

#SundayShoutout and #ThankfulThursday

Draft Content for Social Media

#ThankfulThursday - Mental health service providers

Building on our #SundayShoutout, our #ThankfulThursday goes out to all the mental health service providers, counsellors, social workers, therapists and advocates who are continuing to provide support and services during this time. Isolation is stressful for everyone and harder on those with mental health conditions, addictions and traumas. If you are experiencing signs of depression or are struggling with loneliness, reach out to family and friends, join a community group on Facebook, look for opportunities to video chat or facetime, and contact the Health Line 811, Kids Help Phone or the Farm Stress Line to talk to someone.

#SundayShoutout - Food system, production and processing

The below handles are for Facebook accounts only. Feel free to insert any local food company/processor.

In this time when there is so much disruption and uncertainty, food security becomes one more worry on the list. This #SundayShoutout is for the dedicated people in our food system, from the farmer to the grocer and everyone in between, who are adapting and redistributing essential goods and massaging the supply chain to keep up with our new reality. So next time you notice the baking aisle has been restocked or the milk coolers are a little fuller and you breathe a little easier, we encourage you to reach out to the companies you can't do without. Whether it's @DrakeMeats farmer sausage, or @LillydaleCA chicken breasts, @Dairyland.ca milk or @RobinHoodBaking flour, you can do it on social media, through email, or pick up the phone and give them a call! Show your appreciation for the humans working hard to bring food to your families. Please share and tell us who else in the food system you think deserves a #SundayShoutout.

#ThankfulThursday – Farmers, ranchers and food producers

As spring is just around the corner, we want to continue our #SundayShoutout with this #ThankfulThursday post to the farmers, ranchers, producers and greenhouse operators who are getting ready for #Plant2020. In the next month they will continue the important work of putting seeds in the ground and setting animals to pasture to keep our food system running from the ground up. Thanks to their efforts, despite following a difficult fall, long winter and depressed market prices, the agriculture sector continues to adapt and deliver so Canadian food will reach our tables even in times of crisis.

#SundayShoutout - Trades and labour sector

In today's #SundayShoutout, we want to recognize the trade sectors that are considered essential services and the employees and business owners who have stepped up despite the public health risks. Take the time this week to thank any of your friends or family who are construction or telecommunications workers, plumbers, electricians, mechanics, miners, engineers, rail workers, restaurant owners/employees, accountants, postal workers and delivery drivers who keep our lights on and the world running. Please share and let us know if we missed anyone and who else deserves a #SundayShoutout

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#ThankfulThursday - Truckers

We want to take this opportunity to give a special #ThankfulThursday shoutout to the truckdrivers, shipping companies and logistics coordinators who are working tirelessly and creatively during this crisis to keep the flow of essential goods moving. Sometimes we take for granted that almost everything you see on the shelves of your supermarkets, clothing stores, home building centres, retail outlets and restaurants has travelled across Canada by truck at some point in its journey to you. Next time you pass a semi on the highway give a wave or a thumbs up and let them know you're grateful for their service!

#SundayShoutout - Retail Workers

This week's #SundayShoutout is to all front-line staff and managers who are making an effort to remain positive despite the stressful changes brought on by COVID-19. Next time you're at a checkout, look the teller in the eye and thank them for being there, give a wave to the person stocking the shelves or acknowledge the one wiping down door handles as they've probably done that same task 37 times already that day. We encourage you to take the opportunity to flash a smile, share a wave and recognize their sacrifices during this time of isolation. Please share and let us know who else deserves a #SundayShoutout!

#ThankfulThursday - Entrepreneurs

As a small business ourselves, we want to extend our #ThankfulThursday to the local businesses who have adapted to offer online ordering, curbside delivery and contactless pick-up. There is also a huge number of entrepreneurs and experts offering free online classes, resources and support materials and we hope the sense of camaraderie and community will continue in the wake of COVID-19. Share with us the people or business you know who are adapting to serve us better.

#SundayShoutout – Senior care staff

This week we want to send a special heart-felt #SundayShoutout message to the staff of our nursing and care homes who continue to provide quality care to our seniors and elderly during this time of isolation and uncertainty. We want to recognize the extra safety and cleanliness measures they have implemented and their efforts to keep up morale as we are separated from families and loved ones. If you have any family or friends in long-term care or a seniors community, please take the time this week to send the staff an email or give them a call and thank them for their efforts to keep everyone healthy and safe. Please share and tag someone you want to recognize!