



TOOLKIT

INTERNATIONAL DAY

OF CARE AND SUPPORT

October, 2024





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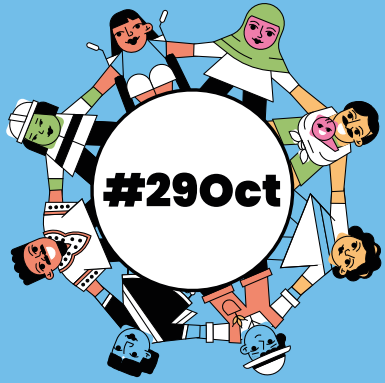
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INTRODUCTION



About the International Day of Care and Support

On July 24, 2023, the United Nations adopted a resolution proclaiming October 29 as the International Day for Care and Support. The resolution invites all Member States, organizations of the United Nations system, other international, regional, and sub-regional organizations, as well as various stakeholders, such as civil society, the private sector, academia and individuals, to celebrate this Day annually. This observance aims to raise awareness of the importance of care and support, and its contribution to achieving gender equality and the sustainability of our societies and economies. It also seeks to highlight the urgent need to invest in a resilient and inclusive care economy, including the development of strong and resilient care and support systems.



Celebrate the International Day of Care and Support

October 29 is a unique opportunity to make a meaningful impact by highlighting the essential role of care and support in our societies and economies. The Alliance's Task Force has put together several initiatives to boost the visibility of the care agenda and raise awareness about the urgent need to prioritize it in sustainable development strategies. In this toolkit, you'll find some ways to get involved:

- 1** Join events. Attend one of the many events organized by the Alliance members worldwide, either in person or virtually.
- 2** Share messages. Spread the word through your networks about the importance of the care agenda. We've provided images, videos, frames, and texts to help make this October 29 unforgettable.
- 3** Watch and enjoy. Discover care-themed events and videos on our YouTube channel.
- 4** Listen to the voices of care. Hear directly from caregivers and caregiving experts. Tune in to the playlist we've prepared, featuring interviews with those who know caregiving and support best.
- 5** Share the facts. Disseminate and share a list of data that illustrates the scale of caregiving and support work. The numbers reveal the scope of the issue.
- 6** Capture the moment. Snap a photo, alone or with colleagues, with the person who cares for you or whom you care for, and share it on social media.
- 7** Take action. Want more ways to get involved? We have plenty of ideas—just reach out!



TOOLS AND RESOURCES



Calendar of GAC events and activities



Many member organizations of the Global Alliance for Care are organizing events and creating materials to celebrate the International Day of Care and Support. These activities include:

- Events: Virtual, hybrid, and in-person gatherings.
- Publications: Reports, articles, and other resources.
- Campaigns: Awareness and advocacy initiatives across various platforms.

You can join any of the hundreds of events organized by the Alliance members, either in person or virtually. We've compiled all these activities and resources into a single calendar.



Visual, audio and other resources to share

Using social media is a great way to share the message of the International Day of Care and Support.

The Global Alliance for Care offers a comprehensive Social Media Kit that includes banners, cards, filters, videos, and accompanying copy for social media posts. These resources are available in English, Spanish, and French and are screen reader accessible. You can download them as they are or customize them to fit your objectives and audience.

Help spread the word about the importance of the care agenda across your networks.

Explore the images, videos, frames, and texts we've provided to help you get started!

Social media banners

These materials are available in various sizes for social media platforms and in three languages: Spanish, English, and French.

Click the buttons below to download the banners in all available sizes and languages, along with their accompanying copy for the social media posts. Feel free to adapt the texts to align with your objectives and target audiences.

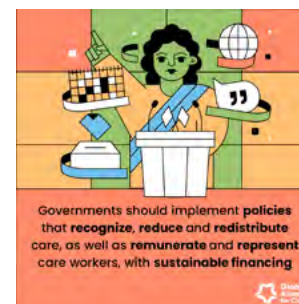


Social media cards

The Global Alliance for Care has created social media cards to raise awareness about the value of care work and its essential role in society. You can use these cards to:

- Share with your networks and target groups
- Engage your audience
- Enhance the visibility of your events and content

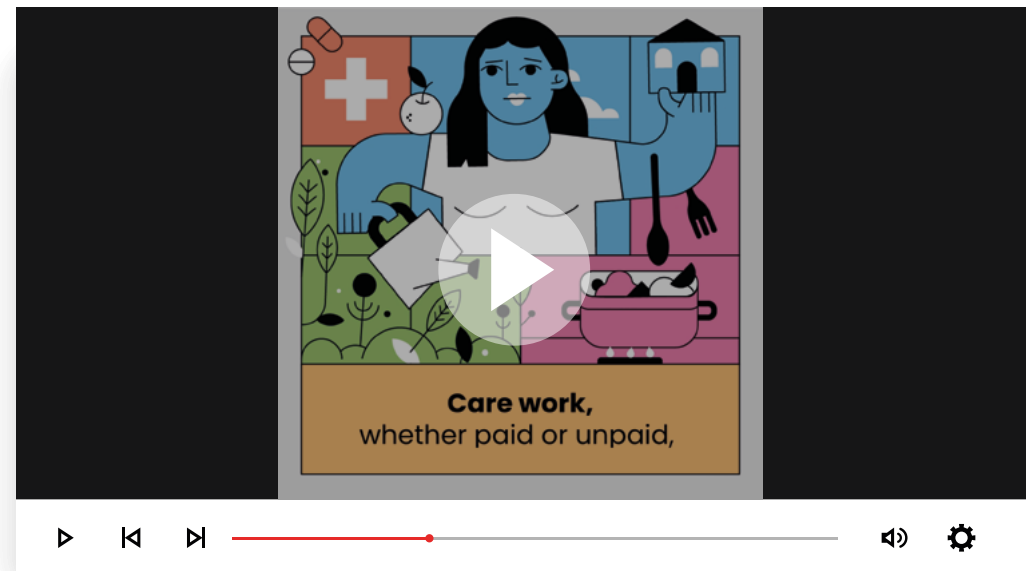
Download the cards in all available sizes and languages, along with their accompanying text. Feel free to adapt the texts to align with your objectives and target audiences.



Social media video

We have created a video where you can learn about what different sectors of society can do to move toward a social organization that prioritizes care for every individual and the planet.

Download the video, available in different languages, along with the accompanying text for social media posts. Feel free to adapt the text to align with your objectives and target audiences.





Filters for social media

Our social media kit includes both Instagram filters and profile picture frames that can be easily customized to show your commitment to the International Day of Care and Support on social networks.

1. Profile picture frames for your social media channels. Download them by clicking on the language of your preference.

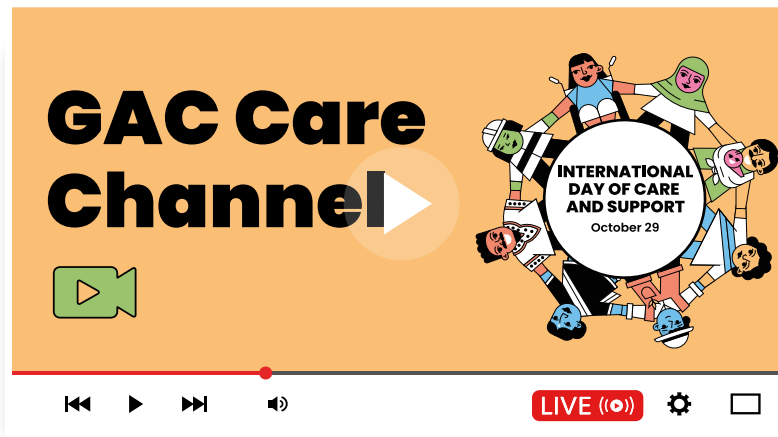
2. Instagram filters for stories and reels. Download them by clicking on the language of your preference.





GAC Care Channel

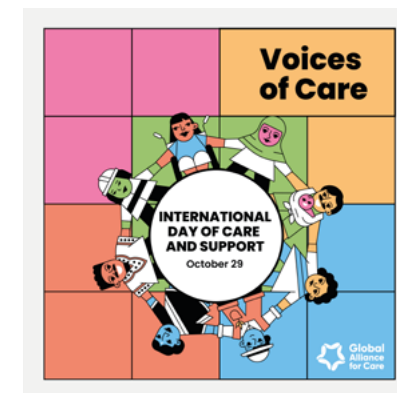
The GAC Care Channel will provide uninterrupted 24-hour streaming of various audiovisual materials focused on the care and support agenda. This ensures that, regardless of the time zone, audiences can tune into events and discussions related to the International Day celebration at any time.



Playlist “Voices of Care”

Listen and share the playlist we’ve prepared with interviews with people who have extensive knowledge about care and support.

This playlist includes episodes from various members of the Global Alliance for Care, along with original interviews and key messages from experts, care workers, and policymakers.

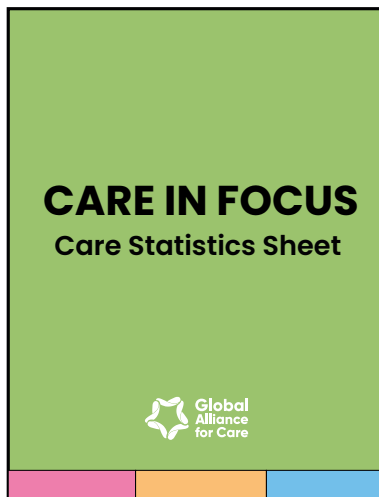




Care Statistics Sheet “Care in Focus”

Spread and share this list of facts to illustrate the scope of care and support work.

Here, you can find a document with key data and sources that media, policymakers, and other stakeholders can use to raise awareness of the current state of care and support.



GAC for Care Postcard

Write or design a postcard with a key message to give visibility to and celebrate the International Day of Care and Support.

Share a photo of it on social media and tag the Global Alliance for Care - we'll repost your posts! If you wish, you can also send us your photo to be included in a collaborative Alliance postcard.

Find the document here for ideas and guidance on creating postcards.





**MORE IDEAS
FOR TAKING ACTION**



Along with sharing the events and audiovisual materials specially prepared for the International Day of Care and Support, we have more ideas to help you celebrate!

Join us in raising awareness and highlighting the importance of care across various areas in innovative ways.



If you are a care advocate online:

- Promote innovative initiatives on care redistribution in different settings (schools, at home, among friends, in the workplace, etc.) on social media.
- Post campaigns and communication pieces on care that you have developed on various platforms.
- You can also share this Toolkit, featuring a variety of audio and visual content:
 - Cards, videos, filters, and banners
 - Podcasts on care
 - Videos and live presentations on the Alliance's channel



Join the conversation using these hashtags on your social media posts:

- #InternationalDayofCareAndSupport.
- #CareWorkMatters
- #LetsTalkAboutCare #29Oct

And others, such as:

- #InvestInCare
- #CareIsAPublicGood



Share care resources (publications, campaigns, fact sheets, reports, etc.). Materials developed by the Alliance members are available in the [Global Digital Community on Care](#).



If you are a journalist or a media outlet:



Publish articles and feature stories about the importance of recognizing, reducing, redistributing, and rewarding care work, as well as representing caregivers.



Invite caregivers and advocates to write op-eds on the role of care in building equitable and sustainable societies.



Share infographics to present key data on care work, its impact on the economy, and the benefits on investment in care.

At your workplace, school, organization or community:

- ▶ Encourage discussion about care and decent work by distributing and reading the [ILO resolution on decent work and the care economy](#), adopted in June 2024.
- ▶ Host a “Care at Work” Day dedicated to recognizing employees who balance caregiving with work. This could include a panel on work-life balance, policies to support caregivers, or highlighting employees’ caregiving stories.
- ▶ Offer a workshop on care work, its unequal distribution, and gender stereotypes.
- ▶ Snap a photo, alone or with colleagues, with a key message to give visibility to and celebrate the International Day of Care and Support.



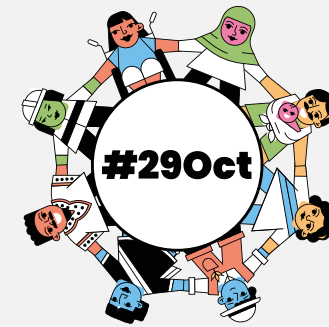
ACKNOWLEDGEMENTS



We want to express our special thanks to **Sharifah Tahir** for her collaboration in developing this toolkit.

This strategy of activities and events to raise awareness was developed by the **Global Alliance for Care Task Force** for the International Day of Care and Support. The Task Force includes the following organizations:

- *¿Cómo te explico?*
- *Aldeas Infantiles España*
- *Asfari Institute*
- *Atrahdom Guatemala*
- *Caregiver Saathi Foundation*
- *CEJUDI, Center for Global Development*
- *CISS*
- *Gobierno de la Ciudad de Buenos Aires*
- *CLACSO*
- *Colectiva por el derecho al cuidado*
- *Cuidando a Violeta*
- *Cuido 60*
- *ECDAN*
- *ELA Argentina*
- *Gobierno de España*
- *FES-Aragón (UNAM)*
- *Fondo Semillas*
- *GI-ESCR*
- *Gobierno de Jalisco*
- *IDWF*
- *ILO*
- *ILO América Latina*
- *ILSB, Inclusion International*
- *INMUJERES (México)*
- *International Center for Research on Women (ICRW)*
- *Metropolis*
- *Make Mothers Matter*
- *Mobile Creches*
- *Gobierno de Oaxaca de Juárez*
- *Observatorio de Género y Cuidados*
- *ONU Mujeres México*
- *Open Data Charter*
- *Padres Cariñosos*
- *Gobierno del País Vasco*
- *Paz Cívica*
- *Plataforma Mayor*
- *PSI*
- *Recalculando*
- *Gobierno de San Pedro Garza García*
- *Secretaría General Iberoamericana*
- *SILVERMOON*
- *SINTTRAHOL*
- *SITRADOM*
- *Solidarity Center, State of Paraná*
- *The Gender Lab*
- *The Hunguer Project*
- *UMI - Dementia Care and Resource Center*
- *UN Women*
- *UN Women Asia-Pacific*
- *Universidad Anáhuac México*
- *UNRISD*
- *Government of USA*
- *WiC*
- *Women Welfare Organization*
- *Working Women's Center Timor-Leste*
- *World Benchmarking Alliance*



About the Global Alliance for Care

The Global Alliance for Care (GAC) is the first global multi-stakeholder community that facilitates and fosters spaces for collective action, advocacy, communication, and learning about care, its recognition –as a need, as work, and as a right. It brings together governments, civil society, unions, the philanthropic sector, international organizations, and academia seeking to advance the care agenda from the local to the global level.

Download the brochure with more information on the Alliance [here](#).

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Join the conversation

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