

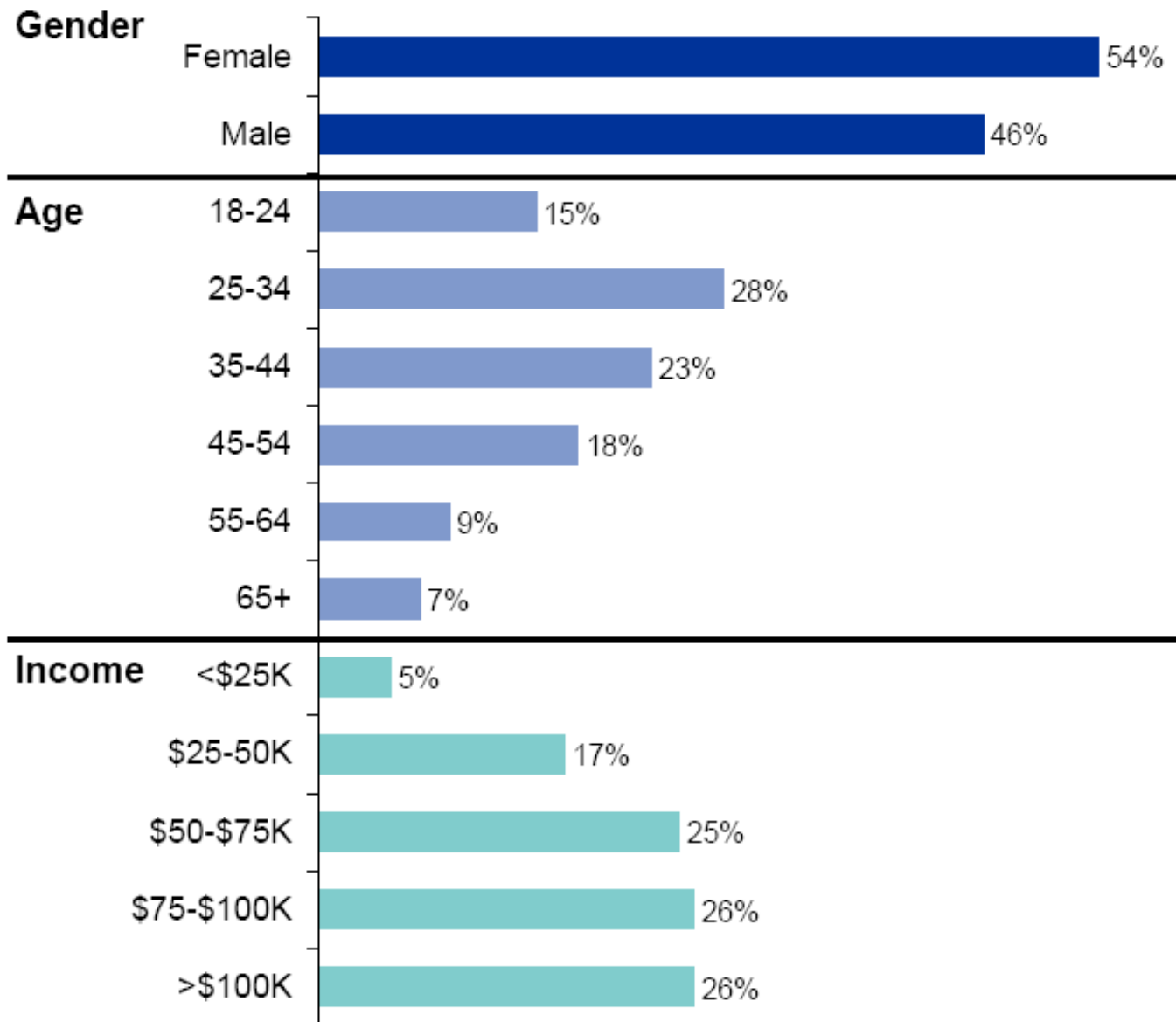
The Day We Stop Caring

Caregiving for the Future

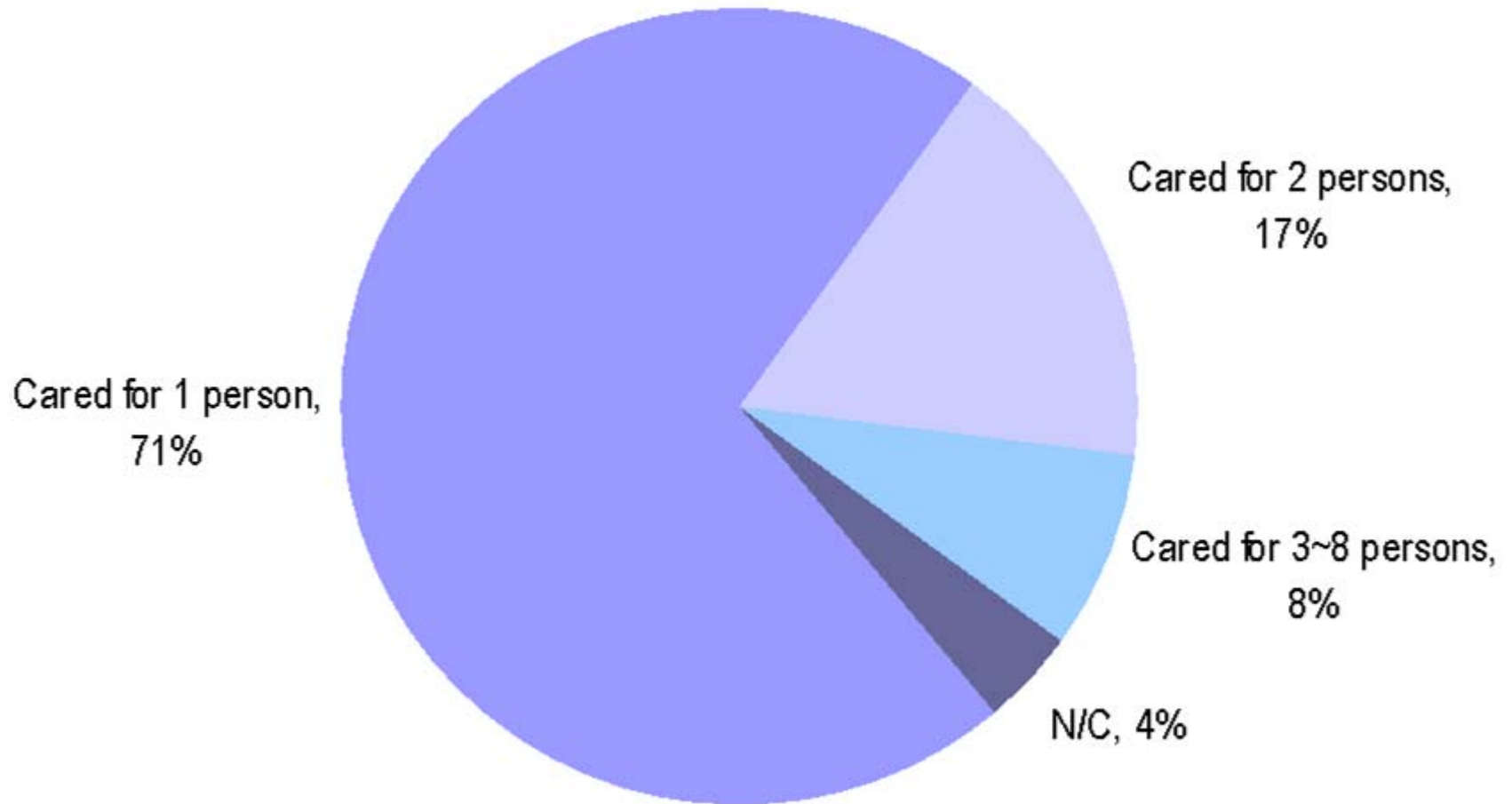
Adalsteinn Brown
Breakfast With The Chiefs
13-05-2009

So how bad is it going to be?

The Demographics Of Canadian Caregivers Today



No. Of Persons Cared For By Canadian Caregivers - 8% Are Caring For 3+ Persons



Seniors Care For Their Spouses And Close Friends

Hollander MJ, Liu G, Chappell NL. Who Cares and How Much? The Imputed Economic Contribution to the Canadian Healthcare System of Middle-Aged and Older Unpaid Caregivers Providing Care to The Elderly. *Healthcare Quarterly*. 12(2):42-49. Available from: <http://www.longwoods.com/product.php?productid=20660>

Care was received by:	Caregivers Aged 45–64		Caregivers Aged 65+	
	<i>n</i>	%	<i>n</i>	%
Spouse/partner	24,805	1.4	70,457	23.3
Father	236,284	13.4	5,331	1.8
Mother	732,406	41.6	22,945	7.6
Brother	7,928	0.5	6,238	2.1
Sister	11,435	0.6	19,684	6.5
Son/daughter/grandson/granddaughter/ son- or daughter-in-law	3,136	0.2	729	0.2
Grandfather or grandmother	12,887	0.7	–	–
Father-in-law	82,983	4.7	3,056	1.8
Mother-in-law	218,024	12.4	11,209	7.6
Brother-in-law	9,824	0.6	4,913	2.1
Sister-in-law	5,410	0.3	6,046	6.5
Uncle	16,431	0.9	2,002	0.7
Aunt	50,473	2.9	4,621	1.5
Cousin	9,034	0.5	4,646	1.5
Close friend	161,053	9.2	89,911	29.7
Neighbour	144,338	8.2	44,750	14.8
Other	32,927	1.9	5,757	1.9
Number of Caregivers	1,759,378	100.0	302,295	100.0

* Caregivers could provide care to more than one care receivers

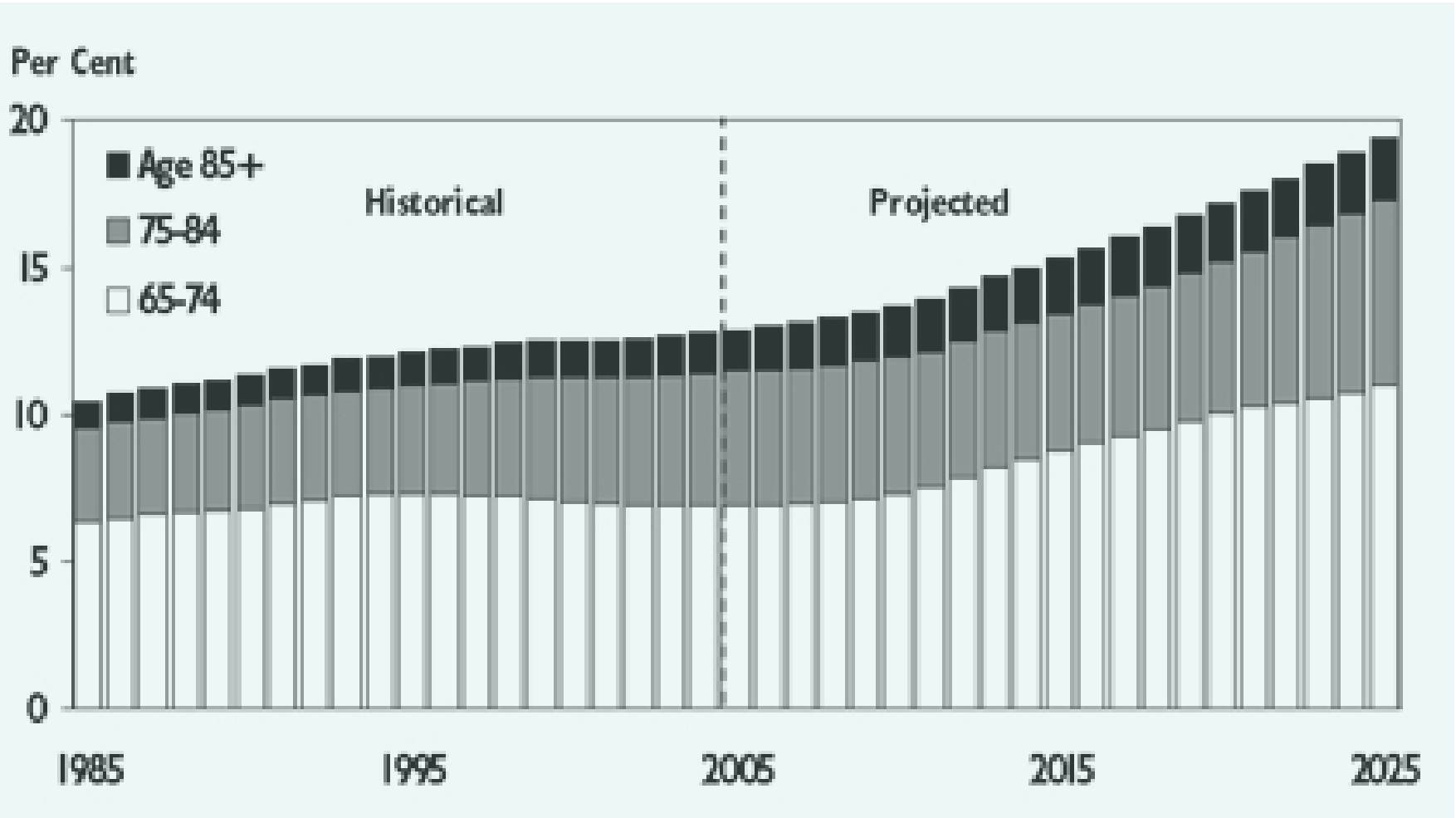
The Burden Of Canadian Caregivers Is High ...

- 10% of Canadians report having a family member who requires constant care from a family caregiver
- 27% of Ontario families have been providing constant care for over 2 years
- 1 in 6 in Ontario report constant care requirements to have a major impact on the ability to earn family income
- 1 in 4 caregivers has no help; 1 in 4 have paid help; 61% need more help
- The average caregiver has spent 20h/week caring for 4 years; ¼ spent 40h/week
- 32% also have children under 18 living at home
- 15% of caregivers describe their quality of life as poor

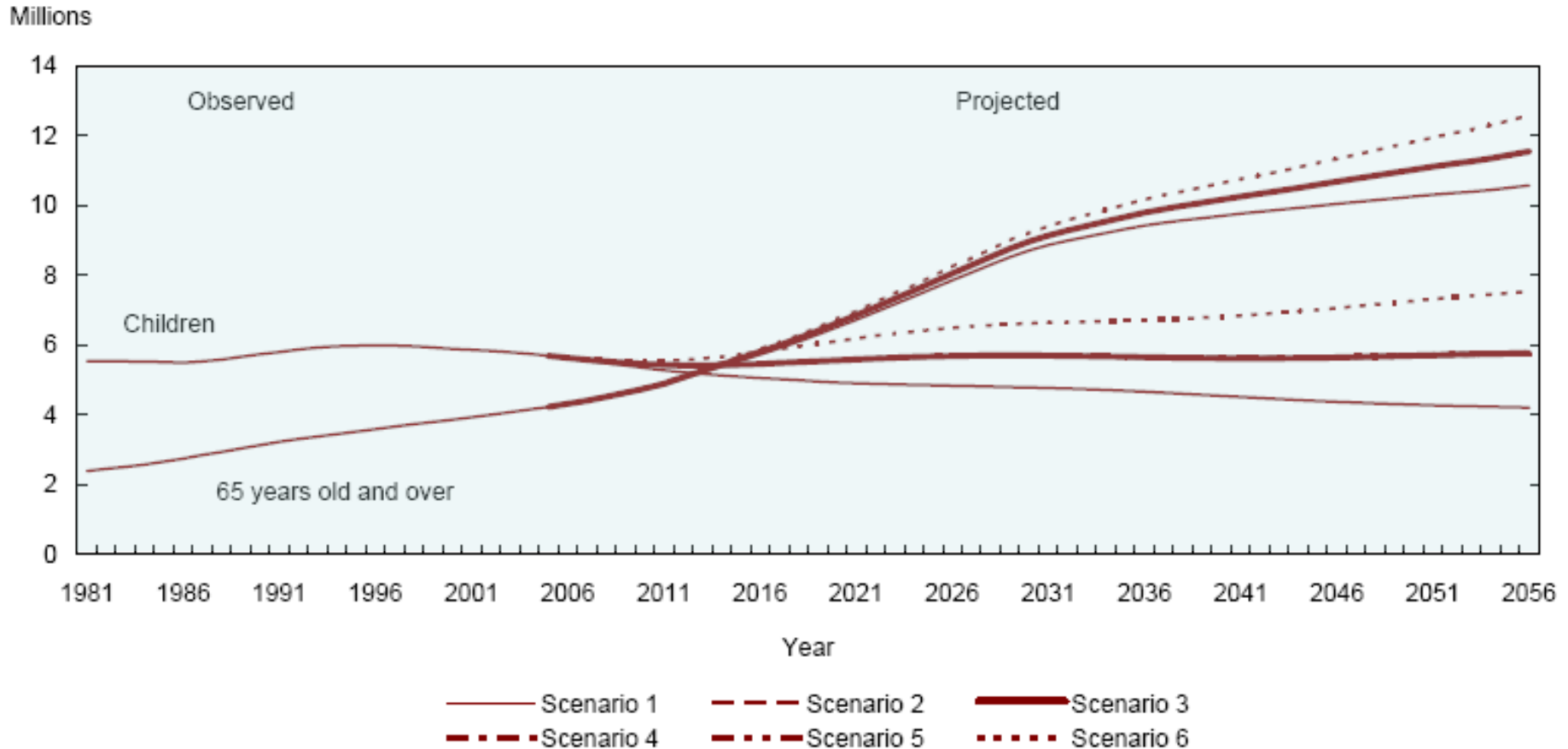
Leading To A High Level Of Physical And Mental Stress

- 46% experienced stress;
- 14% experienced physical discomfort or physical pain;
- 15% report that people they care for are verbally or physically abusive;
- *19% were frail, disabled or needed care themselves*

Ontario's Projection Of The Aging Population Is Worrying ...



And the cross-over is only a few years away

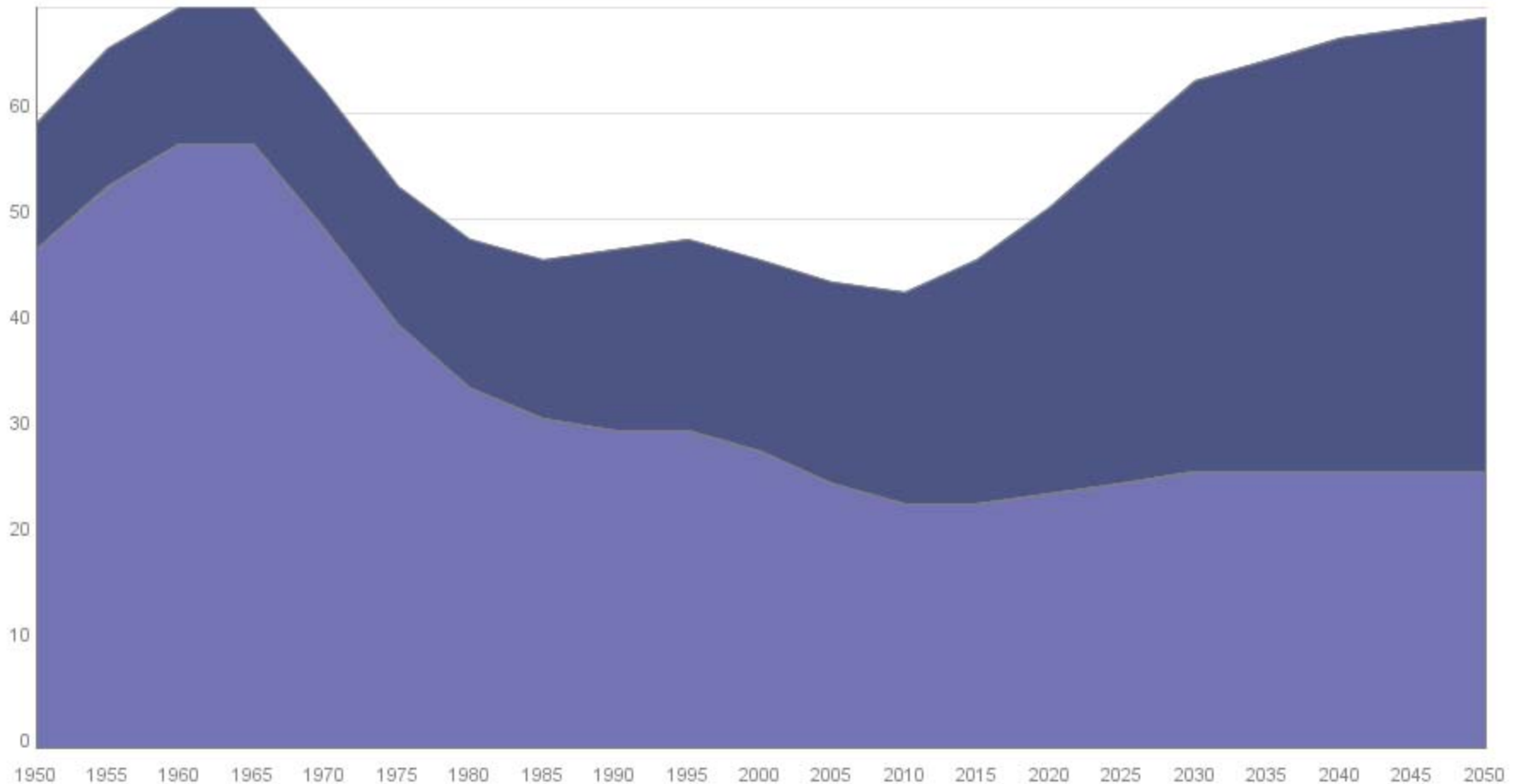


Number of children (0 to 14 years) and persons aged 65 years and over observed (1981 to 2005) and projected (2006 to 2056) according to six scenarios, Canada

Traditional Support Networks Are Disappearing

- Nuclear families decreased by 18%
- 3x as many single person households, as households of 5 persons or more
- 51.5% of the population was not married in 2006, outnumbering married population for the first time since census began
- 42.7% of households had no children, for the first time, more than households with children
- 1.5 million single parent families, i.e. 1 in 4 families with children is headed by a single parent, up 8%
- Single parent families headed by men increased by 14.6%, more than 3x single parent families headed by women

The Dependency Ratio In Canada Will Balloon



How Much Should Caregiving Cost Us Today?

Annual costs at hourly
market rates for
Homemakers

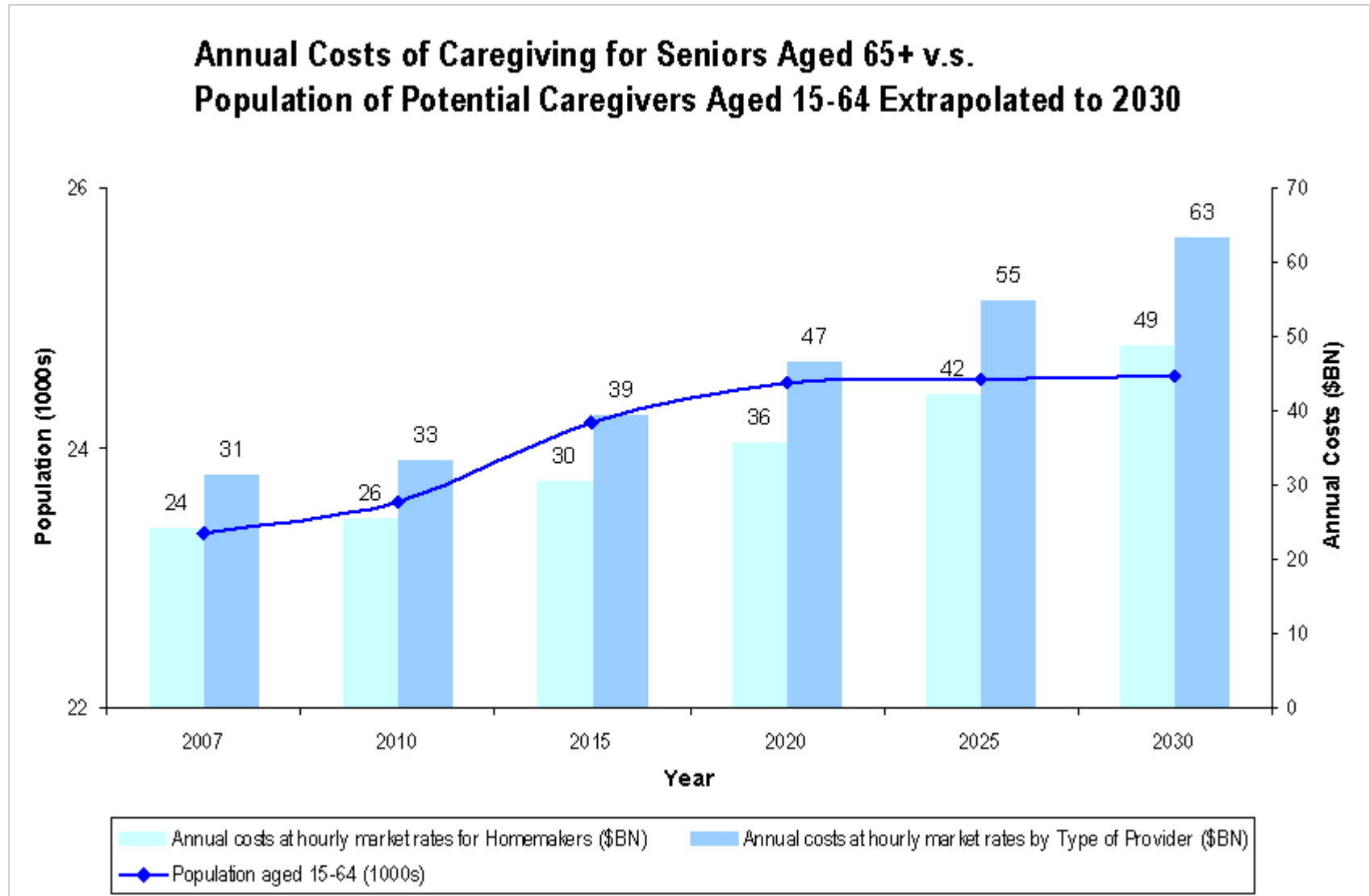
\$24,155,528,240

Annual costs at hourly
market rates by Type of
Provider

\$31,298,054,777

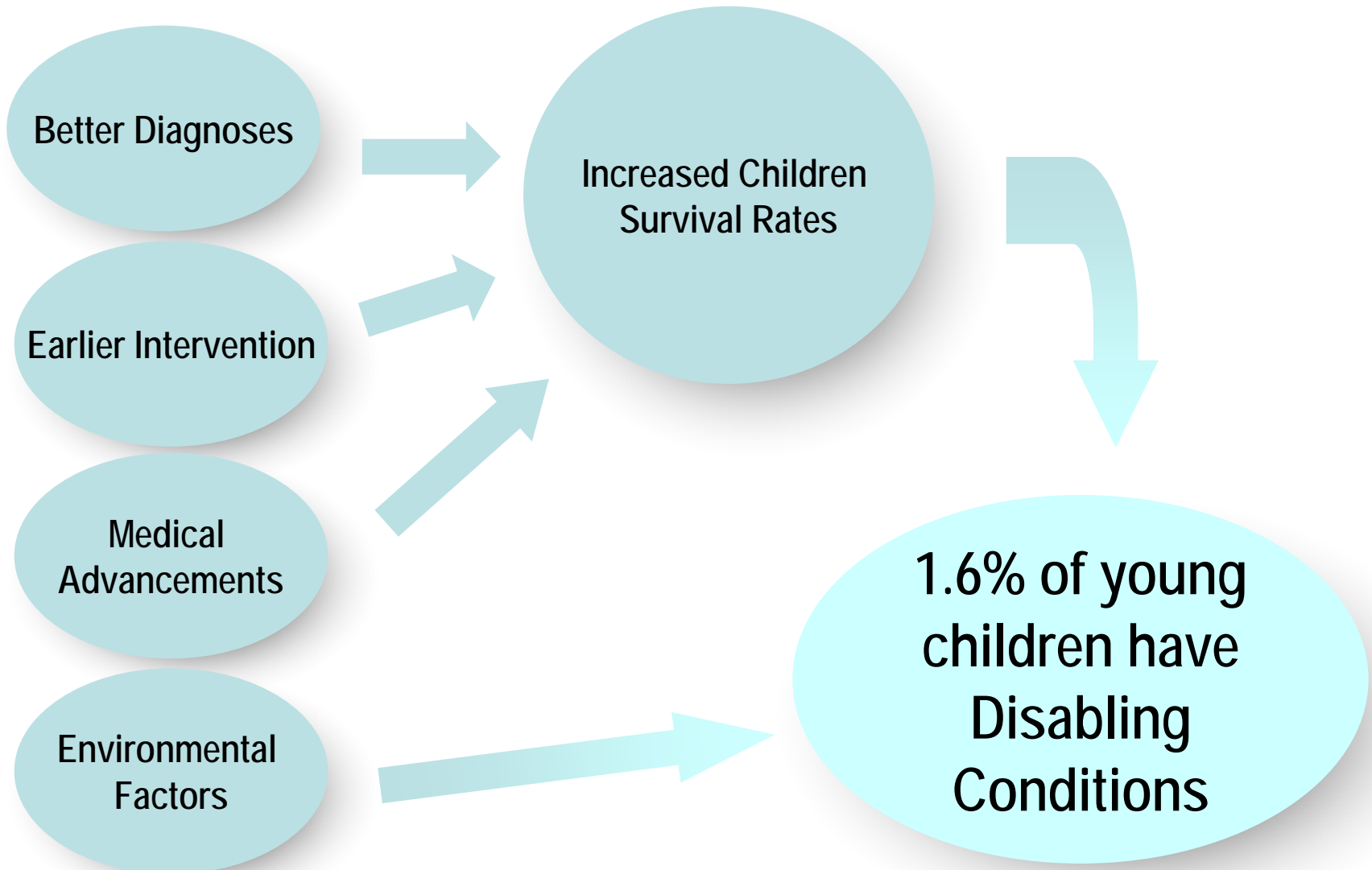
Cost of caregiving for Canadian Seniors 65+ extrapolated to 2007

How Much Will It Cost Canadian Caregivers?

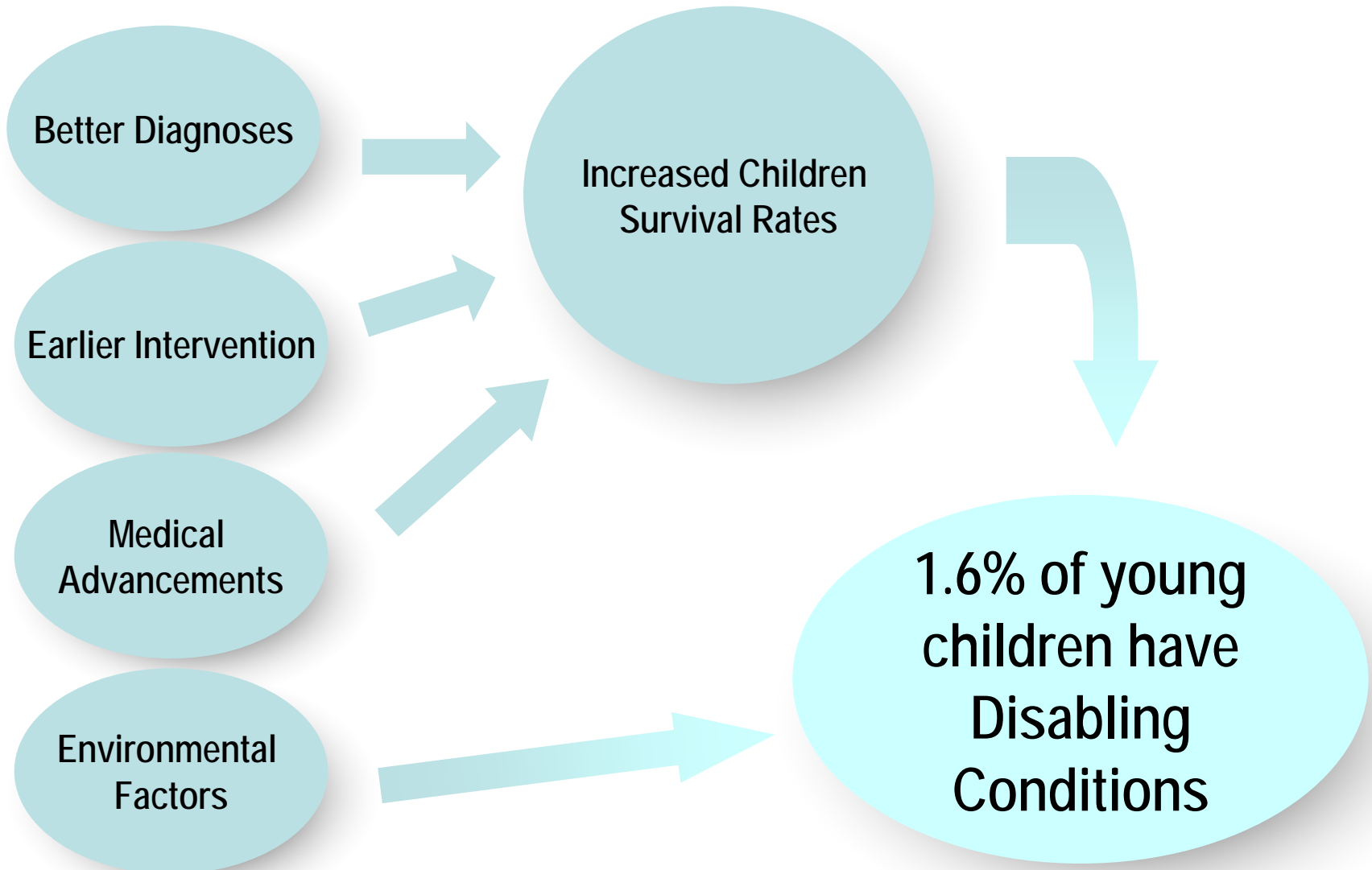


Using 2007 extrapolated costs from "Hollander (2009)" and population projection from "United Nations World Population Prospects 2008"

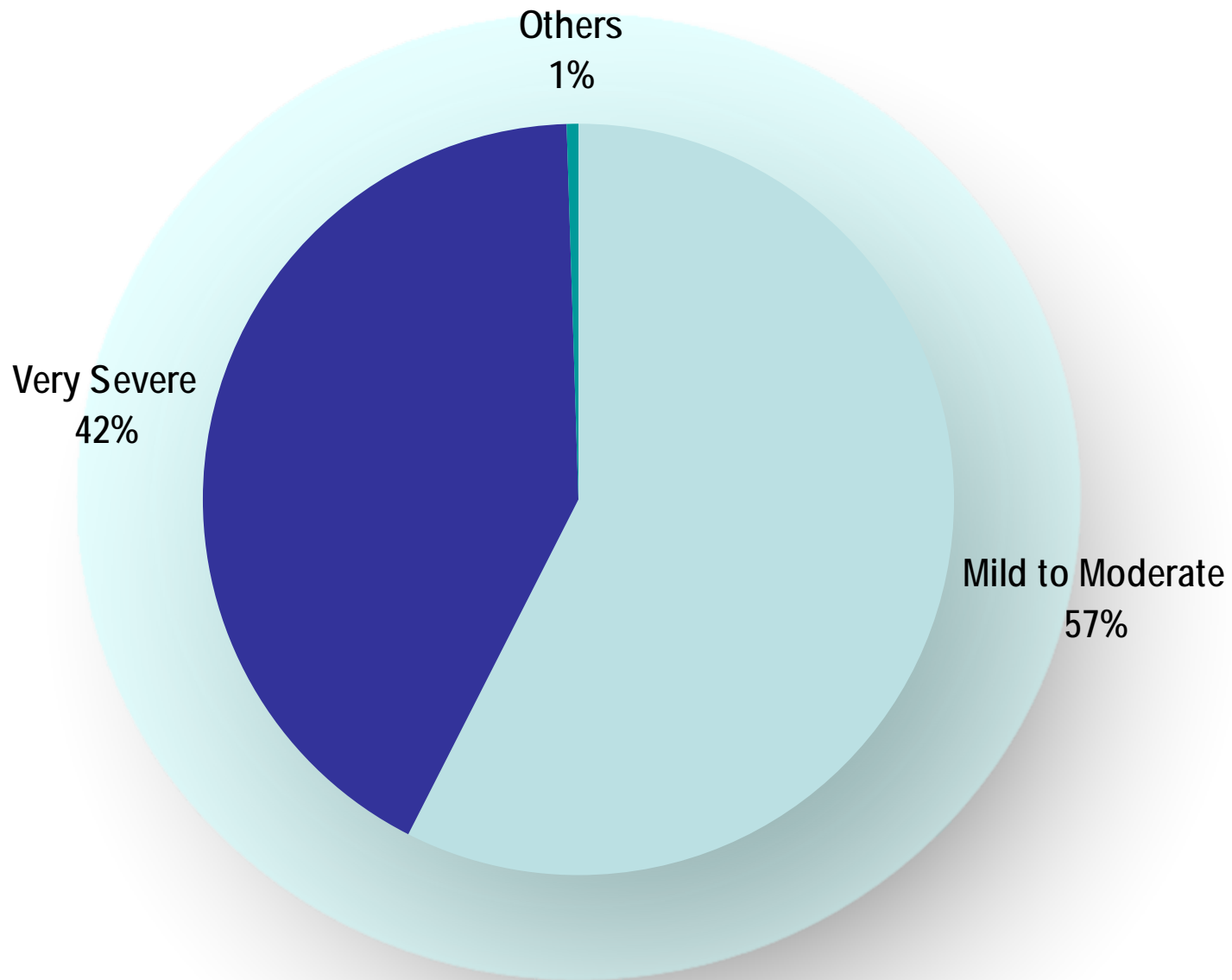
Medical Success Leads To New Care Challenge



Medical Success Leads To New Care Challenge



We Will Be Caring For More Children In The Future



Is it time to talk about caring?

Canadians Stand Out On Caregiving

Web Search Volume: caregiver vs. caregivers vs. carer...

Worldwide, 2004 - present

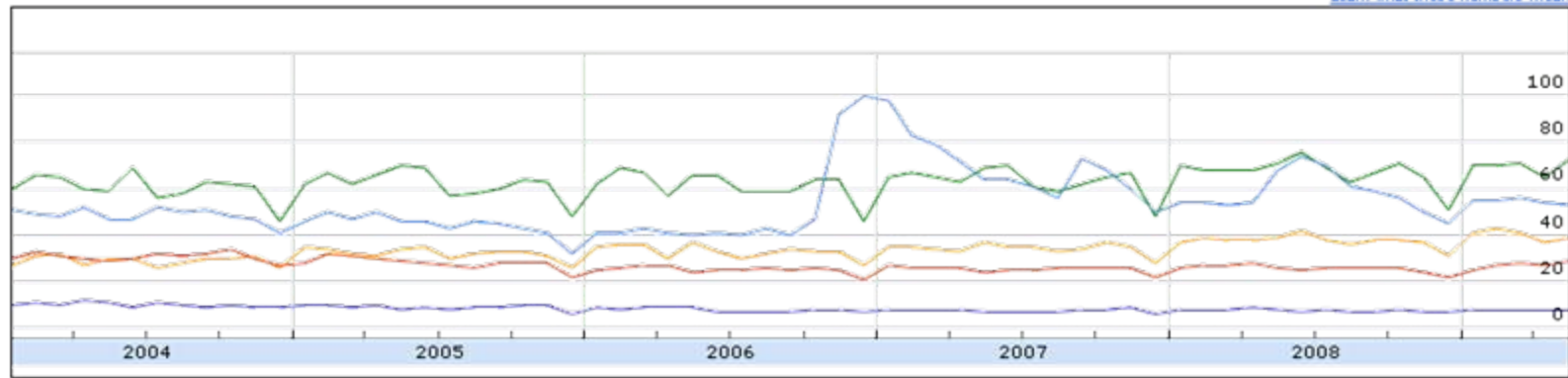
Categories: [Health](#), [Lifestyles](#), [Local](#), [Games](#), [Society](#), [Finance & Insurance](#)



Interest over time

News headlines: [Show](#) [Hide](#)

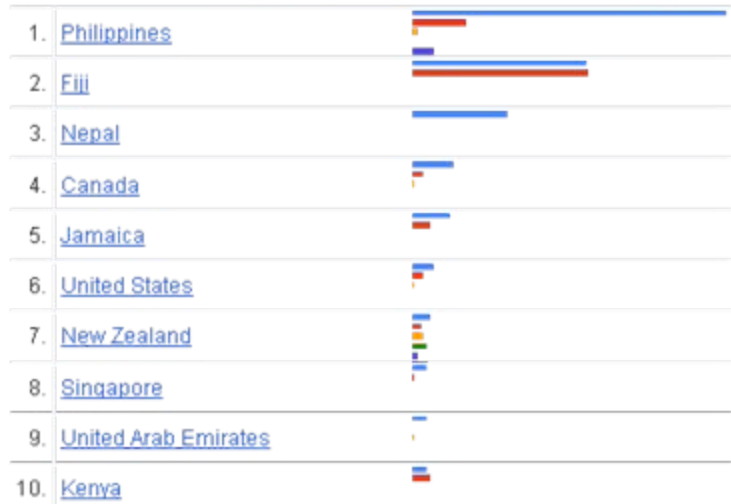
[Learn what these numbers mean](#)



Regional interest

caregiver

Region City



Ontarians Lead Canada In Their Interest

Web Search Volume: caregiver+caregivers+caregiving

Canada, 2004 - present

Categories: [Health \(25-50%\)](#), [Lifestyles \(10-25%\)](#), [Local \(0-10%\)](#), [Society \(0-10%\)](#), [Games \(0-10%\)](#), [more...](#)

Totals

caregiver+caregive...  73

Interest over time

News headlines: [Show](#) [Hide](#)

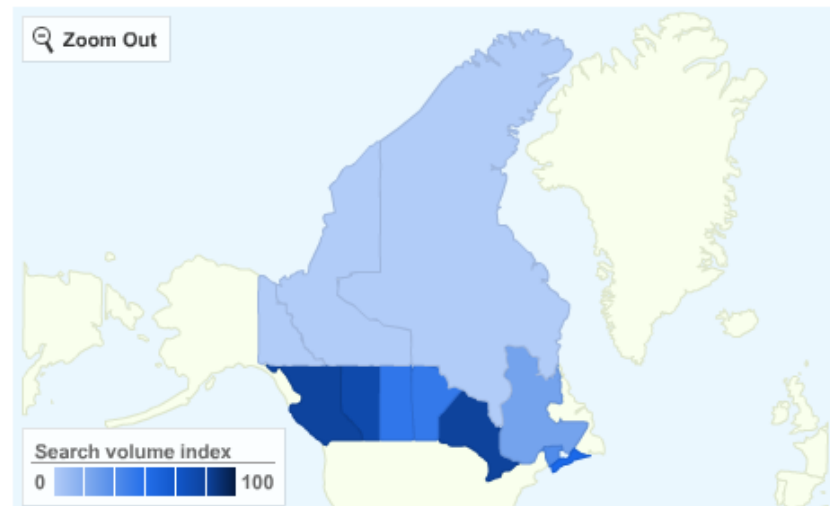
[Learn what these numbers mean](#)



Regional interest for caregiver+caregivers+caregiving

[Subregion](#) [City](#)

1. Ontario	 100
2. British Columbia	 99
3. Alberta	 93
4. Newfoundland	 65
5. Nova Scotia	 64
6. Saskatchewan	 55
7. Manitoba	 53
8. New Brunswick	 41
9. Quebec	 26
10. Yukon Territory	 0



Health Human Resources Are Our Top Issue

Australia	Canada	New Zealand	U.K.	U.S.
carers	caregiver canada	carer support	carer jobs	carrie caregiver
carer respite	live in caregiver	caregiver nz	carers	carrie the caregiver
the carer	live-in caregiver	caregiver support	care job	caregiver support
carer australia	caregiver program	caregiver jobs	home carer	family caregiver
carer payment	caregiver in canada	carrie the caregiver	foster carer	caregivers
carer allowance	carrie caregiver	caregiver job	carer uk	caregiver jobs
child carer	carrie the caregiver	caregiving job	carrie caregiver	elderly caregiver
carer support	nanny caregiver	lead maternity carer	carrie the caregiver	caregiver job
commonwealth carer	nanny	caregivers	carer support	care giver
carer jobs	live-in caregiver program	care giver	social carer	in home caregiver

Why is it all about hiring help?

And who is Carrie the Caregiver?

Carrie the Caregiver

About Carrie

News

High scores

Shirts & stuff

Carrie the Caregiver is an exciting casual game combining arcade action with thoughtful and elegant puzzle design.

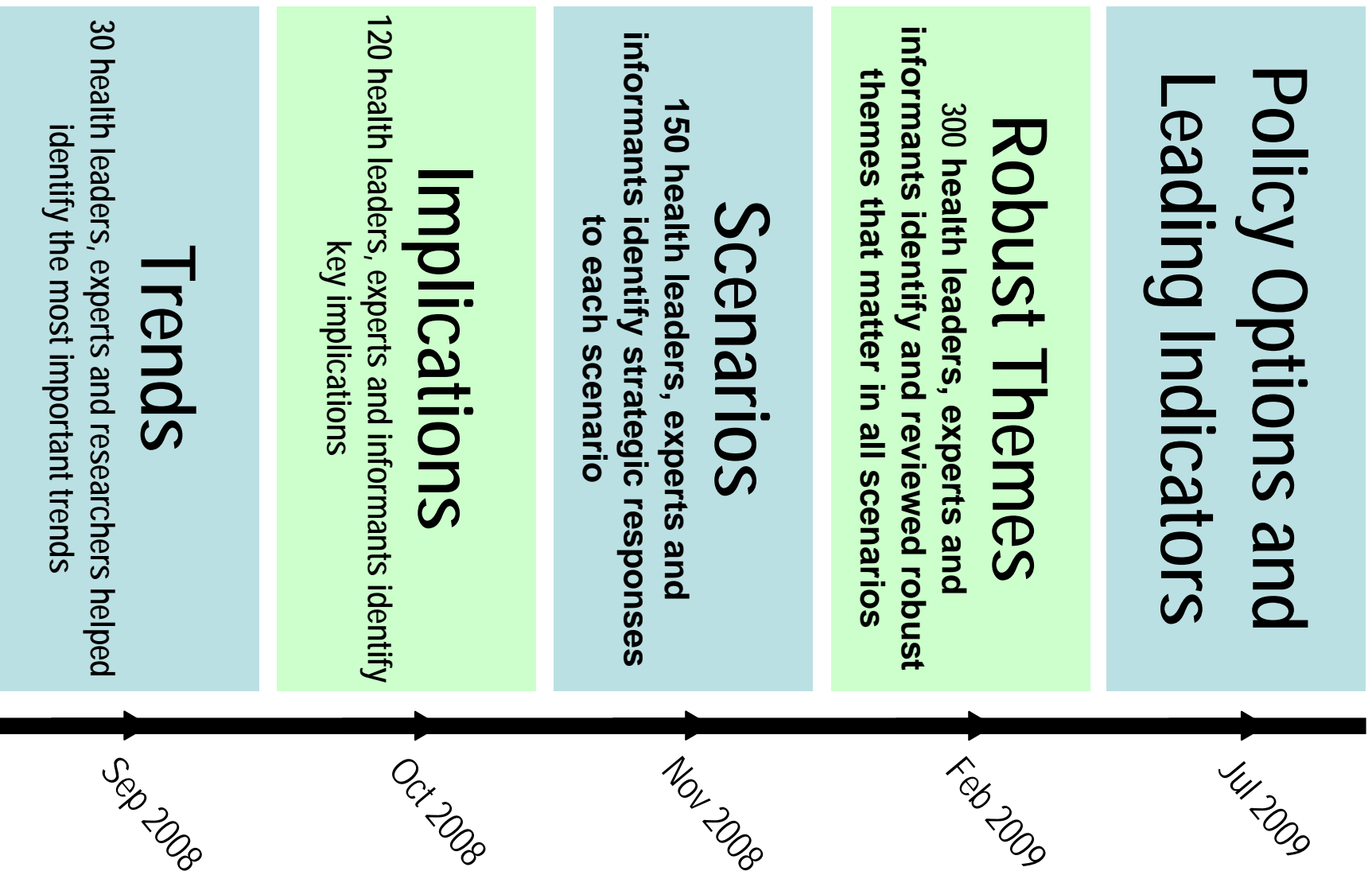


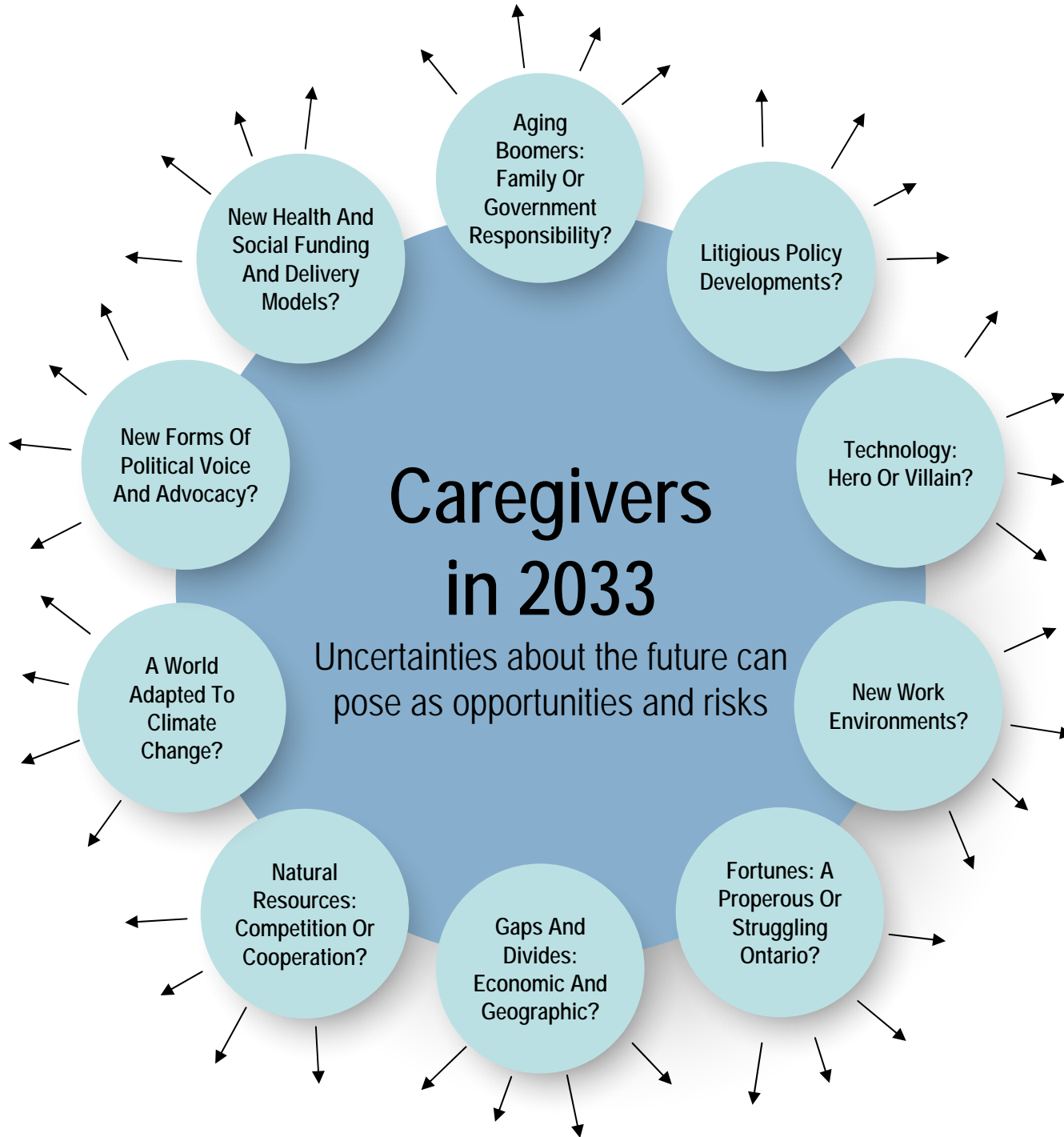
Top Keywords on Top 100 Caregiver-related Blogs According To Google

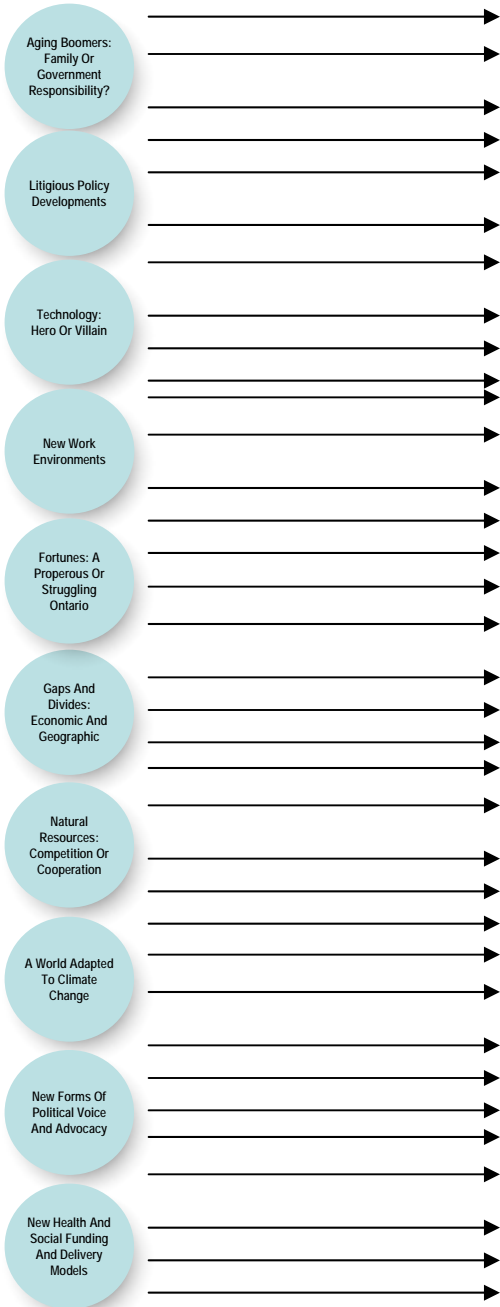


Notice the difference in the
language?

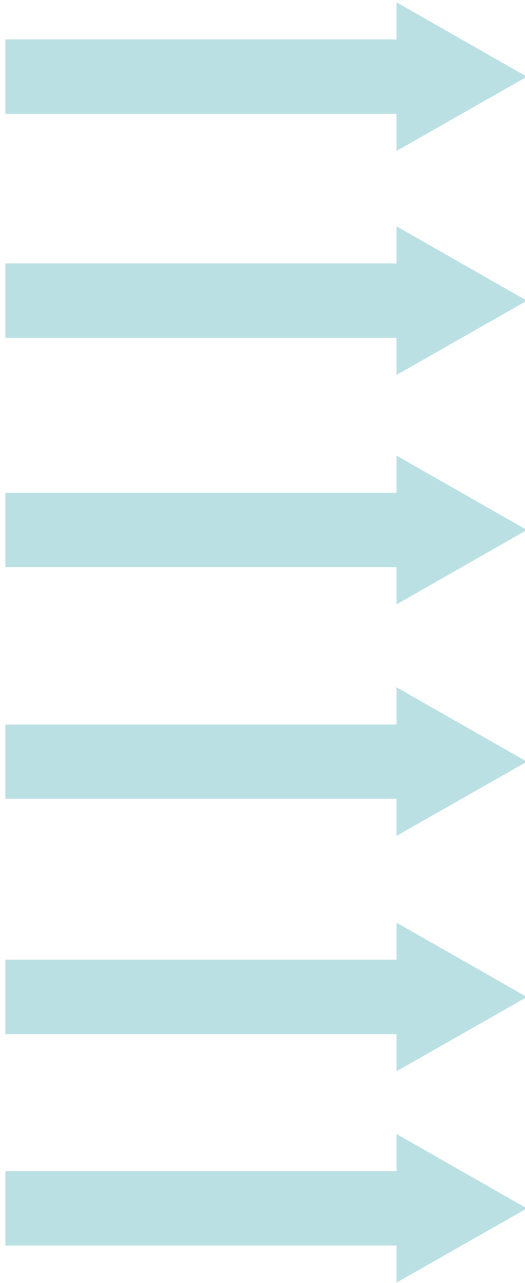
Long-Range Scenario Planning Can Help To Explore Complex Issues Like Caregiving

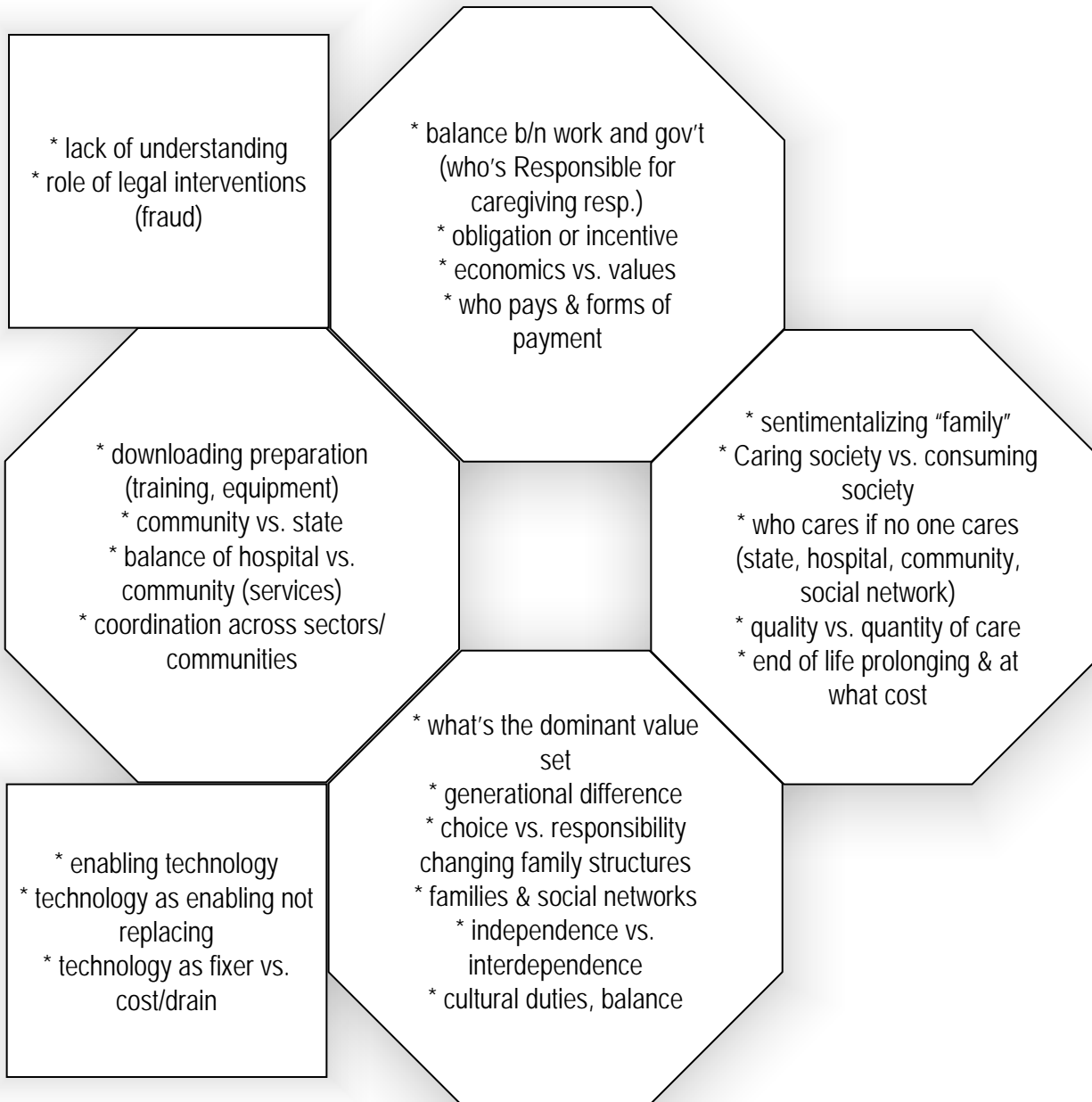


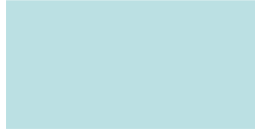
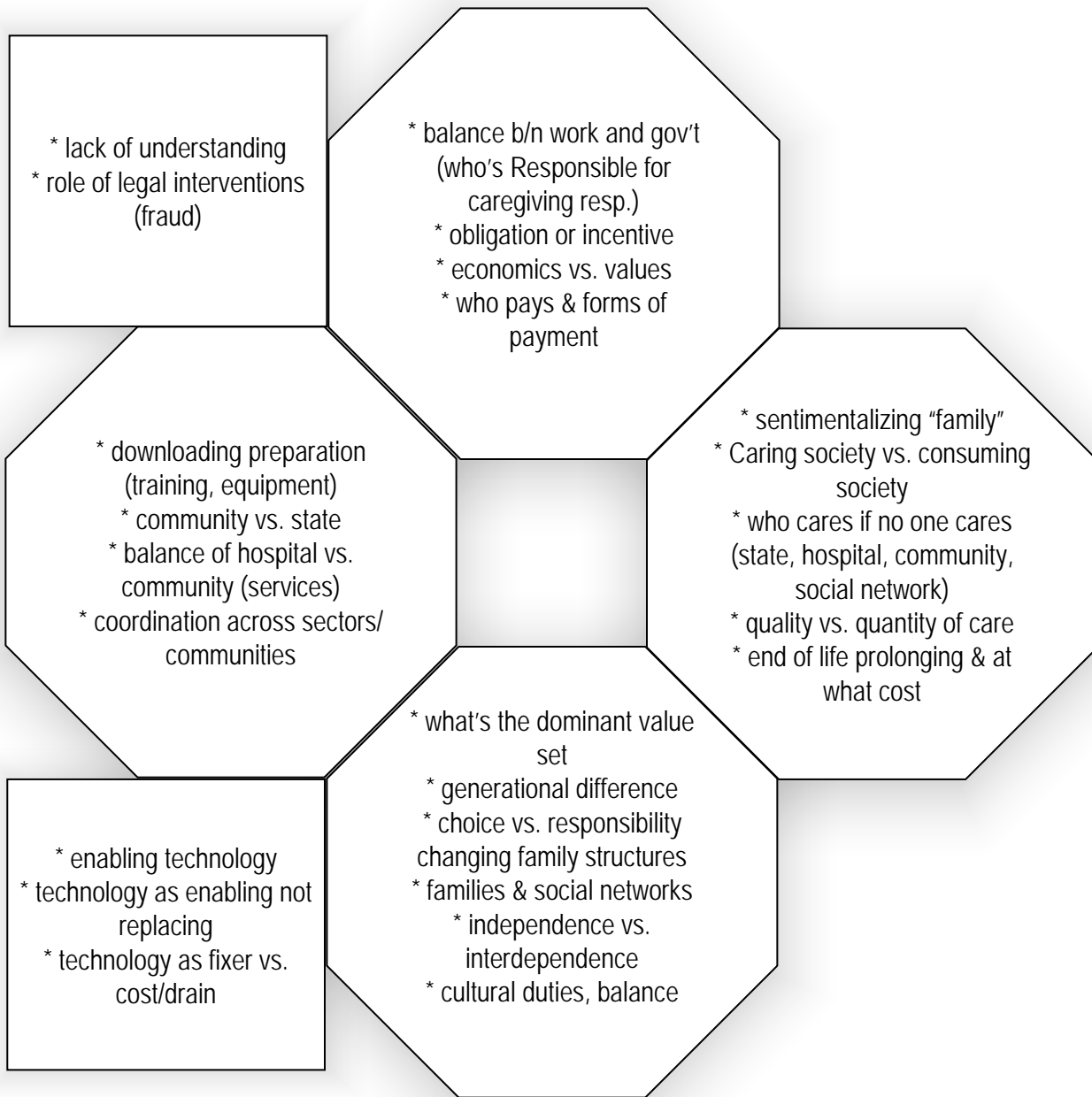




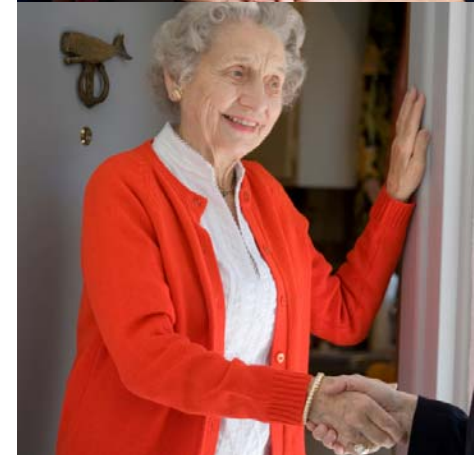
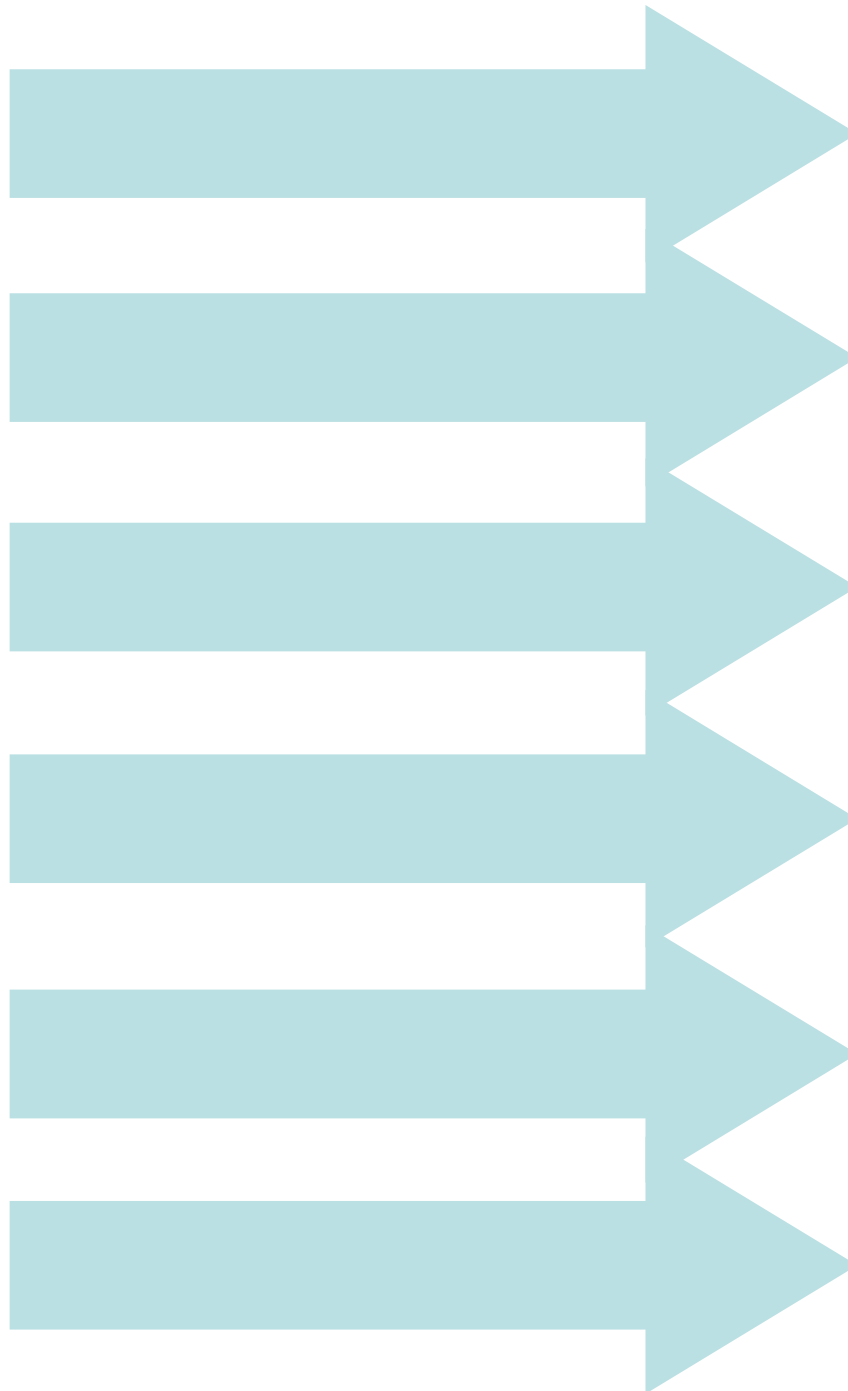
In October 120 participants helped identify the most important implications of the long-range trends







* sentimentalizing "family"
Caring society vs. consuming society
who cares if no one cares
(state, hospital, community, social network)
quality vs. quantity of care
end of life prolonging & at what cost





Caring from a Distance



Designed for Living

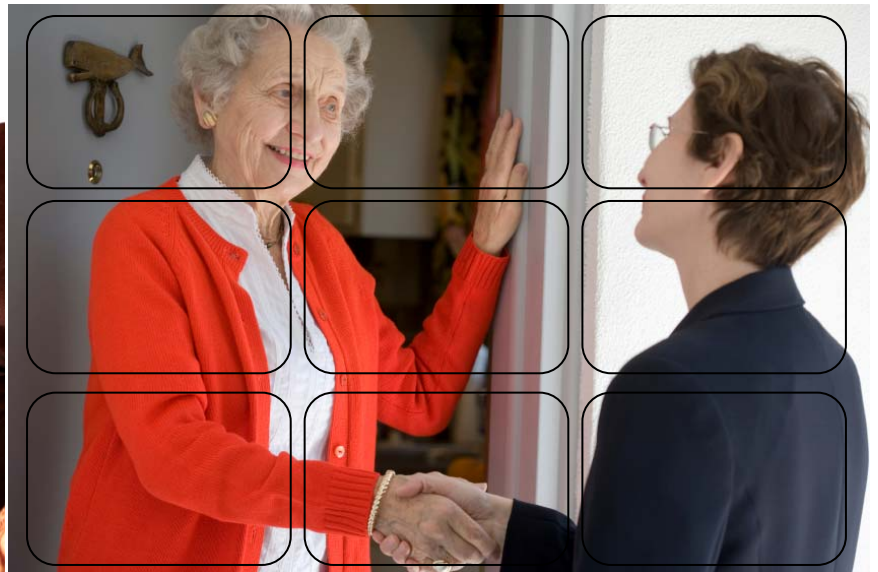


Appreciating Care



Neighbour's Keeper





Adapting to
Changing Families &
Communities

Building on Social
Networks

Valuing Caregiving

Improving Care with
Technology

Caring-
About-
Caregivers

Accessing
Information

Promoting Choice for
Support

Competing And
Caring

Enabling Vulnerable
Populations

#1 Redefine "Caregivers"

#2 Protect care recipients

#3 Leverage Neighbourhood Hubs

#4 Incubate Social Cooperatives

#5 Leverage Social Networking

#6 Create "Good Neighbours" Law

#7 Promote Caregivers Voice

#8 Promote Awareness of Caregivers

#9 Expand on "Best Employer" Criteria

#10 Reanimate Volunteerism

#11 Accelerate Technology-enabled Caregiving

#12 Reduce Information Deficit

Caring- About- Caregivers

#13 Enable Navigation

#14 Provide Caregiver Education

#15 Provide Caregiver Assessment

#16 Provide Choice of Self-Directed Care

#17 Invest in Stable Caregiver Support

#18 Balance "Triple Bottom Line"

#19 Create Flexible/Portable Hubs

#20 Begin Gov-Business Dialogue

#21 Promote Employment Benefits and Protection

#22 Provide "Universal" Benefits and Protections

#23 Strengthen services for the Vulnerable

Strategic Options by Theme	Themes Ranked by Priority	Themes Ranked by Public Policy Priority
1. Redefine "Caregivers"	4	1
2. Protect Care Recipients		
3. Leverage Neighbourhood Hubs	7	7
4. Incubate Social Cooperatives		
5. Leverage Social Networking		
6. Create "Good Neighbours" Laws		
7. Promote Caregivers Voice	8	5
8. Promote Awareness of Caregivers		
9. Expand on "Best Employer" Criteria		
10. Reanimate Volunteerism		
11. Accelerate Technology-Enabled Caregiving	4	8
12. Reduce Information Deficit		

Strategic Options by Theme	Themes Ranked by Priority	Themes Ranked by Public Policy Priority
13. Enable Navigation	1	4
14. Provide Caregiver Education		
15. Provide Caregiver Assessment	5	6
16. Provide Choice of Self-Directed Care		
17. Invest in Stable Caregiver Support		
18. Balance "Triple Bottom Line" of social, economic and environment		
19. Create Flexible/Portable Hubs		
20. Begin Gov-Business Dialogue	2	2
21. Promote Employment Benefits and Protection		
22. Provide "Universal" Benefits and Protections	6	3
23. Strengthen services for the vulnerable		


Theme 1

Adapting To Our Changing Families And Communities

#1 Reconstructing the
Policy Definition of "Caregiver"

#2 Ensuring a System of Protection for
Care Recipients





Theme 2

Paying Attention To Changing Forms Of Social Connection And Building On Social Networks

#3 Strategic Investment in
Neighbourhood “Hubs”

#4 Strategic Investment in
Social Cooperatives

#5 Building a System for
Social Networking

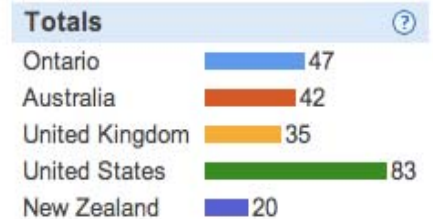
#6 Implementing “Good
Neighbours” Legislation

Ontarians Are Focused On Neighbourhood



Web Search Volume: Ontario (Canada) vs. Australia vs. United Kingdom...

for neighborhood+neighbourhood, 2004 - present



Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)



Theme 3

Valuing Caregiving

#7 A Public and Political Voice
for Informal Caregivers

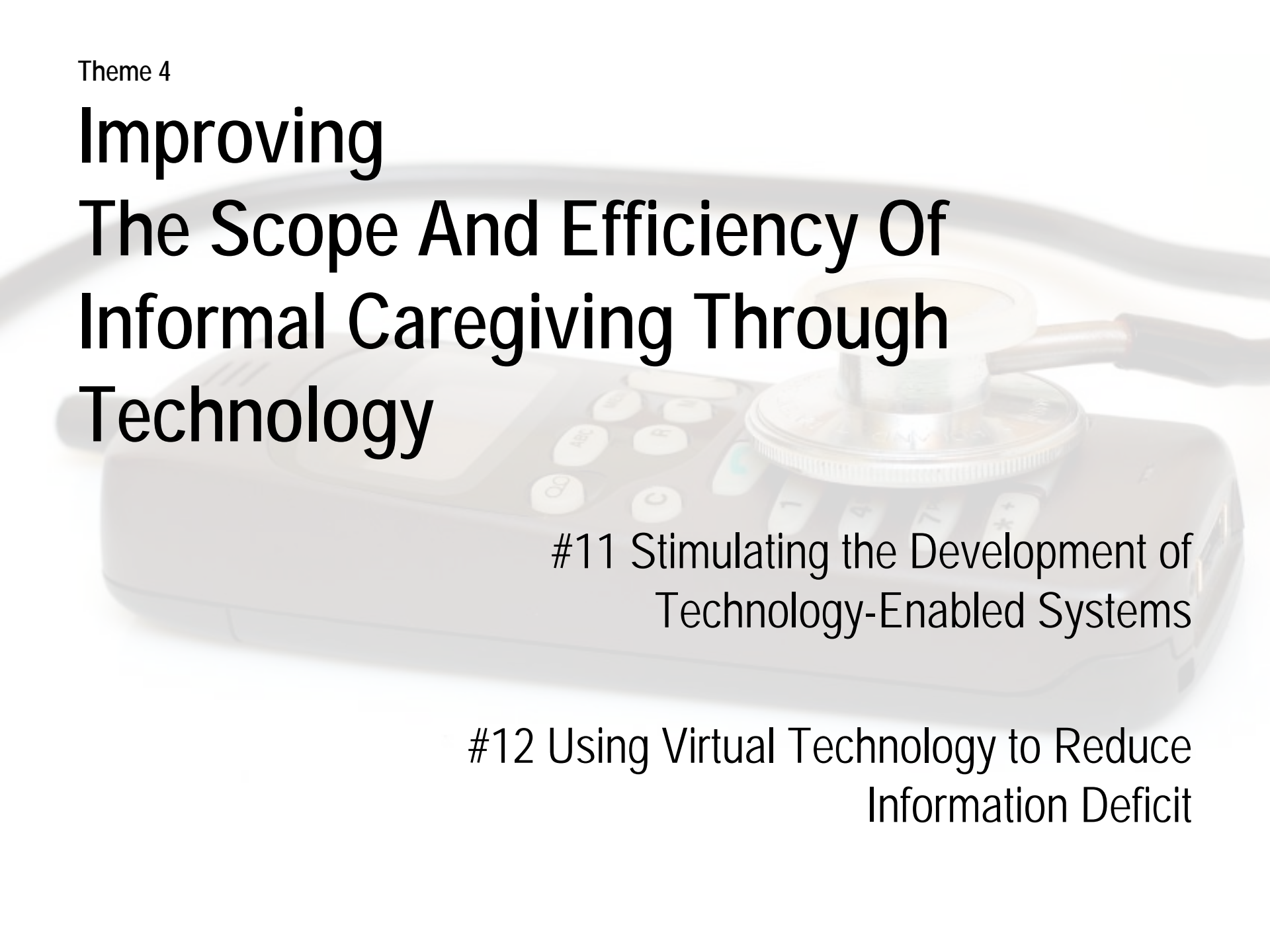
#8 Strengthening Ontario's Awareness of the Informal
Caregiving Role

#9 Expanding the Meaning of "Best Employer"

#10 Reanimating Volunteerism
for the 21st Century

Theme 4

Improving The Scope And Efficiency Of Informal Caregiving Through Technology



#11 Stimulating the Development of
Technology-Enabled Systems

#12 Using Virtual Technology to Reduce
Information Deficit

Canadians Are Looking For Home Care Technology

Web Search Volume: home care technology

Worldwide, 2004 - present

Categories: [Health \(10-25%\)](#), [Local \(0-10%\)](#), [Lifestyles \(0-10%\)](#)

Totals

home care technology  49

Interest over time

News stories weren't found for your query.

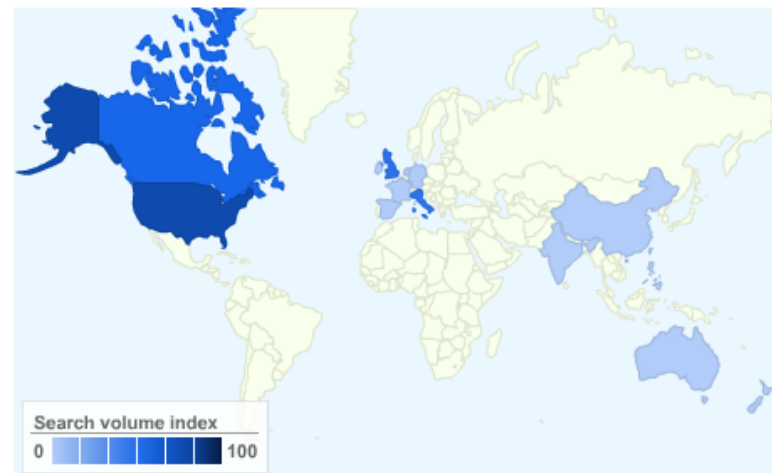
[Learn what these numbers mean](#)



Regional interest for home care technology

[Region](#) [City](#)

1.	United States	92
2.	Canada	65
3.	United Kingdom	57
4.	Italy	56
5.	Taiwan	0
6.	Singapore	0
7.	Philippines	0
8.	New Zealand	0
9.	Netherlands	0
10.	India	0



Theme 5

Timely Access To Reliable Information

#13 A Structure to Enable System Navigation

#14 A Provincial System of Caregiver Education

Promoting Opportunity And Choice For Support

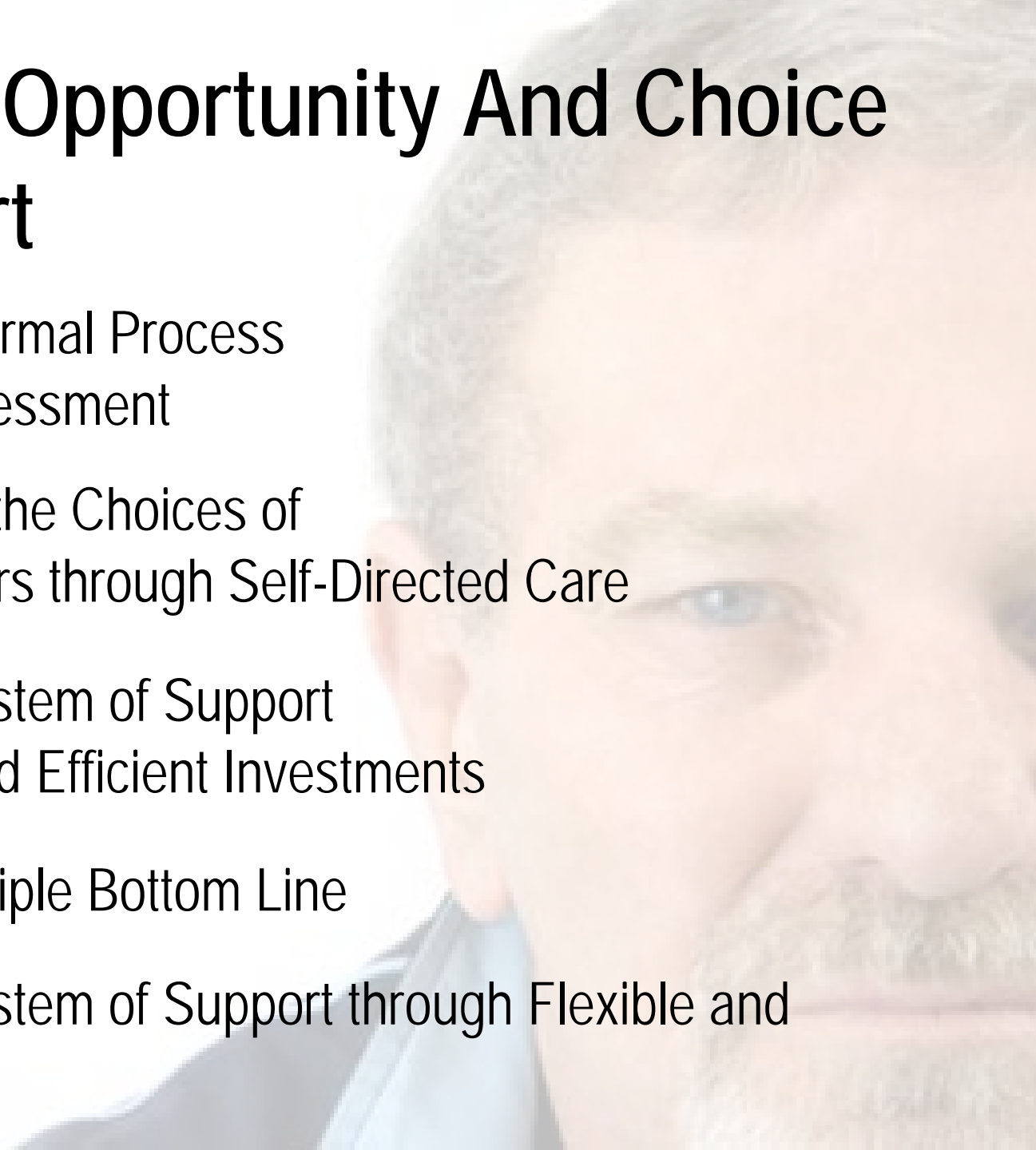
#15 Creating a Formal Process
for Caregiver Assessment

#16 Empowering the Choices of
Informal Caregivers through Self-Directed Care

#17 Building a System of Support
through Stable and Efficient Investments

#18 Adopting a Triple Bottom Line

#19 Building a System of Support through Flexible and
Portable Hubs



“ My son may be a quadriplegic but with home-care and assisted living help, he can live independently in our community where he is well-known and loved. Why does he have to make the choice of moving or losing his services? ”

A photograph of a man with dark, curly hair kissing a baby on the cheek. The man is wearing a dark shirt and has a beard. The baby is wearing a light-colored shirt and is holding a colorful toy. The background is a plain, light color.

Theme 7

Competing And Caring With Flexible Benefits And Supports

#20 Initiating a Government-Business Dialogue for Informal Caregivers

#21 Building Benefits and Employment Protection for Informal Caregivers

“ British Telecom has seen annual savings of \$375M CDN for its 160,000 employees in 61 countries, of which 81% work flextime and 18,000 are home-based. 99% of employees also return after maternal/parental leave (compared to 47% nationally). ”

Ontario Also Focused On Parental Leave

Compare by

- Search terms
- Locations
- Time Ranges

Locations

- Canada: Ontario
- Australia: All subregions
- United Kingdom: All subregions
- United State: All subregions, All metros

[+ Add location](#)

Filter

Web Search

parental leave

2004 - present

All Categories

Web Search Volume: Ontario (Canada) vs. Australia vs. United Kingdom...

for parental leave, 2004 - present

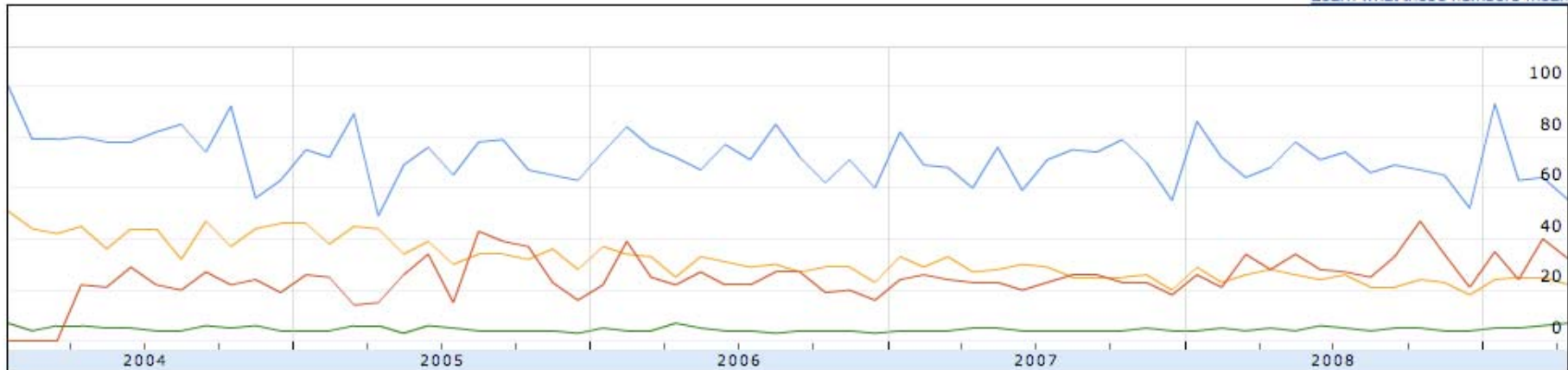
Categories: [Business](#), [Local](#), [Travel](#), [Society](#), [Lifestyles](#), [Finance & Insurance](#)

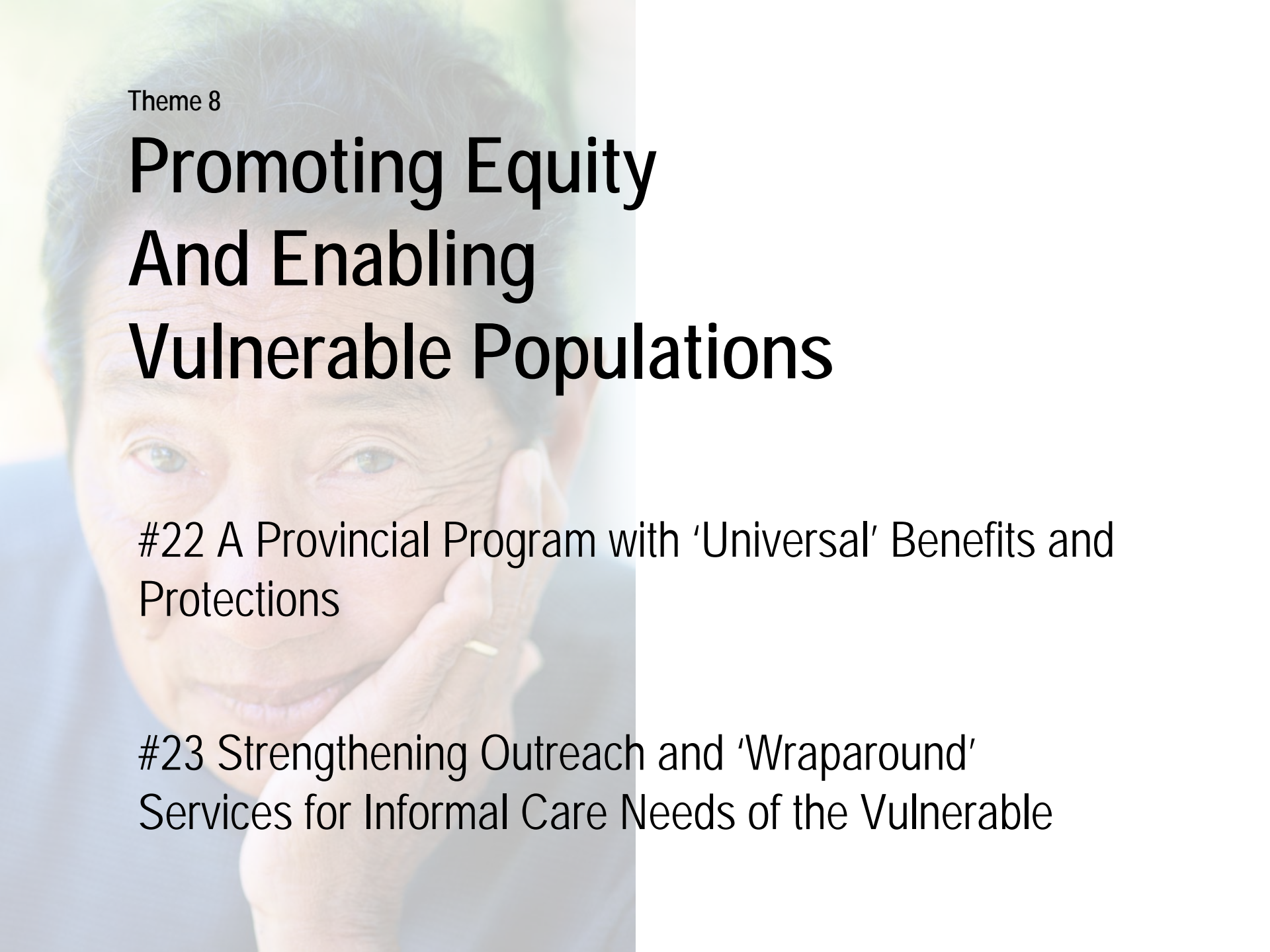
Totals	
Ontario	72
Australia	25
United Kingdom	32
United States	5

Interest over time

News headlines: [Show](#) [Hide](#)

[Learn what these numbers mean](#)





Theme 8

Promoting Equity And Enabling Vulnerable Populations

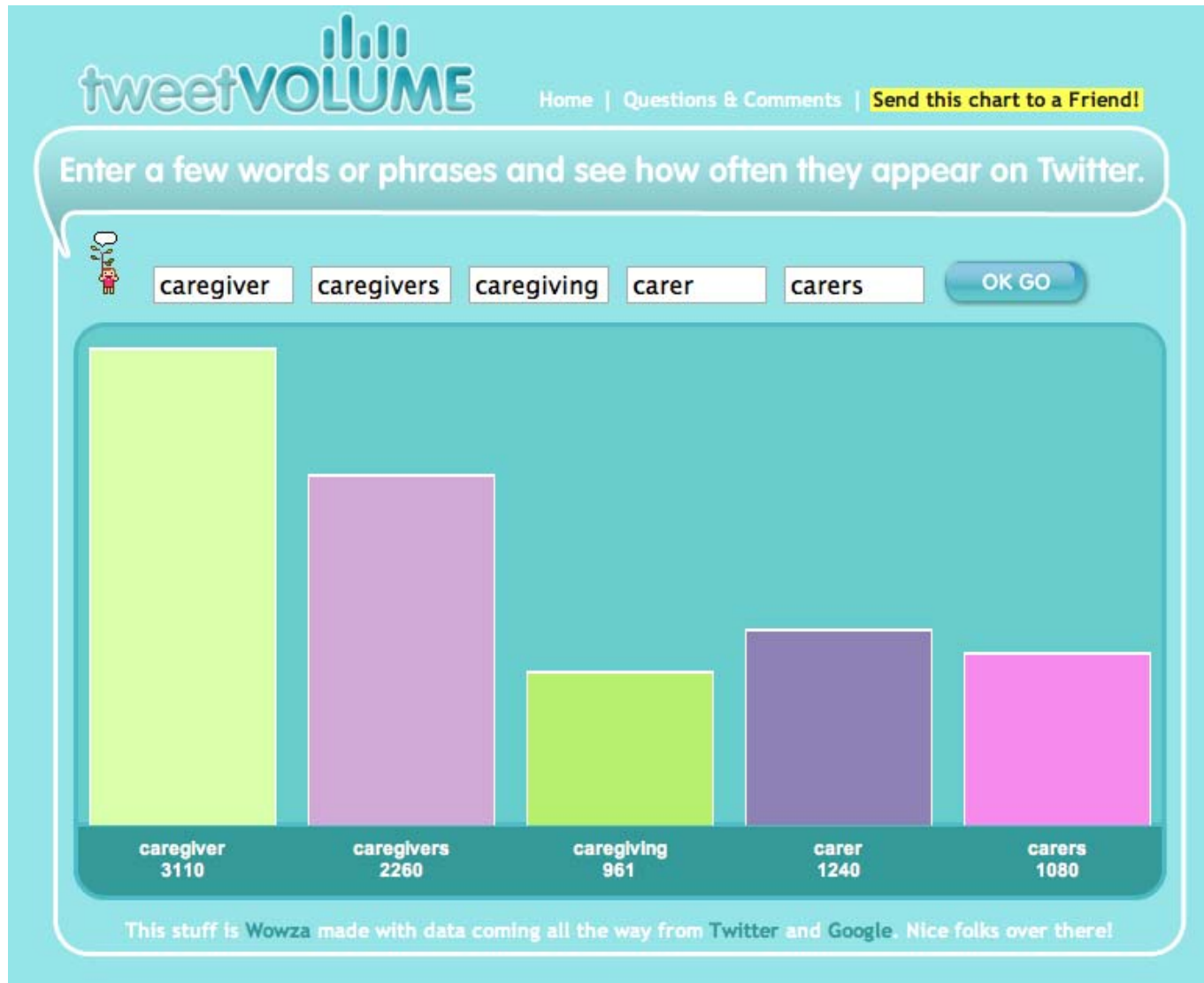
#22 A Provincial Program with 'Universal' Benefits and Protections

#23 Strengthening Outreach and 'Wraparound' Services for Informal Care Needs of the Vulnerable



“My grandmother mostly spoke Ojibwa. When she was placed in a room with an Italian woman, all she did was cry. If only she could be with other First Nations people...”

Reaching Out To More Caregivers With New Tools



Who Is Twittering About Caregiving?



caregiver resources

Search

[Advanced Search](#)

Realtime results for **caregiver resources**

0.35 seconds



[NotesOnNursing](#): Outstanding **resources** for caregivers and health professionals available through the Family **Caregiver Alliance** www.caregiver.org

2 days ago from web · [Reply](#) · [View Tweet](#)



[centerforcw](#): Guides for grandparents raising grandchildren; kinship care & other relative **caregiver resources** and links: <http://tinyurl.com/csmc2> (expand)

5 days ago from web · [Reply](#) · [View Tweet](#)



[1maidhk](#): Live In/Out **Caregiver/Nanny Wanted**. : Chicago Career **Resources** <http://tinyurl.com/cbca5t> (expand)

5 days ago from twitterfeed · [Reply](#) · [View Tweet](#)



[1maidhk](#): Live In/Out **Caregiver/Nanny Wanted**. : Chicago Career **Resources** <http://tinyurl.com/cbca5t> (expand)

5 days ago from twitterfeed · [Reply](#) · [View Tweet](#)



[1maidhk](#): Live in **Caregiver** (N. Scottsdale) : Phoenix Career **Resources** <http://tinyurl.com/c5k5ar> (expand)

7 days ago from twitterfeed · [Reply](#) · [View Tweet](#)



[1maidhk](#): Administrator/**Caregiver** RCFE (Davis, CA) : Sacramento Career **Resources** <http://tinyurl.com/cbkeew> (expand)

10 days ago from twitterfeed · [Reply](#) · [View Tweet](#)



[1maidhk](#): Male Live-In **Caregiver** : Los Angeles Career **Resources** <http://tinyurl.com/dh5cdn> (expand)

[Feed for this query](#)

[Twitter these results](#)

Show tweets written in:

Any Language

Trending topics:

- [#musicmonday](#)
- [#unlikelysequels](#)
- [Star Trek](#)
- [#iamageek](#)
- [Apple Shampoo](#)
- [#TwitterPornNames](#)
- [Hubble](#)
- [Newcastle](#)
- [Miss California](#)
- [Swine Flu](#)

Nifty queries:

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)

What Are They Twittering About?

twitter

Home Profile Find People Settings Help Sign out

Oustanding resources for caregivers and health professionals available through the Family Caregiver Alliance



www.caregiver.org

6:47 AM May 9th from web



NotesOnNursing

Amy Berman

What Are They Twittering About?



The image shows a screenshot of a Twitter post. At the top, the Twitter logo is visible in blue. To its right, a navigation bar contains the links: Home, Profile, Find People, Settings, Help, and Sign out. The main content of the tweet is a text-based message in a dark brown font. To the right of the text are icons for favoriting (a star) and retweeting (a curved arrow). Below the text is the timestamp '12:29 PM May 6th from web'. At the bottom left of the tweet is the profile picture of 'centerforcw', which is a green circle with a white 'C'. To the right of the profile picture is the name 'centerforcw' and the bio 'Child Welfare'.

Home Profile Find People Settings Help Sign out

Guides for grandparents raising grandchildren; kinship care & other relative caregiver resources and links:
<http://tinyurl.com/csmc2j>

12:29 PM May 6th from web

 centerforcw
Child Welfare

A National Caregiving Strategy was recommended by the Special Senate Committee On Aging in the April 2009 Final Report to provide a mix of financial support and services for Canadian caregivers.

Japan has proportionately 50% more elders than Ontario, and is helping their seniors use technology to strengthen their social networks.

Australia has caregiver payments and allowances legislation and a powerful voice in Carers Australia, now advocating caregivers rights and income support.

British Telecom has discovered that supporting caregivers is good business – for retention, return to work, and job satisfaction.

Are there opportunities for Ontario's businesses to join these leadership ranks?

Ontario researchers have discovered how to divert from 25% to 50% of Long-Term Care costs by investing in discretionary and self-directed community-based care.

Ontario has the capacity to use this knowledge now as a Canadian and global leader.

"...Caregiver support is an essential service in our health care system, not merely a 'top-up' or 'nice to have'."

*Shirlee Sharkey, President and CEO,
Saint Elizabeth Health Care*

*Supporting our carers isn't difficult, disruptive or expensive;
it's plain business sense.*

*Caroline Waters, Director, People Networks, British Telecoms
(in The Guardian, Carers Week, June 2006)*

*" These ('Caring-for-Caregiver') options cry out for
immediate demonstration projects about social co-ops,
neighbourhood hubs, self-directed care, new benefits and
employment or income protections."*

*Judith Maxwell,
Founding President, Candian Policy Research Network*

More Than Half Of The Options Are Net-zero To Low-cost And Are Plausible With Current Resources

Low Risks/Costs	Low Risks/Moderate-High Costs
<ol style="list-style-type: none"> 1. Redefine "Caregivers" 2. Protect Care Recipients 3. Leverage Neighbourhood Hubs 4. Incubate Social Cooperatives 5. Leverage Social Networking 6. Create "Good Neighbours" Laws 7. Promote Caregivers Voice 8. Promote Awareness of Caregivers 9. Expand on "Best Employer" Criteria 10. Reanimate Volunteerism 15. Provide Caregiver Assessment 16. Provide Choice of Self-Directed Care 17. Invest in Stable Caregiver Support 18. Balance "Triple Bottom Line" of social, economic and environment 20. Begin Gov-Business Dialogue 	<ol style="list-style-type: none"> 11. Accelerate Technology-Enabled Caregiving 12. Reduce Information Deficit 13. Enable Navigation 14. Provide Caregiver Education 19. Create Flexible/Portable Hubs 21. Promote Employment Benefits and Protection 22. Provide "Universal" Benefits and Protections 23. Strengthen services for the vulnerable

“ The responsibility of caregiving is a social one, with deep connections and dependencies with community, government and business. ”

Jane Jensen, Canadian Policy Research Network