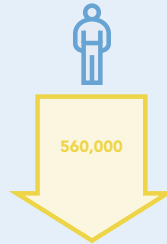


# Compassionate Workplace Campaign

The need for compassion in the workplace is greater than ever



35% of the Canadian workforce (6.1 million people) are juggling work and caregiving responsibilities.



Every year, Canada loses about 560,000 full-time employees due to the demands of caregiving and paid work.



Grieving employees who were not supported at work lose an average of 30 workdays each year.

## GOAL

The goal of the Compassionate Workplace Campaign is to create a more compassionate work environment for all Canadians, including those who are caregiving and grieving.

## FEATURES

The campaign can be delivered in-person or virtually and provides:

- **Guides** that help with planning and implementation
- **Communication materials** to kick-off and run the campaign
- **Activities** to engage employees
- **Tools** that guide internal policies and procedures

## BENEFITS

The campaign can help you to:

- Improve morale
- Increase employee retention
- Reduce absences
- Improve workplace productivity
- Help colleagues talk to each other during difficult times

The Compassionate Workplace Campaign goes beyond raising awareness of caregiving and grieving. It offers practical turnkey activities, tools, and resources focused on driving engagement and learning in the workplace that make it easy for any organization to become a leader on this important workplace challenge.

Join the Compassionate Workplace Campaign at [pallium.ca/cwc](http://pallium.ca/cwc)

# What will you receive?

## Guides

Comprehensive guides for Campaign Champions and Managers that provides a campaign overview and information related to planning, setting up, kicking off, and running the campaign.

## Communication materials

Social media posts, powerpoint presentation, stories, and email templates to help communicate your company's commitment to creating a more compassionate workplace to internal and external stakeholders.

## Activities

Activities that educate and engage employees on the topics of caregiving and grief in the workplace and come with posters, sticky notes, set-up guides, activity cards, and more to bring these topics to life throughout your workplace.

## Tools

Tools that guide internal policies and procedures related to employees who are caregiving or grieving. Step-by-step guidelines will ensure you know how to plan, communicate, and appropriately support your team.

