



**International Day
of Care and Support**

October 2025

Advocacy Toolkit

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Introduction

On July 24, 2023, the United Nations adopted Resolution [A/RES/77/317](#), proclaiming October 29 as the **International Day of Care and Support**. Through this resolution, all Member States, UN system organizations, other international, regional, and subregional bodies, as well as diverse actors—including civil society, the private sector, academia, and individuals—are invited to commemorate this day each year.

This commemoration aims to **raise awareness about the importance of care and support**, as well as their 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 **robust and sustainable care and support systems**.

Identified by the Alliance membership in its 2025–2030 strategic priorities as one of the most relevant moments for advocacy and mobilization of the global care agenda, **october 29 offers a unique opportunity each year** to make a meaningful impact by emphasizing the central role of care and support in our societies.

Mobilizing Around October 29

Get ready, get loud, and get creative, because care deserves the spotlight.

The **Alliance Taskforce** has prepared several initiatives to enhance the visibility of the care agenda and raise awareness about the urgent need to prioritize it within sustainable development strategies.

In this **advocacy toolkit**, you'll find all the tools we've collectively prepared, along with resources you can use to promote this day within your organization or networks.

Resources

Landing page

Discover the **International Day landing page** created especially for you! For the first time, we'll have a **dedicated space** where you can find everything the Alliance has prepared for this commemoration, including **materials, resources, and key events**.

Don't miss the opportunity to **explore and share it across your networks** to ensure a **greater impact this October 29**.



VISIT OUR WEBSITE

Collective Agenda

Agenda of events and activities organized by Alliance members

Many **Alliance's members** are organizing events and creating materials to commemorate **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.



To **expand the reach and visibility** of these efforts, we've created a **collective agenda** that brings together all activities and resources related to this October 29 commemoration.

Check out the agenda and join any of the events organized by our members, in person or online.

[ACCESS THE AGENDA](#)

Collective Video #VoicesofCare

Discover and share the **#VoicesofCare** collective video.

This video, to be released on the International Day, gathers key messages from caregivers, care and support receivers, activists, and community leaders who share what care means to them.

The Technical Secretariat compiled all contributions to create a **collective message** from the **Global Alliance for Care**, reflecting the strength and diversity of our community.

The **video will premiere on october 29** on the Alliance's social media channels, don't miss it!

GAC Collective Photo

Stay tuned for the publication of the **Global Alliance for Care collective photo** on **october 29** across our networks!

This image showcases the materials shared by members, **highlighting the diversity of our community** and the importance of care and support in our societies.

If you didn't have time to send your photo, don't worry! Upload it to your social networks and **tag the Alliance** so we can also be part of this celebration.

- **Facebook:** @Global Alliance for Care / Alianza Global por los Cuidados
- **X:** @Global Alliance for Care
- **LinkedIn:** @Alianza Global por los Cuidados
- **Instagram:** @globalallianceforcare

GAC Care Channel

Launched on **october 29, 2024**, the **Alliance Care Channel** will once again broadcast **24 hours** of audiovisual materials about the care and support agenda.

The broadcast will begin on **october 28 at 8:00 p.m. (GMT-6)**, covering the first events organized by our members in **Asia, Africa, and Europe**.

This way, no matter where you are in the world, you can tune in to events and discussions related to the International Day of Care at any time.



ACCESS FACEBOOK



ACCESS INSTAGRAM



Sound Story “Voices of Care”

Listen to and share the **“Voices of Care”** playlist, a Spotify channel featuring various episodes with care experts.

This **october 29, 10 new episodes** led by Alliance members will be released. Tune in and explore the **many intersections of the care agenda**, discovering the **actions, experiences, and priorities** our members are advancing within their communities and organizations.



GAC Data Sheet “Care in Focus”



Consult and share the **GAC Data Sheet**. This document contains **key data and sources**, perfect for raising awareness among media, policymakers, and other stakeholders about the current state of care and support.

Use it to **create your own materials, share it with your networks, and post it on social media** to amplify its reach and visibility!

[ACCESS TO THE DATA](#)

Social Media Mobilization

Post, post, and post!

Use the hashtags **#VoicesofCare**, **#Oct29**, and **#InternationalDayofCareand-Support** to join the conversation.

To maximize impact, we've prepared a **Trello Board** where you'll find ready-to-use **messages, videos, filters, and stickers for your social media posts**.

For social media:

• Dress your social media channels with the branded headers.	LINK
• Use the official hashtags.	LINK
• Coordinate the digital strategy in the WhatsApp Group.	LINK
• Check the proposed posting schedule and draft messages.	LINK
• Share the International Day graphics to invite more people to join the campaign.	LINK
• Share the campaign's key message graphics on social media.	LINK
• Post carousel cards with care-related data.	LINK
• Create your own graphics with caregivers' quotes for Instagram , and for X .	
• Change your profile picture using the branded profile images.	LINK
• Choose an image for Instagram highlights.	LINK
• Create your own Reel using the International Day visual identity.	LINK
• Use the Instagram Stories filter.	LINK
• Create a gift card for someone who cares for you.	LINK

For press outreach

• General press release for adaptation and publication.	LINK
• Share the press kit.	LINK

To promote and brand your own event

- Templates for promoting events on [Instagram](#) and on [X](#)
- Zoom backgrounds.
- PowerPoint presentation template.

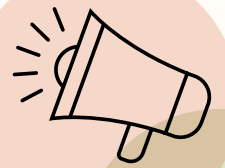
[LINK](#)[LINK](#)

You'll find access to all shared resources on our Trello board.

ACCESS TO THE BOARD

Additional Mobilization Ideas

- Organize a 'Care at Work Day' in your organization or institution to raise awareness about care and work-life balance policies, and encourage staff to take full advantage of them.
- Organize a workshop or talk that connects the care agenda with your key areas of interest and action.
- Create or share your own campaign highlighting the lived experiences of caregivers and receivers in your community.
- Share care resources (publications, campaigns, fact sheets, reports, etc.). Materials developed by the Alliance members are available in the Global Digital Community on Care.
- Print the official hashtag [#VoicesofCare](#) [#Oct29](#), take a photo with your team, and post it on social media to raise awareness.
- Don't hesitate to speak with the press and traditional media to reach as many platforms as possible.
- Encourage community leaders, influencers, artists, and athletes in your community to advocate and get involved in the conversation.



Acknowledgments

This mobilization strategy and the shared resources were collectively developed by the **Taskforce of the Global Alliance for Care** for the **International Day of Care and Support**.

The Working Group is composed of the following organizations: Akahata – Equipo de Trabajo en Sexualidades y Géneros

1. Akahata – Equipo de Trabajo en Sexualidades y Géneros
2. American University of Beirut
3. Arredo
4. Asociación Civil Lola Mora
5. Asociación de Trabajadoras del Hogar, a Domicilio y de Maquila (ATRAHDOM)
6. Asociación Mexicana de Psicología y Desarrollo Comunitario
7. Caregivers Empowerment Network Africa
8. Center for Global Development (CGD)
9. Centro Nacional para la Capacitación Profesional y Liderazgo de las Empleadas del Hogar (CACEH)
10. Centro por la Justicia, Democracia e Igualdad (CEJUDI)
11. Colectiva Mujeres por el Derecho al Cuidado y Una Vida Libre de Violencia
12. Colectiva Yo Cuido Perú
13. Congress of the State of Jalisco
14. Consejo Latinoamericano de Ciencias Sociales (CLACSO)
15. Corporaciones Descentralizadas
16. Creación Positiva
17. Cuidando a Violeta
18. Cuido 60
19. DEL-PONTE
20. Early Childhood Development Action Network (ECDAN)
21. Early Institute
22. Economic Commission for Latin America and the Caribbean (ECLAC)
23. Equidad de Género: Ciudadanía, Trabajo y Familia
24. Equipo Latinoamericano de Justicia y Género (ELA)
25. Ethos, Innovación en Políticas Públicas
26. EU-LAC Foundation (International Network of Women)
27. Expertise France
28. Familias Trabajando en Talleres de Artes y Oficios para Personas Autistas y Otras Discapacidades, A.C.
29. Familias y Retos Extraordinarios
30. Friedrich Ebert Foundation
31. Fundación Bien Humano
32. Fundación K-uidadores CAM

33. Fundación Marisa
34. Generación y Desarrollo (GENDES)
35. Generalitat de Catalunya
36. Global Compact Mexico
37. Global Initiative for Economic, Social and Cultural Rights (GI-ESCR)
38. Government of Cross River State
39. Government of Mexico, Ministry of Foreign Affairs
40. Government of Peru, National Institute for Women
41. Government of Spain, Ministry of Equality
42. Government of the City of Buenos Aires
43. Green Future Foundation
44. Grupo de Información en Reproducción Elegida (GIRE)
45. Inclusion International
46. Iniciativa Ciudadana para la Promoción de la Cultura del Diálogo
47. Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE)
48. Instituto de Liderazgo Simone de Beauvoir
49. International Center for Research on Women (ICRW)
50. International Trade Union Confederation (ITUC)
51. Investoria
52. Lideramos
53. Make Mothers Matter
54. Más Sueños
55. Municipality of Río Grande, Argentina
56. Municipality of San Luis Potosí
57. Open Data Charter
58. Oxfam México
59. Paz Cívica
60. Piña Palmera
61. Plataforma Mayor
62. Pro Mujer
63. Pro(to)topia
64. Public Services International (PSI)
65. Rwanda Men's Resource Centre (RWAMREC)
66. Sindicato de Trabajadoras Domésticas, de Maquila, Nexas y Conexas (SITRADOM)
67. Sindicato de Trabajadoras Independientes del Trabajo Doméstico Similares y a Cuenta Propia (SITRADOMSA)
68. SOS Children's Villages International
69. SOS Children's Villages Spain
70. Southern Centre for Inequality Studies
71. The African Women Development Communications Network (FEMNET)
72. The Hunger Project México
73. Trazo Libre
74. UN Women
75. United Nations Research Institute for Social Development (UNRISD)
76. Universidad Nacional de San Martín
77. Universidad Simón Bolívar
78. Uthabiti Africa
79. Women Enabled International

We also thank all Alliance members that shared input about their initiatives and events for this commemoration, which are part of the materials included here.

We invite you to join us and help make care visible across the world!



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www.globalallianceforcare.org