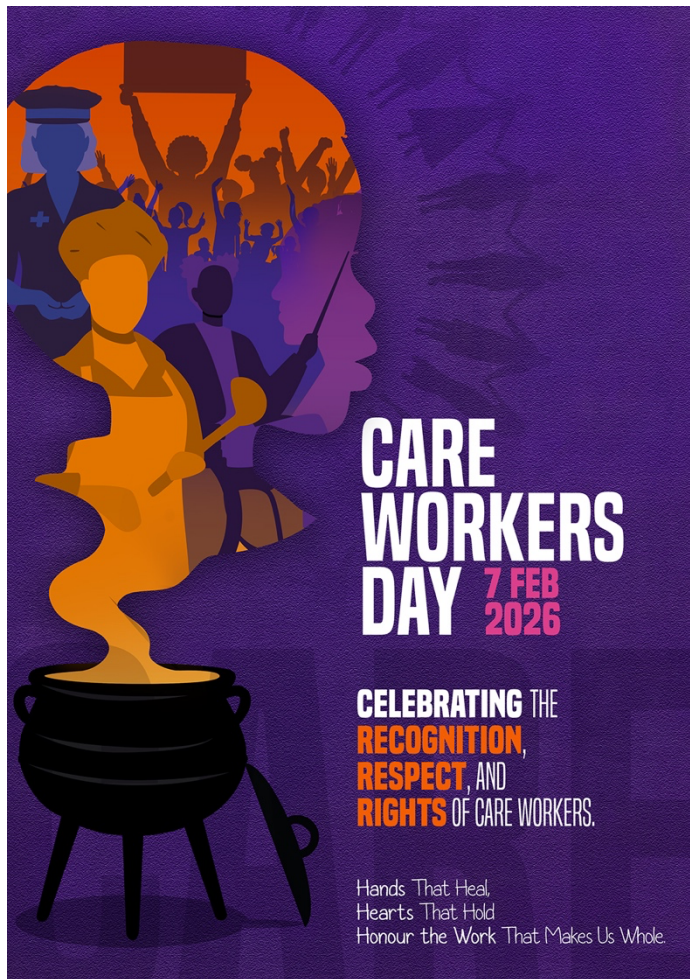




CARE WORKERS DAY – 7 FEBRUARY 2026

Social Media Campaign Guide for
VFHs, CHWs & ECD Practitioners

What do we want to do?

We want to make short videos that we will post on social media platforms like WhatsApp, Facebook, TikTok and Instagram Reels.

Why do we want to do that?

We want to make care work visible, valued and respected. This campaign is about recognition, respect and rights.

What do we want to say?

- Care work holds society together
- We as CHW, VFH and ECD Practitioners do Care work, and our work is skilled and ESSENTIAL work
- We as Care Workers deserve RECOGNITION, RESPECT and RIGHTS

How do we want to say this? LANGUAGE TO USE (KEEP IT SIMPLE)

Use everyday words:

- “Care work keeps our communities alive.”
- “We are not volunteers. We are workers.”
- “Without care work, nothing works.”

Remember to use the poster:

- When you shoot your video, shoot with the poster behind you or hold the poster
- Say something like: “The three legs show ECDs, CHWs and Food Handlers.”
- Say something like: “If one leg breaks, the pot falls.”
 - Post the poster on your WhatsApp status daily.

Knowledge is too important to leave in the hands of the bosses

Show your tools of the trade:

VFH: Spoons, pot, apron/uniform | “This spoon feeds the nation.”

CHW: Mask, sanitiser, gloves | “We protect community health.”

ECD: Books, crayons, pencils | “We shape the future.”

Important things to remember:

1. Use the language you are most comfortable with.
2. Look at the camera when speaking.
3. Make sure that you are in the centre of the frame (ask someone for help with shooting if you need to).
4. Wipe your camera lens to get a clearer video.
5. If your video has children in it, make sure their faces are not visible. For example, shoot from the back or shoot their hands and feet, not their faces. If your video has other people in it, get their permission before you shoot. Also, if the person is a patient, remember to protect their dignity by not showing their face.
6. Introduce yourself e.g., say: “My name is _____”
7. Say what you do. e.g., say: “I am a Food Handler and I prepare nutritious meals for school children everyday”.
8. Show something about the work that you do: Show yourself cooking, teaching, marking, testing for blood pressure etc...)
9. Use your symbols/tools of trade:
 - VFH: Spoon, pot, apron/uniform
 - CHW: Mask, sanitiser, gloves, BP monitor etc...
 - ECD: Books, crayons, pencils, chalk and chalk board, desks, play mat etc.

How to end the video:

1. Make sure your video is not more than 40 seconds.
2. Remind the audience about Care Worker’s Day, 7th February.
3. Ask your audience to join you in celebrating care work at 1PM on 7th February by writing or reading a poem about care work.
4. End your video with **ONE** of the **5 DEMANDS**:

5 DEMANDS:

1. We as Care Workers deserve a living wage that reflects the value and skill of our work!
2. We are not volunteers. Our work is essential and must be recognised as work!
3. We demand job security, UIF, sick leave, parental leave and safe workplaces!
4. We demand correct job titles, respect, and recognition in the EPWP and in our communities!
5. We demand access to accredited training, career progression, and representation in policy-making!

When you post, remember to use these HASTHAGS:

#CareWorkersDay #CareWorkMatters #RecognitionRespectRights #ValueCareWork

Knowledge is too important to leave in the hands of the bosses

AMANDLA!

*** If you have any questions or if you need any assistance, please contact Zanele Chakela at 0814390034 (WhatsApp) or zanele@lrs.org.za (Email)