

**Caregiver Awareness Month May 2016**  
**Social Media Campaign #caregiverawareness2016**

**Facebook:** Number of clients reached: **13,300** | Number of Likes & Shares: **600**

**Twitter:** Retweets & Likes: **60**

Date	Message
May 1st	May is Caregiver Awareness Month in NS! We're celebrating on social media w/posts each day. Join the conversation #caregiverawareness2016
May 2nd	1 in 3 Nova Scotians is an unpaid caregiver. You are not alone! #caregiverawareness2016 <a href="http://ow.ly/4nc7zH">http://ow.ly/4nc7zH</a>
May 3 <sup>rd</sup>	It's time to #GETLOUD for positive mental health. @ssnsc #caregiverawareness2016 <a href="http://ow.ly/4nf0zl">http://ow.ly/4nf0zl</a>
May 3 <sup>rd</sup>	Do you need support? We offer 20 monthly caregiver support groups across NS. #caregiverawareness2016 <a href="http://ow.ly/4nkTJn">http://ow.ly/4nkTJn</a>
May 4 <sup>th</sup>	Baddeck! Join our Maggie Roach-Ganaway on May 6 for #CanadaHealthDay #caregiverawareness2016
May 4 <sup>th</sup>	New to caregiving? Don't know where to begin? Remember to check in w/yourself too! <a href="http://ow.ly/4ncjBx">http://ow.ly/4ncjBx</a> #caregiverawareness2016
May 5 <sup>th</sup>	Queens Cnty: Join our Jennifer Briand at the 50+ Info Fair May 9 & learn about our free programs #caregiverawareness2016
May 5 <sup>th</sup>	Advance Care Planning is important for caregivers! Find out why on May 12. #caregiverawareness2016 @AdvanceCarePlan
May 6 <sup>th</sup>	As the backbone of the healthcare system, CGs need support & recognition for all they do. #caregiverawareness2016 <a href="http://ow.ly/4nsN6z">http://ow.ly/4nsN6z</a>
May 7th	Libraries have so much to offer caregivers & their communities! #caregiverawareness2016 <a href="http://ow.ly/4npRjp">http://ow.ly/4npRjp</a> <a href="http://ow.ly/lxOQ300xyvJ">http://ow.ly/lxOQ300xyvJ</a>
May 8th	Many CGs are parents of children w/complex needs. CNS + partners can help! #caregiverawareness2016 @AutismNS @IWKHealthCentre @MD_Canada
May 9th	Nova Scotia is a leader in programs & benefits for family & friend caregivers #caregiverawareness2016 @nshealth <a href="http://ow.ly/4neCoi">http://ow.ly/4neCoi</a>
May 10th	CG self-care is so important. It's not selfish, it's essential! #caregiverawareness2016 <a href="http://ow.ly/seou3002DDv">http://ow.ly/seou3002DDv</a>
May 11th	<b>Twitter:</b> 35% of Canadians balance paid work & caregiving. Employer flexibility is key! #caregiverawareness <a href="http://ow.ly/pOz03002IBb">http://ow.ly/pOz03002IBb</a>
May 11th	<b>Facebook:</b> 35% of Canadians balance paid work & unpaid caregiving. Employer flexibility is key to help caregivers maintain a healthy work/life balance & remain in the workforce. #caregiverawareness <a href="http://ow.ly/pOz03002IBb">http://ow.ly/pOz03002IBb</a>
May 12th	Shelburne! Come see us at the Community Wellness Fair and learn about our free programs #caregiverawareness2016
May 12th	<b>Facebook:</b> Listen to Angus Campbell's excellent speech to the Senate Committee on Social Affairs, Science & Technology on caregiving & dementia. Question & answer period follows the speech, so stay tuned! <a href="http://ow.ly/V0sf3008kEc">http://ow.ly/V0sf3008kEc</a> #caregiverawareness2016 <b>Twitter:</b> Angus Campbell's speech to the Senate Committee on Social Affairs, Science & Technology: <a href="http://ow.ly/V0sf3008kEc">http://ow.ly/V0sf3008kEc</a> #caregiverawareness2016
May 13th	<b>Facebook:</b> Bridgewater! Join us at the Courageous Caregiver's Conference on May

	<p>19. We'll be delivering the keynote address &amp; our Safe Medicines workshop. #caregiverawareness2016</p> <p><b>Twitter:</b> Join us at the Courageous Caregiver's Conference May 19! #caregiverawareness2016 <a href="http://ow.ly/rBBm300xBFv">http://ow.ly/rBBm300xBFv</a></p>
May 15th	<p><b>Twitter:</b> In 2012 27% of Canadians aged 15-29 gave unpaid care. Young CGs have unique needs &amp; need support! #youngcaregivers #caregiverawareness2016</p> <p><b>Facebook:</b> In 2012 27% of Canadians aged 15-29 gave unpaid care. Young CGs often invisible, have unique needs, &amp; need support! <a href="#">Powerhouse Project</a> #youngcaregivers #caregiverawareness2016</p>
May 16th	<p><b>Facebook:</b> Respite benefits caregivers &amp; care recipients. Autism NS's respite services <a href="http://ow.ly/nCdE3004NaR">http://ow.ly/nCdE3004NaR</a>, Adult Day Programs <a href="http://ow.ly/huRk3004NfA">http://ow.ly/huRk3004NfA</a>, or facility-based respite <a href="http://ow.ly/OaEM3004NpU">http://ow.ly/OaEM3004NpU</a> are places to start #caregiverawareness2016</p> <p><b>Twitter:</b> Respite benefits CGs &amp; care recipients. Adult Day Programs <a href="http://ow.ly/35IJ3004BVx">http://ow.ly/35IJ3004BVx</a> or <a href="#">@AutismNS</a> respite programs #caregiverawareness2016</p>
May 16th	<p><b>Facebook:</b> Brookfield &amp; area: There's a new afternoon program for caregivers &amp; their loved ones. Free! Every Thurs from 1-4pm. Good opportunity for respite or social activity! #caregiverawareness2016</p> <p><b>Twitter:</b> Brookfield: New program for CGs &amp; loved ones. Thurs 1-4pm. Oppty for respite or socializing! #caregiverawareness2016</p>
May 17th	<p>How do I talk with my family about caring for mom or dad? How can I avoid conflict? #caregiverawareness2016 <a href="http://ow.ly/5HRI3008NdH">http://ow.ly/5HRI3008NdH</a></p>
May 18th	<p>Skill building, preparation, self-care: Our workshops meet specific caregiver needs. #caregiverawareness2016</p>
May 18th	<p><b>Facebook:</b> @nscctrain practical nursing students join CNS for our Safe Meds Workshop on May 25. Don't miss it! #caregiverawareness2016</p> <p><b>Twitter:</b> <a href="#">@nscctrain</a> nursing students join CNS for our Safe Meds Workshop on May 25. Don't miss it! #caregiverawareness2016</p>
May 19th	<p>"Caregivers are unpaid not because they are worthless but because they are priceless" #caregiverawareness2016</p>
May 20th	<p><b>Twitter:</b> CIHI study: 98% of seniors w/home care needed help of family CG to stay safely at home #caregiverawareness2016 <a href="http://ow.ly/zont300aOQD">http://ow.ly/zont300aOQD</a></p> <p><b>Facebook:</b> According to <a href="#">StatsCan</a>: "74% of spousal caregivers more likely to report distress than other caregivers." Our Caregiver Stress Management Workshop can help you to identify &amp; cope with stress. Call or visit our events page to find out about our next workshop #caregiverawareness2016</p>
May 21st	<p>Assistive devices &amp; home care technology can help loved ones stay safe &amp; put CGs at ease. #caregiverawareness2016 <a href="http://ow.ly/fbFT300rjPg">http://ow.ly/fbFT300rjPg</a></p>
May 22nd	<p><b>Twitter:</b> Accessible &amp; affordable transportation important for CGs &amp; loved ones. <a href="http://ruralrides.ca/">http://ruralrides.ca/</a> <a href="#">@VON_Canada</a> can help #caregiverawareness2016</p> <p><b>Facebook:</b> Accessible &amp; affordable transportation is so important for CGs &amp; loved ones. <a href="http://ruralrides.ca/">ruralrides.ca</a> <a href="#">VON Canada (Victorian Order of Nurses)</a> &amp; some private home care agencies may be able to help #caregiverawareness2016</p>
May 23rd	<p><b>Facebook:</b> The Caregiver's Handbook is our premiere resource. It contains tools, tips, helpful info for both caregivers and their loved ones. Call to request a free copy, download from our website #caregiverawareness <a href="http://ow.ly/TVKX300mTOi">http://ow.ly/TVKX300mTOi</a></p>

	<p><b>Twitter:</b> The Caregiver's Handbook is our premiere resource! Request a free copy or download it here: <a href="http://ow.ly/TVKX300mTOi">http://ow.ly/TVKX300mTOi</a> #caregiverawareness</p>
May 24th	<p><b>Facebook:</b> May is proclaimed Caregiver Awareness Month! Resolution passed unanimously at <a href="http://ow.ly/GXj1300wFQW">Province House</a> <a href="http://ow.ly/GXj1300wFQW">http://ow.ly/GXj1300wFQW</a> #caregiverawareness2016</p> <p><b>Twitter:</b> May is proclaimed Caregiver Awareness Month! Resolution unanimously debate <a href="http://ow.ly/GXj1300wFQW">@NSLeg</a> <a href="http://ow.ly/GXj1300wFQW">http://ow.ly/GXj1300wFQW</a> #caregiverawareness2016</p>
May 25th	<p><b>Twitter:</b> LTC a difficult decision for CGs &amp; loved ones. How do we decide? How do we adjust? #caregiverawareness2016 <a href="http://ow.ly/2HgZ300xqBo">http://ow.ly/2HgZ300xqBo</a></p> <p><b>Facebook:</b> The transition to long-term care can be difficult for both CGs and loved ones, no matter the health condition. How do we deal with feelings of guilt and loss? How do we adjust? #caregiverawareness2016 <a href="http://ow.ly/8o5i300xqOT">http://ow.ly/8o5i300xqOT</a></p>
May 26th	<p><b>Twitter:</b> Are you a long-distance caregiver? You can help even when you're far away. #caregiverawareness2016 <a href="http://ow.ly/gXL5300n2Ke">http://ow.ly/gXL5300n2Ke</a></p> <p><b>Facebook:</b> Are you a long-distance family or friend caregiver? You can help even when you're far away. This article includes some helpful tips which are useful for many situations #caregiverawareness2016 <a href="http://ow.ly/gXL5300n2Ke">http://ow.ly/gXL5300n2Ke</a></p>
May 27th	<p><b>Twitter:</b> Depression is NOT a normal part of aging. <a href="http://ow.ly/iLH6300kkq5">@NSSeniors</a> <a href="http://ow.ly/iLH6300kkq5">@MSVU_Halifax</a> <a href="http://ow.ly/iLH6300kkq5">@NSHACentral</a> #caregiverawareness <a href="http://ow.ly/iLH6300kkq5">http://ow.ly/iLH6300kkq5</a></p> <p><b>Facebook:</b> Depression is NOT a normal part of aging. NS Dept of Seniors, <a href="http://ow.ly/iLH6300kkq5">Mount Saint Vincent University</a> <a href="http://ow.ly/iLH6300kkq5">NSHA Central</a>, local community health teams are excellent resources #caregiverawareness <a href="http://ow.ly/iLH6300kkq5">http://ow.ly/iLH6300kkq5</a></p>
May 28th	<p>For many seniors, caregiving is a new full-time job. One of our CGs, Ruby, shares her story. <a href="http://ow.ly/ca6B300n4RE">http://ow.ly/ca6B300n4RE</a> #caregiverawareness2016</p>
May 29th	<p><b>Facebook:</b> We have participated in several research projects about unpaid caregivers and how to better support them. Our Caregiver Tele-Group Support Project with <a href="http://ow.ly/aLBO300xtrf">Dalhousie University School of Occupational T...</a> is a great example <a href="http://ow.ly/aLBO300xtrf">http://ow.ly/aLBO300xtrf</a> #caregiverawareness2016</p> <p><b>Twitter:</b> Research can benefit unpaid CGs. Our Caregiver Tele-Group Support Project w/<a href="http://ow.ly/aLBO300xtrf">@Dal_OT</a> is proof <a href="http://ow.ly/aLBO300xtrf">http://ow.ly/aLBO300xtrf</a> #caregiverawareness2016</p>
May 30th	<p><b>Facebook:</b> Caregivers giving end-of-life care need specific support and information. Palliative care teams, the PATH clinic (Halifax), <a href="http://ow.ly/KfzC300nBNQ">Nova Scotia Hospice Palliative Care Association</a> <a href="http://ow.ly/KfzC300nBNQ">Canadian Virtual Hospice</a> are all valuable resources. <a href="http://ow.ly/KfzC300nBNQ">http://ow.ly/KfzC300nBNQ</a></p> <p><b>Twitter:</b> CGs giving end-of-life care need specific supports, &amp; info on benefits of palliative care <a href="http://ow.ly/KfzC300nBNQ">@nshpca</a> <a href="http://ow.ly/KfzC300nBNQ">@VirtualHospice</a> <a href="http://ow.ly/KfzC300nBNQ">http://ow.ly/KfzC300nBNQ</a></p>
May 30th	<p><b>Twitter:</b> If you care for someone at home who is dying, CTC offers peer support &amp; practical info. <a href="http://ow.ly/Spts300nFry">http://ow.ly/Spts300nFry</a> #caregiverawareness2016</p> <p><b>Facebook:</b> If you are, or expect to be, caring for someone at home who is dying, our CTC program offers peer support &amp; practical information. <a href="http://ow.ly/ZOKSf">http://ow.ly/ZOKSf</a> #caregiverawareness2016</p>
May 31st	<p>Thanks to all who joined the conversation in May for #caregiverawareness2016 &amp; helped to celebrate unpaid CGs in NS</p>