

THE STORY BEHIND

It.Is.Time. Journal

FIND OUT WHY WE MADE A JOURNAL
FOR BUSY, BUSY FAMILY CAREGIVERS.

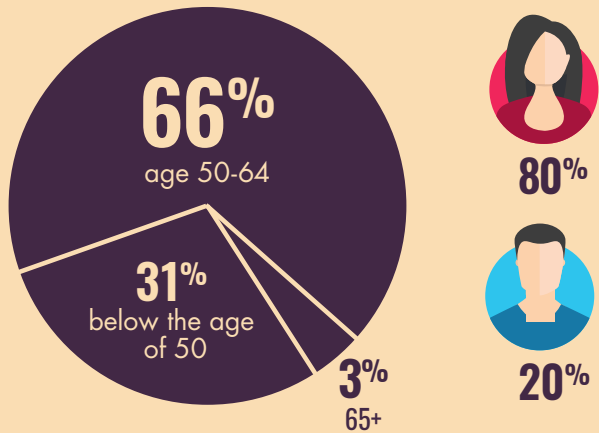


If you're caring for an aging parent, keeping a journal could be a game changer.

But we realize we might need to convince you why.

As one of Canada's leading providers of homecare, SE Health and Elizz Caregiver Resources (Elizz.com) are all too familiar with the challenges that come with caring for your aging parents. When you are taking care of someone else, self-care can be a big challenge. We wanted to help with that, so we surveyed 407 people across Canada, who identify as family caregivers.

Of those busy, busy people we surveyed:
We discovered most family caregivers are female and middle-aged, AKA the Sandwich Generation.



We heard busy, busy family caregivers loud and clear: you're stressed out, and you're not taking time for you.

69% of you spend up to 30% of your time caring for your aging parent(s)

28% of you spend anywhere between 40-90% of your time caring for your aging parent(s)

Here's where you're taking care of your parents.

62% of you do regular "care visits" in your parents' home

25% have your parents in assisted living or retirement homes

13% had your parents move in with you

Me time? What's that?

You've given up **a lot** to become a caregiver – especially when it comes to your own self-care.

80%

of you have given up your personal time.



In addition, here's what else you told us you had to give up or do less of:

47%

Spending time with family/friends

20%

Work

36%

Household chores

19%

Caring for immediate family

Most of you just want to catch some Netflix or some ZZZZZZZ's.

And when you **do** have time, you just want to recharge with as little effort as possible. When asked "When not caring for aging parents, what other activities allow you to feel a greater sense of well-being?"

62%

of you said "television/Netflix"

59%

of you said "sleep"



Setting daily goals could be **your key to sanity.**

68% of you said **YES** to the question "Do you set daily goals?" and **92%** of you said goal setting makes you feel fulfilled, focused, or both.

Overall you said this about goal setting:

“Relieved. It is a necessary evil. I try, sometimes it works, sometimes it doesn't. Helps me feel productive.”

Even those who responded **NO** might be open-minded about trying it, as **37%** said they simply "didn't have time to think about it" or are just "too busy." (No surprise there... "busy, busy!")

Practicing “gratitude” is taking the time to appreciate the good moments in your day, both big and small. Many studies have shown that a gratitude practice can greatly benefit your well-being.

When we asked “**Do you practice self-gratitude?**”

70% NO **30% YES**



Those who practice it, love it.

“

Allows me to see hope.

Puts me in a positive frame of mind and reminds me of how lucky I am to have what I do have.

Big problems/stressors become minor inconveniences that are easy to overcome.

Reminds me that even though things can be difficult, there is always something to be happy about.

”

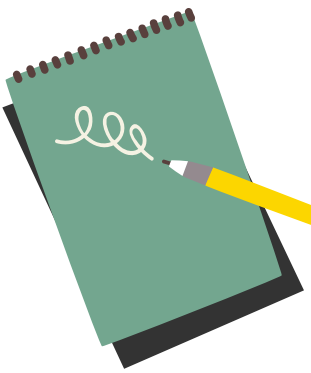
When we asked “**Would you be interested in a tool that helps you track and write down what things you are grateful for?**”

57%
of you
said **YES**

Our “a-ha moment”:

busy, busy caregivers need a simple, quick tool to practice gratitude.

Why join those who journal?
It really does make you happier.



87% of you said NO, you don’t keep a journal when we asked if you use one to record your thoughts, emotions, accomplishments or goals. (No surprise there, since caregivers have such little personal time.)

However, 43% of you said YES, you would consider keeping a journal when we told you studies have shown that being aware of our thoughts and feelings and writing them down can make us happier and healthier.

For those that said NO, they wouldn’t consider keeping a journal, the most popular reasons were “Not enough time” (34%) and “Afraid I can’t keep up” (32%). **You might be “busy, busy,” but It.Is.Time.**

When we asked those who do not journal, “**Would you consider keeping a journal if you knew it could help with health and happiness?**”

43%
of you
said **YES**

13% YES
I keep a journal

48%
said it “**invokes mindfulness**”
(makes them aware of the moment)

44%
said it “**increases motivation**”
and/or improves their emotional well being

42%
said it “**encourages calmness**”

38%
said it “**relaxes me**”



We know what you're going through.

So we created a journal especially for busy, busy family caregivers.

Your health is just as important as those you're caring for. And when **you** feel better, **everyone around you** feels better too. That's why the team at elizz.com designed a journal with family caregivers in mind.

Journaling can be a game changer, but our study shows it needs to fit into a "busy, busy" family caregiver life. That's why we created the It.Is.Time. journal... a quick, simple and effective way to be happier and healthier.

Order your
It.Is.Time. Journal
now at
elizz.com/itistimejournal



About SE Health

SE Health is a not-for-profit social enterprise applying knowledge, vision and drive to impact how people live and age at home, today and into the future. With Canadian roots and 110+ years of expertise, the organization brings quality excellence and innovation to home care, seniors' lifestyle, and family caregiving. Through its team of 9,000 Leaders of Impact, SE Health delivers 21,000 care exchanges daily, totaling 50 million in the last decade alone. Visit us online at **sehc.com**

About Elizz

Elizz is the family caregiving division of SE Health. Elizz is a lifestyle destination that inspires daughters and sons to live well while caring for their aging parents. Through thoughtful content, we provide resources to help with caregiving, inspirations to practice self care, and connection with others going through similar journeys. Visit us online at **elizz.com**



Health



© 2019, Elizz powered by SE Health
www.elizz.com