

2026 ACTIVATION KIT

#29oct

INTERNATIONAL DAY
CARE AND SUPPORT

MAKE THE POWER OF CARE VISIBLE.

This **29 October**, share a story, bring care into public spaces, call for commitments, and connect your action to a global movement.

Because care is a need, a form of work, and a right.
Transforming care means transforming our societies.



#VoicesOfCare #29OCT



Global
Alliance
for Care

CARE MAKES OUR LIVES POSSIBLE. TRANSFORMING IT IS A COLLECTIVE RESPONSIBILITY.

Care and support are part of all our lives. At different moments in our lives, we all provide, receive, and need care and support. Yet care is still not fully recognized, care responsibilities are not shared equally, and access to care and support is not guaranteed for everyone.

Changing this reality requires making visible what often goes unseen, listening to people who provide and receive care and support, and transforming the way care is organized, financed, and shared. It requires public policies, resources, co-responsibility between genders and across society, and collective action.

And we need you to help make this happen.

Every 29 October, people, organizations, communities, governments, and institutions around the world come together to recognize the value of care and support and call for more just, inclusive, and sustainable societies.

Every action counts. A shared story, a public conversation, a political commitment, or a community initiative can help bring care into public debate and turn recognition into transformation.



**THIS KIT PROVIDES
IDEAS, RESOURCES, AND TOOLS
TO HELP YOU TAKE ACTION.**

On **29 October**, join the International
Day of Care and Support.

WE ALL NEED CARE. BUT RESPONSIBILITY FOR CARE IS NOT SHARED EQUALLY.

Recognizing the importance of care is only the beginning. We need to transform the way care is organized, financed, and shared, moving toward a more equitable distribution based on co-responsibility.

Every day, 16.4 billion hours are spent on unpaid care work.

This is equivalent to nearly 2 billion people working eight hours a day without pay.

(ILO, 2018)

Women perform 76.2% of unpaid care work worldwide.

On average, they spend 3.2 times more time on these activities than men.

(ILO, 2018)

708 million women are outside the labor force because of unpaid care responsibilities.

By comparison, this affects 40 million men.

(ILO, 2024)

More than 80% of domestic workers are informally employed.

Most do not have access to basic labor and social protections.

(ILO, 2021)

By 2030, more than 2.3 billion people will need care services.

Growing care needs make strong, inclusive, and sustainable systems increasingly urgent.

(ILO, 2018)

Investing in care could create up to 299 million jobs by 2035.

Care is not a cost: it is an investment in equality, well-being, decent work, and sustainability.

(ILO, 2022)

THE CAMPAIGN: VOICES OF CARE

To transform how care is recognized, valued, and shared, we must listen to the people who experience it every day.

#VoicesOfCare brings the voices of paid and unpaid care workers, as well as people who receive care and support, into the conversation. Their experiences, knowledge, and perspectives are essential to understanding what must change and to advancing more just and inclusive care and support systems.

Through stories, multimedia content, and accessible materials, **#VoicesOfCare** brings these perspectives to different audiences—including governments, businesses, households, social movements, international financial institutions, and civil society organizations—and helps ensure they inform conversations and decisions about care.

On the International Day of Care and Support, let's amplify the voices of those who provide and receive care and support, and help ensure they are heard.



TAKE ACTION

There is no single way to participate. Choose an idea, adapt it to your context, and make it your own.

Whenever possible, design your action together with people who provide and receive care and support, prioritize accessibility, and consider whose voices or experiences may be missing.



Take to the Streets

- Organize a care run or walk.
- Design a route or Care Walk to identify care infrastructure in your community.
- Create a space for rest and listening for people who provide care.
- Paint a collective mural.
- Organize an exhibition or artistic action.
- Fill the streets with messages and posters.
- Host a community meal.
- Organize a care and support resource fair.



Start a Conversation

- Organize a community dialogue.
- Host a Care Café.
- Host an intergenerational dialogue or gathering.
- Screen a film and hold a discussion.
- Convene a community assembly.
- Organize a reading or book club.
- Host a group podcast listening session.
- Bring together care workers, public officials, people who receive care and support, and community members.



Tell a Story

- Create a portrait accompanied by a quote.
- Write a letter to someone who cared for you.
- Share an object that represents care.
- Photograph a place where care happens.
- Complete the sentence: "Care made it possible for me to..."
- Create an emotional map of care.
- Produce a radio program or interview.
- Contribute a story to Voices of Care.

TAKE ACTION



Call for Change

- Send a letter to elected officials.
- Promote an institutional declaration.
- Request a public commitment.
- Submit a question to parliament or your local council.
- Convene a meeting with public officials or the media.
- Stage a symbolic presentation of demands.
- Light up or stage an intervention at a significant building.
- Advocate for better care services, policies, working conditions, and infrastructure.



Activate Your Community

- Publicly recognize people who provide care.
- Review leave provisions and internal care policies.
- Organize a listening session.
- Create a space for rest.
- Publish an annual commitment.
- Increase the visibility of care workers.
- Invite your team to share an experience or complete a campaign card.
- Organize activities about care in schools and educational spaces.



Connect Your Action to the World

- Exchange messages with another city, school, or organization.
- Document and share messages about care using the hashtags **#VoicesOfCare** and **#29OCT**.
- Develop a care-related demand or commitment in your community and connect it to the global conversation on 29 October.
- Discover what is happening in other communities and build new connections.
- **Join a collective action of the Global Alliance for Care.**

JOIN A COLLECTIVE ACTION

Contribute to initiatives led by the Global Alliance for Care and connect your participation with voices and communities around the world.

These calls are open to everyone.

✓ Download and Adapt the Campaign Materials

- Editable Canva templates for [messages](#) and [events](#).
- Posters and printable materials.
- Banners for websites and newsletters.
- Backgrounds for video calls.
- Editable .ai files.
- Adaptations for stages, photo backdrops, screens, banners, and in-person activities.



✓ Engage the Media

- Use the [Press Kit](#) to inform the media and invite them to participate:
- Sample press release.
- Background information about the International Day of Care and Support.
- Key messages.
- Questions and answers.
- Data and resources.
- Photographs and audiovisual materials.
- Guidance for media outreach and interviews.

✓ Respond to the Call for Articles, Stories, and Interviews

- Possible contributions include op-eds, stories from organizations or communities, interviews, experiences implementing public policies, community initiatives, and stories from people who provide or need care and support.

✓ Join the Activities Map on the International Day Website

- At any time throughout the year, individuals, organizations, and institutions can register events, campaigns, and activities related to the International Day of Care and Support.

COLLECTIVE ACTIONS FOR ALLIANCE MEMBERS IN 2026

If you are a member of the Global Alliance for Care, you can also participate in the following collective actions in 2026.

Develop Your Campaign Skills Through Workshops and Join the Task Force

Through the International Day Task Force, you will have access to workshops that combine theory and hands-on learning, peer exchange spaces, and support from the Technical Secretariat to develop or strengthen an action tailored to your context, audiences, and capacities.

You do not need to submit a fully developed proposal. You can begin with an initial idea, an initiative already underway, or an action you want to expand and connect to the campaign.

Do you have an idea you want to put into action? Space is limited. Submit your proposal! Applications will be selected based on their originality and regional balance.

Add Your Voice by Recording a Video

Record a short video and become part of the campaign's collaborative video.

All contributions will respond to a shared question or prompt, bringing together voices from different communities around 29 October.

The form includes recording instructions, format and length requirements, and the submission deadline.



ONE QUESTION. MANY VOICES. ONE SHARED MESSAGE.

Show What Care Looks Like Through Photography

Share a photograph that shows how care is experienced, organized, or advocated for in your community.

You can submit images of people, actions, spaces, infrastructure, objects, or messages related to care. Selected photographs will be included in the collective collage and other campaign materials.

If identifiable people appear in the image, make sure you have their consent and portray them with dignity, avoiding stereotypes about who provides and who receives care.

Every image tells a story about care.



Feature Your Action on the 24- Hour Care Channel

Be part of a special 24-hour program showcasing care and support in action around the world.

Share a live or recorded event, audiovisual piece, interview, testimony, or message that introduces a global audience to the initiatives, experiences, and proposals transforming care in your community.

**Make your action visible, make it heard,
and connect it with a global audience.**

Join the Collective Agenda

Register the event, campaign, or activity you will organize during the week of the International Day of Care and Support.

Your initiative may be featured in the Collective Agenda and shared through the Alliance's website and channels.

TAKE PART AND SUBMIT YOUR PROPOSAL!

One form brings together all the ways to participate in the International Day of Care and Support campaign.

Whether or not you are part of the Alliance, you will find different ways to participate. Some initiatives are open to everyone, while others are designed for Alliance members.

You can participate in one or several initiatives, depending on your interests, capacities, and the type of action you want to advance. When you select an option, you will find the information, requirements, and specific fields needed to submit your contribution.

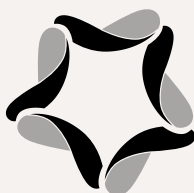
Proposals may be submitted until 23 September 2026, except for the workshops, for which applications will remain open until 2 September 2026.

To access the form, you can click the link or scan the QR code.



[GO TO THE FORM](#)





**Global
Alliance
for Care**

2026