



**NATIONAL CAREGIVER DAY**  
RECOGNIZING CARING CANADIANS



*Caring with Compassion, Planning with Confidence*



## KEY MESSAGES

### What Is National Caregiver Day?

Members of Parliament of Canada have unanimously adopted the first Tuesday of April to recognize caregivers' invaluable, yet often "invisible," unpaid work. National Caregiver Day marks the formal acknowledgment of caregivers' essential role in supporting care recipients, strengthening our communities, and contributing to the economy. In 2025, National Caregiver Day falls on April 1.

### Who Are Caregivers?

A caregiver (also called a carer or family caregiver) is a family member, friend, or neighbour who takes on an unpaid caring role for someone who needs help due to a physical or cognitive condition, an injury, or a chronic life-limiting illness.

### Campaign Theme

Caregiving involves more than completing tasks—it requires emotional and practical readiness. The 2025 campaign theme, 'Caring with Compassion, Planning with Confidence,' highlights the importance of healthcare providers offering emotional and practical support to empower caregivers with the confidence and clarity they need to be effective partners in care.

The goals of the campaign are to:

1. **Raise awareness** of the importance of recognizing and supporting the emotional challenges caregivers face while navigating a life-limiting illness.
2. **Equip healthcare providers** with the knowledge, skills and attitude to empower caregivers as they look after a loved one with a life-limiting illness.
3. **Understand caregivers' experiences** and provide tools to help them care with compassion and plan with confidence.

### What Is the "Caring With Compassion, Planning With Confidence" Campaign About?

The "Caring with Compassion, Planning with Confidence" campaign is a national initiative led by Carers Canada in recognition of National Caregiver Day. This campaign highlights the significant emotional and practical challenges caregivers face when caring for someone with a life-limiting illness. It underscores the importance of emotional support and preparation in their role, emphasizing the need for accessible resources and practical tools to help caregivers manage their emotions, reduce stress, and make informed decisions with greater confidence. By focusing on emotional intelligence, structured planning, and compassionate care, this campaign seeks to empower caregivers to navigate the challenging caregiving journey with resilience and assurance, ensuring that caregivers and care recipients experience enhanced care and support.

### How Can I Support the Campaign?

1. Share your voice through your social media ([#NationalCaregiverDay](#)) and newsletters
2. Follow and engage with us on X [@CarersCanada](#) and visit the [Campaign Site](#)
3. Participate in our feature virtual webinars on April 1.

## Featured Virtual Webinars on April 1

### 08:30 am–09:30 am ET: Navigating the Unknown—Challenges, Solutions, and Optimism

Panellists will share insights, tools, and strategies to foster resilience, confidence, and compassionate communication in palliative home care.

*Moderator:* **Nadine Henningsen**, CEO, Canadian Home Care Association & Carers Canada

*Guest Panellists:*

- **Dr. Lester Krames**, Family Caregiver
- **Katy Mol**, Practice and Quality Consultant, VON Canada
- **Susan Doucette**, Provincial Palliative Home Care Clinical Development Coordinator, Health PEI
- **Dr. Sammy Winemaker**, Palliative Care Specialist

### 12:30 pm–1:30 pm ET: Caring With Compassion, Planning With Confidence

Join experts as they explore the importance of palliative care competencies, emotional intelligence, and structured planning. Learn from Health Canada-funded initiatives, such as CHCA's eiCOMPASS Project and McMaster's The Seven Keys Roadmap.

*Facilitator:* **Sarah Main**, CHCA SPRINT Coach

*Moderator:* **Liv Mendelsohn**, Executive Director, Canadian Centre for Caregiving Excellence, a program of the Azrieli Foundation

*Guest Speakers:*

- **Susan Blacker**, Senior Director of Cancer and Palliative Program Planning and Performance and Clinical Co-Lead of the Ontario Palliative Care Network
- **Nadine Henningsen**, CEO of the Canadian Home Care Association, and **Kim Coveyduck**, Regional Manager, Urban, Community Support Program, Newfoundland Health Services
- **Dr. Sammy Winemaker**, Palliative Care Specialist, and **Hsien Seow**, Professor, Department of Oncology, McMaster University

### 3:45 pm–4:45 pm ET: Advancing Home-Based Palliative Care—Stories of Impact and Transformation

Discover how eiCOMPASS SPRINT Teams across Canada are improving care for providers, patients, and families by integrating the Canadian Interdisciplinary Palliative Care Competency Framework and EI microlearning courses.

*Facilitator:* Nadine Valk, CHCA SPRINT Coach

*Guest speakers:*

- **Bridgette Remillard**, Palliative Care Manager, Southern Health (MB)
- **Salina Fukumoto**, Provincial Clinical Services Consultant, Shared Health Manitoba
- **Daniela Widmer**, Registered Nurse, Interior Health (BC)
- **Carly McPhee**, Advanced Practice Leader, Palliative Care, SE Health

## Add Your Voice to This Critical Dialogue on April 1

We invite you to be part of this exciting campaign as we profile healthcare providers and caregivers through the palliative care journey—from receiving a diagnosis, engaging in serious illness conversations, navigating the health system during active treatment, providing palliative and supportive care, and dealing with grief. Broadly share these resources:

- on websites
- on social media
- at events
- through newsletters and emails
- in other communications initiatives

## Social Media

### Show your support for family caregivers on your social media channels

Access the Social Media Kit with high resolution visuals and messages on our Campaign Site at:

<https://www.carerscanada.ca/national-caregiver-day-campaigns/>

#NationalCaregiverDay

Follow us on [LinkedIn](#) and [X](#) @CarersCanada



This #NationalCaregiverDay, April 1, @CarersCanada is raising awareness about family caregivers' emotional challenges 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/) #CaregiverSupport



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

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



Emotional intelligence is key to supporting family caregivers in managing their emotions, building resilience, and communicating 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/)



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/)

Download these and more visuals from our Campaign Site