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**Caregiver Monday Takes Flight With Refreshed Campaign;
A Dedicated Offering That's Part of the Larger Healthy Monday Initiative**

***Gerontologist and Caregiving Expert Sherri Snelling Serving as Expert Advisor:
'In Stressful Times, Caregiver Self-Care More Important Than Ever'***

NEW YORK – April 6, 2020 – The [Monday Campaigns](#), a nonprofit public health initiative, announced a reinvigorated [Caregiver Monday](#) campaign dedicated to supporting the self-care of 65 million family caregivers by offering weekly health and wellness practices, research and collaborative activities through partner organizations. As part of this revived effort, The Monday Campaigns has engaged caregiving expert and corporate gerontologist, Sherri Snelling, to serve as strategic advisor for the expanded initiative.

Older people are more vulnerable to COVID-19, which puts added stress on family caregivers who must address new concerns when providing care. While the revival of the Caregiver Monday program has been in development for many months, the weekly messages and creative graphics, are extremely timely to help caregivers focus on self-care and wellness.

“Family caregivers are the nation’s largest volunteer health care army with four generations performing 83 percent of the long-term care in this country, often at the expense of their own health and wellness needs,” said Snelling. “Right now our nation is engaged in fighting a pandemic where our senior population is more at risk and the side effect is the health and wellness risk to family caregivers. We know added stress and a sense of isolation for caregivers ultimately impacts their immunity and ability to continue to care for their loved one. This makes the Caregiver Monday campaign a powerful tool to help alleviate stress and depression that can occur at this uncertain time.”

In consultation with Snelling, the Caregiver Monday campaign was redesigned to apply Monday cues to promote caregiver health and wellness. Numerous studies have shown the negative impact of stress, burnout, depression, anger, guilt, loneliness on caregiver health.ⁱⁱⁱⁱⁱⁱ In addition, more than 1 in 6 employees juggles their job with the demands of being an unpaid caregiver, spending 80-160 hours a month caring for a loved one with physical or cognitive health issues.^{ivv} This leaves little time to practice self-care.



“Stress, exhaustion, and inadequate physical activity can adversely affect a person's health,” said Ron Hernandez, managing director of The Monday Campaigns.^{viii} “Our research shows that people who commit to healthy activities on Monday are more likely to continue that behavior for the rest of the week. We are thrilled to work with Sherri, combining her expertise with our marketing knowledge, to encourage caregivers to start each week with a focus on self-care, which in turn, can make caregivers more effective at providing care to their loved ones.”

The Caregiver Monday campaign uses evidence-based studies to support sustainable behavior change, that can have long-lasting outcomes.^{viii} A recent survey found that people were most likely to start exercise routines, eat healthier and schedule doctor’s appointments on Mondays, more than any other day of the week. Sixty-four percent said if they start with a positive frame of mind on Monday, they are more likely to stay positive for the rest of the week.^{xii}

Studies also show caregivers who report more stress feel less healthy, adopt poorer health behavior and spend more money on their health care.^{xiii} Researchers have found they have 24 percent more stress hormones, 15 percent less antibodies to help boost immunity and 2-3 times the prevalence of depression as compared to the general population.^{xiv} The World Health Organization (WHO) declared 2020 the “decade of healthy aging” and the Monday Campaigns is underscoring this initiative by promoting improved caregiver health which can effect resiliency and stamina to continue care for an aging nation. Learn more at: [Caregiver Monday](#).

About The Monday Campaigns

The Monday Campaigns is a nonprofit public health initiative associated with Johns Hopkins, Columbia and Syracuse universities that dedicates the first day of every week to health. Every Monday, individuals and organizations join together to commit to the healthy behaviors that can help reduce chronic, preventable diseases. The Monday Campaigns helps organizations incorporate the evidence-based Monday concepts into their own health promotion programs by providing free research, creative materials, case studies and ready-to-scale programs with concepts including: Meatless Monday, Move It Monday!, Quit & Stay Quit MondaySM, DeStress Monday and The Kids Cook Monday! Learn more: [The Monday Campaigns](#).

About Sherri Snelling and Caregiving Club

Sherri Snelling is a corporate gerontologist and founder/CEO of Caregiving Club, a strategic consulting and content creation firm focused on caregiver wellness and aging health issues such as Alzheimer’s. Her innovative wellness programs include the Me Time MondayTM and 7 Ways to Caregiver Wellness workshops. She is the author of [A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care](#) and is a contributing columnist for *PBS Next Avenue*, *Forbes.com* and *Thrive Global*. Sherri was the chairman of the National Alliance for Caregiving, advised for the White House Middle Class Task Force

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on Family Caregiving and is currently a local board member of the Alzheimer's Association. With a master's degree in gerontology, Sherri speaks to organizations and employers across the nation on a variety of aging and caregiving topics. Learn more: [Caregiving Club](#)

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