



National Catholic Health Care Week 2020

Social media toolkit

National Catholic Health Care Week

The second annual National Catholic Health Care Week will take place from Sunday, October 4 to Saturday, 10, 2020.

We are asking organizations across the country to recognize the Week through their social media platforms.

National Catholic Health Care Week is a bold, unifying campaign to:

- Amplify our shared mission through a consistent, strong collective voice
- Showcase our role, value, and impact in local communities and across the country
- Demonstrate that we are people-focused, expert contributors to the health system
- Galvanize our stakeholders in conversation about Catholic health care

Why October?

October marks the time of year when Hôtel Dieu, the first Catholic hospital in Canada, opened its doors, falls soon after the feast day of St Raphael, the patron saint of healing (in late September), and takes place during Thanksgiving, a well-recognized time of gratitude.

Catholic Health Care and the Pandemic

The pandemic has challenged health care around the world in unimaginable ways since our inaugural National Catholic Health Care Week last year. It has also initiated public discussion about concepts at the heart of our Catholic ministry—community, solidarity, common good, and social responsibility to those most vulnerable. And, individually, it has called us all to reflect on quality of life, the importance of human connection, and the meaning of wellbeing—body, mind and spirit.

Our Catholic identity is grounded in a core belief that it is a privilege to attend to the physical, emotional, and spiritual needs of those we serve, offering them comfort, healing, and love. Throughout this challenging time, we have witnessed the tremendous depth and strength of our people and encountered stories of courage, hope, and resilience—stories that we can amplify during National Catholic Health Care Week.



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Awaken: Revealing the Courageous Gift of Catholic Health Care

National Catholic Health Care Week is part of a broader CHAC initiative called [Awaken: Revealing the Courageous Gift of Catholic Health Care](#), an invitation to unite our voices and create a movement to boldly, confidently express the role, value, and impact of Catholic health care in Canada. Awaken cultivates ambassadors and advocates to be vocal, informed supporters of Catholic health care in Canada. Each of us contributes to this campaign through conversations we have with influencers and decision-makers in our communities, provincially, and nationally.


The [Awaken Message](#), crafted through substantive consultation with Catholic health care leaders and professionals across the country, serves as a common focal point and tool to help each of us talk about the ministry in a way that is bold, dynamic, consistent, and modern.

The four pillars in the Awaken Message—our calling to serve, our culture of encounter, our commitment to social justice, and our leadership role—each contain key concepts, ideas, and language that you can draw on and customize to suit your stakeholders and priorities.

Social Media Posts and Hashtag

Please promote National Catholic Health Care Week on your social media platforms and use #catholichealthcareweek wherever possible during the Week.

You are welcome to use the attached posts—designed for Instagram, Twitter, and Facebook—or create your own. Posts along with sample captions are below:

Day	Post	Sample caption
Monday, October 5		<p>Almost 90,000 Canadians work in Catholic health care organizations across the country, sharing their gifts and expertise to care for patients, residents, clients, and families from all backgrounds and faiths—especially society’s most vulnerable.</p> <p><i><insert your call to action such as linking to a relevant story on your website or asking a question to prompt engagement></i></p> <p>#catholichealthcareweek</p>




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Day	Post	Sample caption
Tuesday, October 6		<p>Over 400 years ago, audacious women of faith founded Catholic health care in our country. Today, 129 Catholic health care providers serve more than five million people each year in rural towns and urban centres across Canada.</p> <p><i><insert your call to action such as linking to a relevant story on your website or asking a question to prompt engagement></i></p> <p>#catholichealthcareweek</p>
Wednesday, October 7		<p>The courageous gift of Catholic health care is an offer to journey with people, building transformative relationships through joy, sorrow, and everything in between.</p> <p><i><insert your call to action such as linking to a relevant story on your website or asking a question to prompt engagement></i></p> <p>#catholichealthcareweek</p>
Thursday, October 8		<p>We advocate for a just and caring society where people's voices are heard and every person has the ability to thrive in their community.</p> <p><i><insert your call to action such as linking to a relevant story on your website or asking a question to prompt engagement></i></p> <p>#catholichealthcareweek</p>



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Day	Post	Sample caption
Friday, October 9		<p>We are proud, trusted partners in health and human services, research, and education, wisely stewarding over \$6 billion to make the health system stronger and more responsive.</p> <p><i><insert your call to action such as linking to a relevant story on your website or asking a question to prompt engagement></i></p> <p>#catholichealthcareweek</p>

Resources

Several resources are available on the CHAC website (chac.ca) including:

- A [video](#) on Catholic Health Care (less than three minutes)
- [Daily Reflections](#)
- The [Awaken Message](#) with the four pillars
- A set of [key messages](#)
- [Facts](#) on Catholic health care in Canada
- Examples of [proof points](#)
- [Storytelling template](#)

contact

John Ruetz
 President and CEO, Catholic Health Alliance of Canada
 e: john.ruetz@chac.ca • p: (613) 567-1200