



CASC / ACSS

Canadian Association
for Spiritual Care

Association canadienne
de soins spirituels

SPIRITUAL CARE AWARENESS WEEK

CASC/ACSS MEDIA TOOLKIT

DATE CIRCULATED: SEPTEMBER 2023

**THE CANADIAN ASSOCIATION FOR SPIRITUAL CARE / ASSOCIATION CANADIENNE
DE SOINS SPIRITUELS (CASC/ACSS) ADVANCES THE PROFESSIONALISM OF
SPIRITUAL CARE AND PSYCHO-SPIRITUAL THERAPY IN CANADA**



CASC/ACSS

12-16715 Yonge St, Suite 315, Newmarket, ON L3X 1X4 | 289-837-2272 or 1-866-442-2773 | spiritualcare.ca

WHAT IS SPIRITUAL CARE AWARENESS WEEK?

SCAW is a week when thousands of professionals participate (worldwide) collectively to celebrate Spiritual Care Practitioners and Psychospiritual Therapists (who we are) for all they do including their unrelenting and essential commitment to the wellbeing of others (what we do). And to encourage dialogue about why spiritual care and psychospiritual therapy matter (advocate for the profession).

SCAW 2023 CASC/ACSS MEDIA TOOLKIT

KEY MESSAGES

- Spiritual health is health.
- Celebrate who we are.
- Celebrate what we do.
- Encourage others to get involved.

MEDIA KIT

1. **BANNER** for emails, webpages
2. **POSTERS**
 - Poster 8x11
 - Poster 8x14-Customizable
3. **SOCIAL MEDIA**
 - MAIN
 - Body
 - Mind
 - Emotions
 - Human Spirit
4. **POWERPOINT SLIDES**
 - PowerPoint slides for presentations, digital video
 - PowerPoint customizable slides
5. **LETTERS**
 - Press Release
 - Advocacy Letter to Government Officials
 - Letter to CEOs and Leadership

KEY MESSAGES

SPIRITUAL HEALTH IS HEALTH

Health encompasses the whole person: the mind, the body, the emotions and the human spirit. However, Western society privileges the physical, mental and emotional needs of people, often minimizing the spiritual aspect. Let us collectively raise awareness that effective care must be holistic **and include human spirituality**. Just as society addresses and values the physical, mental and emotional dimension of people, the spiritual dimension of individuals should also be addressed and valued.

CELEBRATE WHO WE ARE

- CASC/ ACSS is the largest national professional association in spiritual care and psychospiritual therapy in Canada.
- We are a multifaith community of 1200 active Members from diverse backgrounds including Buddhist, Christian, Indigenous, Jewish, Muslim, Spiritual but not religious and more.
- We embrace a holistic approach to health and wellbeing with a special focus on spiritual and religious care.
- Our mission is to advance the professionalism of spiritual care, psychospiritual therapy, education, and research in Canada.

CELEBRATE WHAT WE DO

Recently developed by leaders in the Association, the narrative is an inspired piece of work that succinctly communicates the core of what we do. It highlights four key strategies that characterize the practice of spiritual care and psychospiritual therapy.

Spiritual Care Practitioners and Psychospiritual Therapists:

- **CONNECTING WITH THE BODY:** Spiritual Care Practitioners and Psychospiritual Therapists support and facilitate an awareness of how the sacred is being experienced in and through the body;
- **ENGAGING WITH THE MIND:** Spiritual Care Practitioners and Psychospiritual Therapists engage with and bring attention to the stories that shape individuals and communities;
- **EMBRACING THE EMOTIONS:** Spiritual Care Practitioners and Psychospiritual Therapists welcome and hold space for the full range of emotions enabling clients to safely engage with, rather than avoid, the fullness of their internal experience. This in turn supports the client in building life-giving relationships.
- **SUPPORTING THE HUMAN SPIRIT:** Spiritual Care Practitioners and Psychospiritual Therapists support individual and communities in creating, building and sustaining their sense of wellbeing in the face of changing circumstances.

GET INVOLVED

- Let your employer and colleagues know about Spiritual Care Awareness Week.
- Use the email banner during SCAW.
- Print the poster(s) and post in your offices, staff rooms or lunchrooms.
- Share the materials and encourage your friends and colleagues in other workplaces or centres to do the same.
- Participate and encourage others to prepare letters to our Government Officials.

MEDIA/ASSETS

All media materials can be downloaded from the [SCAW CASC/ACSS webpage](#)

BANNER for emails, webpages



POSTERS for distribution, posting in offices, staff rooms, lunch rooms

Poster 8x11



Poster 8x14-Customizable



SOCIAL MEDIA please post throughout the week.

HASHTAGS:

#SCAW2023

#spiritualhealthishealth

Main



Body



Mind



Emotions



Human Spirit



PowerPoint Slides: Presentations, digital video boards (some customizable)

Spiritual Care Awareness Week
 October 22-28, 2022
 #SCAW2023 #spiritualhealthishealth



Connecting with the **BODY** Engaging with the **MIND**

spiritual health is health

Embracing the **EMOTIONS** Supporting the human **SPIRIT**




spiritual health is health



Connecting with the BODY
 Spiritual Care Practitioners and Psychospiritual therapists support and facilitate an awareness of how the sacred is being experienced in and through the body;



#SCAW2023 #spiritualhealthishealth



spiritual health is health



Engaging with the MIND
 Spiritual Care Practitioners and Psychospiritual therapists engage with and bring attention to the stories that shape individuals and communities.



#SCAW2023 #spiritualhealthishealth



spiritual health is health



Embracing the EMOTIONS
 Spiritual Care Practitioners and Psychospiritual therapists welcome and hold space for the full range of emotions



#SCAW2023 #spiritualhealthishealth



spiritual health is health



Supporting the human SPIRIT
 Spiritual Care Practitioners and Psychospiritual therapists support individuals and communities in creating, building and sustaining their sense of wellbeing in the face of changing circumstances.



#SCAW2023 #spiritualhealthishealth

CUSTOMIZABLE SLIDES



spiritual health is health

-  **BODY**
-  **MIND**
-  **EMOTIONS**
-  **SPIRIT**

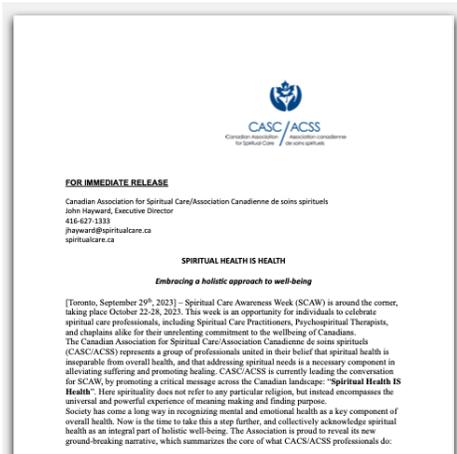



spiritual health is health

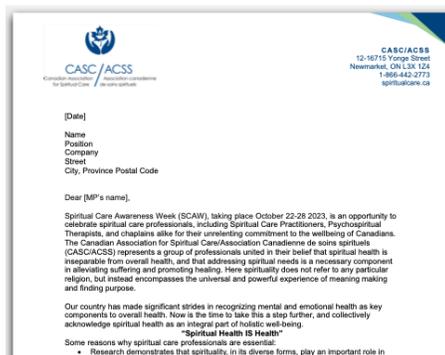
-  **BODY**
-  **MIND**
-  **EMOTIONS**
-  **SPIRIT**



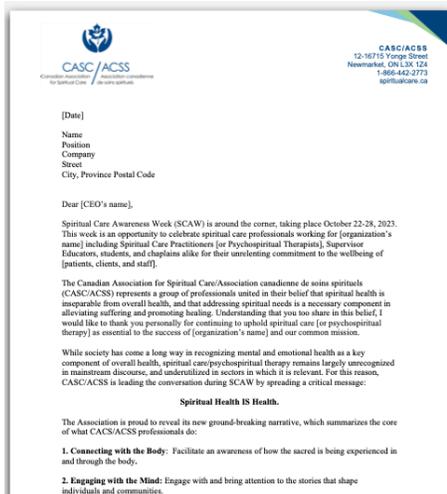
LETTERS: PRESS RELEASE



LETTER TO GOVERNMENT OFFICIALS



LETTER TO CEOs and LEADERSHIP



There truly is no better time to share this work with you, your colleagues and with Canada!

Please utilize, distribute and share these materials throughout this campaign, including letters, social media content, poster (listed below).

Raising awareness about our profession must be a collaborative effort and we can't do it without your help!

If you have any questions, please email communications@spiritualcare.ca.