

CareMongering in Canada:

HOW DOES YOUR COMMUNITY CARE?



WHAT IS CAREMONGERING?

The first CareMongering Facebook group was created in Toronto, Canada in March 2020, as a community-based response to COVID-19.



GOAL:

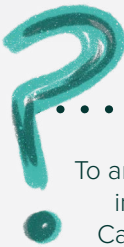
Counteract **fear**(mongering) with **care**(mongering) and organize at the local level to ensure all community members could access basic necessities, services, and resources.

Your CareMongering group is one of over **246** groups worldwide!

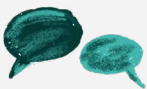


In Canada, there are now over **191** groups with **200,000+** members

How is CareMongering helping communities care for each other during the pandemic?



To answer this question, we conducted interviews with **18 organizers** of Canadian CareMongering groups...



...and created and analysed a database of all Canadian CareMongering Facebook groups and tweets using the hashtag **#CareMongering**



HOW IS CAREMONGERING PRACTICED?



CareMongering is practiced differently across Canada.

The location of communities and social factors like population age, gender and race, have impacted how CareMongering plays out.

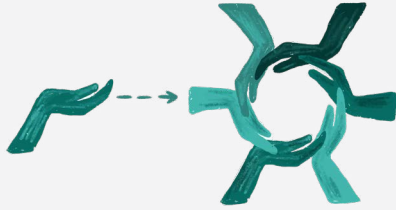
CareMongering groups are organized by non-profit organizations and volunteers. Social media, webpages, phone calls, flyers and posters have been used to reach community members.



Organizing CareMongering groups can be both rewarding and challenging.

Organizers have used CareMongering to care for their communities in new ways during the pandemic.

However, a lot of physical and emotional labour is involved in CareMongering as organizers moderate difficult conversations and ensure community needs are met.



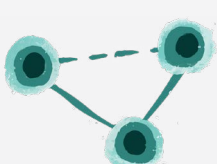
The purpose and practices of CareMongering have changed throughout the pandemic.

When CareMongering started, groups were very active with many requests and offers for support.

As the pandemic has progressed, many groups have shifted their focus to social justice issues and the underlying causes of community needs.

HOW MIGHT CAREMONGERING CONTRIBUTE TO CARE IN YOUR COMMUNITY?

CareMongering has the potential to...



- • • meet community needs in locally specific ways
- • • share experiences, supplies, skills, useful resources, and accurate information
- • • build on existing networks of care and create new caring relationships
- • • rethink how, why, and where care takes place; what is cared about; and who is cared for
- • • and mobilize different types of care to support those experiencing fear