

NEWS RELEASE FOR IMMEDIATE DISTRIBUTION

NRBHSS Launches Caregiver Appreciation Month 2025

Kuujjuaq, QC - October 31st - The Nunavik Regional Board of Health and Social Services (NRBHSS) is pleased to announce the launch of Caregiver Appreciation Month 2025, taking place throughout the month of November. This regional campaign honors the extraordinary contributions of caregivers in Nunavik—both natural caregivers and worker-caregivers—who provide essential support to elders, family members, and individuals living with limitations or disabilities.

Originally introduced in 2022 as Caregiver Appreciation Week, the initiative has since expanded into a month-long campaign, reflecting the importance of caregivers and the need to recognize their work in meaningful ways.

Highlights of the 2025 Campaign

- Star Caregiver Initiative: Community members can nominate caregivers who show dedication and compassion. Nominations will be accepted online or with paper forms available at CLSCs. Every nominee will be entered into the regional prize draw.
 - Nomination period: October 1 to November 30, 2025.
- Live Radio Nomination Sessions: Local FM stations will host interactive sessions where community members can call in, share stories, and nominate caregivers live on air, giving recognition a community voice.
- Campaign Materials: Posters, campaign flyers, thank-you cards, and nomination forms have been shipped to CLSCs and are also accessible in the Caregiver Support section of the NRBHSS website.
- Informative Facebook Campaign: A month-long series of posts will spotlight caregiver stories, explain how to participate in the Star Caregiver Initiative, and remind Nunavimmiut about nomination deadlines and prizes.
- Prizes and Recognition: Thanks to our partners, prizes include 350\$ Coop vouchers and a pair of Air Inuit flight tickets

Why It Matters

There are an estimated 350 caregivers in Nunavik, many facing challenges such as stress, financial strain, and isolation. By highlighting their efforts, NRBHSS aims not only to show gratitude but also to raise awareness about the importance of caregiving and the supports available.

Caregiver Appreciation Month is an opportunity to say thank you to those who give their time, energy, and hearts to care for others.

For more information about the Caregiver Appreciation Month Campaign and to access tools and resources, please follow the NRBHSS on Facebook, visit our website, or contact:

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The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Quebec Agreement. It is responsible for nearly the entire Quebec territory located $north\ of\ the\ 55^{th}\ parallel\ in\ terms\ of\ the\ provision\ of\ health\ and\ social\ services\ for\ the\ inhabitants\ of\ the$ 14 communities.

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