

## Caremongering Teacher's Notes **B1**

This B1 resource is around a positive news story your pupils can study during the current quarantine. An article, and a video report from Canadian CTV News give examples of the trend for “caremongering”: using social media to organise, or ask for help during the Covid-19 lockdown.

### Vocabulary and structures

- social media: *trolling, connecting people, posts, #/ hashtag, networks, streaming...*
- epidemic/ health issues: *quarantine, virus, to spread, medicines, social distancing, self-isolation, pharmacy, hand sanitiser, outbreak...*
- helping/ social interactions: *run errands, community, camaraderie, chat, offer help/ advice, neighbours, network, care, (not) be alone..*
- personality: *kind/ kindness, polite, kind-hearted, generous*
- present simple vs *be ING* present
- passive voice
- *by + v-ing*

### Reading, listening, writing

- Using their knowledge of word formation, pupils first anticipate about the meaning of the word caremongering, and the negative attitude it seeks to neutralise: scaremongering.
- They then read a short article about this initiative, which started in Canada, before formulating their own opinion about it.
- The two-minute video report covers some of the same ground, so pupils should be able to follow it, even if they are watching it alone at home.
- Finally, they follow guidelines to write a post about caremongering, in the role of someone who wants to help. The more

creative can imagine themselves in the role of one of the various people mentioned or interviewed in the article and video.

### Video transcript

- **Anchorwoman:** We leave you tonight with proof that even in self isolation, you're not alone. Here's Heather Wright.
- **Heather Wright:** Although physically apart, social distancing is bringing people together.
- **Andrea Picco:** If I'm going out to the grocery store, if I'm going out to the pharmacy, why not extend my services to these people? Let me bring back anything you need.
- **Heather Wright:** Caremongering, an antidote to fear, has taken off in communities across the country. From grocery runs to pharmacy pick-ups, IT experts offering to help the less technically savvy set up their home offices. The books in some Free Little libraries replaced with food for those who need it.
- **(Caremongering organiser Paula Toledo):** You're not alone in this, you know. And if you can have the resources to reach out and there are people there to respond and help you out during those times, then I think we can make it through.
- **Heather Wright:** Sidra Mahmood has created a video chat to help those who are going through addiction recovery.

**(Sidra Mahmood):** A bunch of friends have been kind of struggling with using and whatnot, because, again, we are all bored, and boredom is such a trigger for using. So we kind of reinforced each other's goals.

**Heather Wright:** Many distilleries, like the Spirit of York in Toronto are now making hand sanitiser instead of spirits. And they're giving it away to those who can't afford it.

**(Company founder Gerry Guitor):** This is about us wanting to do something to rally around our community and help them out in their time of need.

**Voiceover:** It starts with relationships

**Heather Wright:** Mama Earth Organics, which delivers fresh food in Toronto, has seen a surge in business, and they are sharing that with employees, a state-of-emergency bonus.

**(Mama Earth CEO Mary Graham):** We've pivoted to feel like we are an essential service.

**Heather Wright:** So whether it is a virtual dance party or streaming a set list, a reminder from the residents of the Wikwemikong Nursing Home: self isolate, wash your hands, then don't worry, they're fully stocked. Heather Wright, CTV News, Toronto.

## SOLUTIONS

These are examples of what students can answer.

**A.1.** the action of spreading care / spreading stories that make people happy and appreciated/cared for

**2.** Perhaps to counteract scaremongering? To make the world a better place?

**3.** Maybe they spread positive news stories (on social media), or they just take time to look after other people, tell them they appreciate them, offer help...

**B.1.** Places: Canada, Toronto, Halifax, around the world.

**People + what they do:** Mita Hans and Valentina Harper (founders Toronto); Paul Viennau (helped by Halifax group); shopping, getting medicine, chatting, giving computer advice, centralise donations, distributing hand sanitiser, replacing books in Little Free Library boxes with food.

**From video:** Andrea Picco, volunteer. A young woman has organised a video-chat to support addicts. A distillery is making hand sanitiser and distributing it for free. An organic food company has extra work and is giving their employees a bonus.

**Role of social media:** groups created on Facebook, use of hashtags, connecting people, helping everyone see the positive actions

**People's opinion on caremongering:** "It's spread the opposite of panic in people", "allowed us to tackle the needs of those who are at-risk all the time", often social media make us feel isolated, here it can help connect.

**From video:** you're not alone, we can get through this, helping the community in its time of need.

**2.** Caremongering means using social media to connect people who need help and those who want to help (during the coronavirus outbreak). For example, going to the shops for people who can't leave home, or chatting on the phone to people who are self-isolating. Social media is supposed to connect people, however it is often accused of making them feel isolated, replacing real human contact with virtual contact. This new trend returns social media to its original purpose.