HR Professional Now is an industry magazine. Their September 2017 issues has a number of articles about eldercare and employers. You can access this at:

<http://hrprofessionalnow.ca/digital/Sept2017>