

## How to Advertise for Caregiver Advisors

Once you know where to look for Caregiver Advisors, the next step is to determine how to grab their interest.

- For more information about where to find Caregiver Advisors, please see our “**Where to Find Caregivers**” list in Recruitment.

In general, some information about the available Caregiver Advisor position(s) is recommended to be included in the advertisement:

- Name of the committee, council, or project
- Purpose of the committee, council, or project
- How Caregiver Advisors will contribute to the committee, council, or project
- Commitment requirements
- Inclusion criteria
- Contact information

**Note:** *organizations seeking Caregiver Advisors for a “health unit focused project” should use posters in the unit, talk to staff, and connect with any existing advisory body. Caregiver Advisors should have experience on that unit, in that organization, and within a certain time frame (last 5 years).*

Successful advertising on social media or a website requires the use of a standard format. To help give you a starting point on how to create an advertisement that welcomes Caregiver Advisors, we’ve outlined several examples in two main categories:

- Written Advertisements
- Posters



## WRITTEN ADVERTISEMENTS

Written advertisements can include as much information as you would require, like an in-depth explanation of the position, or as little as possible. Alternatively, a Public Service Announcement can be used which is short and simple and can be cheaply (or freely) used to advertise in online publications.

No matter how you choose to explain the position, ensure your grammar and spelling are correct. Use inclusive, encouraging language that illustrates the need for Caregiver Advisors, such as “We need Caregiver Partners” and “You can make a difference!”

### Public Service Announcement Sample:

[The sample organization] welcomes Caregiver Advisors.  
Opportunities to help guide the future of quality mental health care.  
**To join our team – contact [email].**



# Sample: Full Explanation Advertisement For An Organization

## CALL FOR APPLICANTS

We want our caregivers at *[sample organization]* to be included in shaping our care for their loved ones to create a family-centered experience for all. That is why we need you to become involved as a Caregiver Advisor and make a difference in our organization.

As a Caregiver Advisor, you will:

- Partner with staff to ensure patient and family-centred care is provided in a fully accessible environment that promotes healing, ensures dignity and instills trust.
- Keep the patient and family as the focal point of our healthcare system.
- Build partnerships with healthcare professionals based on mutual respect and open communication.
- Participate in quality improvement projects and program/service design.

We are recruiting individuals who are:

- Caregivers involved in the care of a client (includes parents, grandparents, siblings, etc.) and have experience with *[sample organization]* in the last five years.
- Interested in gaining an understanding of Patient and Family-Centred Care.
- Passionate about improving the *[sample organization]* experience for patients and families.
- 18 years of age or older.
- Able to commit to a minimum of \_\_ hours a month (unless a special project).
- Able to commit to a \_\_\_-year term (with possibility of extension) and abide by the *[sample organization]*'s code of Conduct and Confidentiality Statement.

*[Sample organization]* is currently recruiting for *[insert amount]* Caregiver Advisors to work in partnership with us on the following councils/committees:

1. Quality and Recovery Councils:
  - - Department 1
  - - Department 2
2. Hiring Panels for the *[sample organization]*
3. Other special projects at the *[sample organization]*

Please visit our website *[insert website link]* to learn more, or call *[contact name]* at *[phone #]* or email *[email address]*.

Adapted from 'Call for Applicants: Become a Patient and Family Advisor at Ontario Shores' by Ontario Shores.



## POSTERS

Posters are similar to memos but include graphics that are intended to catch attention. Using bright colours and well-rendered images like cartoon figures or photographs can help improve the visibility of the advertisement. Be reminded that the image can be lost if too much writing is included.

While posters were traditionally printed and plastered on walls, an image of a poster can be uploaded to social media, such as LinkedIn or Facebook. If you choose to upload the picture to one of these sites, we recommend including a short blurb in the description accompanying the image which includes a hyperlink to your website or contact information for the available position.

Three poster samples used by The Royal are included below to give an idea of what a poster could look like. Keep in mind that while effective posters can be creative or simple, always ensure that the basic information is included.

When it comes to creating a poster, what is 'eye-catching' or appealing is subjective. Be sure to include your brand and rely upon your organization's standards.





The :Le  
Royal

## Family Advisory Council Conseil consultatif des familles

The Royal's Family Advisory Council is

### SEEKING NEW MEMBERS!

- Are you caring for someone who lives with mental illness?
- Has your family member or loved one received care at The Royal or elsewhere?
- Do you want to make a difference and help bring a collective family perspective to The Royal's work?

#### WE HELP

transform lives through family partnership in care, policy, programs, and research

#### REACH OUT

to join us at [fac@theroyal.ca](mailto:fac@theroyal.ca) or call Juliet Haynes, Family Engagement and Experience Coordinator, at 613.722.6521 ext. 7573.

#### LEARN MORE

about our activities and our members [theroyal.ca/patient-care-information/family-caregivers/family-advisory-council](http://theroyal.ca/patient-care-information/family-caregivers/family-advisory-council)

#### We are a voice for families at The Royal

#### AS FAMILY ADVISORS AT THE ROYAL WE:

- have observer status on the Board of Trustees
- collaborate closely with the Client Advisory Council
- champion the Client and Family Centered Framework
- have a seat on key Committees for quality improvement, program development, medication reconciliation, ethics, senior hiring appointments etc.
- co-design new policies, programs, evaluations and initiatives throughout the full lifespan of client and family caregiver requirements and needs
- research best practices in the area of family support/engagement and make the case for improvements
- represent families at signature public events held by The Royal
- organize events that build awareness, and share knowledge and best practice to improve the quality of care and experiences for clients and families
- meet every **1st Thursday of the month from 4:00 to 6:00 pm**
- and have fun, support each other and make a difference!



# Adviser

ad·vis·er | \ əd- vī-zer \ :  
*someone who gives advice  
based on their experience*

Would you like to help shape how this hospital works? You can. We're looking for **PATIENTS** and **FAMILIES** of patients to volunteer to serve on our various committees as advisers. If you're interested, contact Sandy at 555-123-4567 ext. 1234.



We'd like to hear what **YOU** have to say!





Mental Health - Care & Research  
Santé mentale - Soins et recherche



**Has your family member received care at The Royal?**

**Do you have a story to tell that could enhance care at The Royal?**

## We want to hear it.

The Family Advisory Council is looking for families willing to share their stories to help enrich services at The Royal. These stories will become a series of video vignettes, which will be an important part of staff orientation and training.

The Family Advisory Council represents the voices of families, whose unique experience, insights, expertise, and perspective are vital to improving the experience of families at The Royal.

FOR MORE INFORMATION please contact  
Jacqueline Desrochers at  
[jacqueline.desrochers@theroyal.ca](mailto:jacqueline.desrochers@theroyal.ca)

