

Carers Week 2018

11th – 17th June

Healthy & Connected





- Carers Week is an annual campaign to raise awareness of caring, highlight the challenges carers face and recognise the contribution they make to families and communities throughout the UK.
- The campaign is brought to life by thousands of individuals and organisations who come together to organise activities and events throughout the UK, drawing attention to just how important caring is.
- This Carers Week, we're coming together to build communities that support the health and wellbeing of carers. The impact of caring on health and well-being should not be underestimated this Carers week we will be looking to share examples of good practice from supporters of which have helped carers to stay **Healthy and Connected**.

www.carersweek.org



Carers Week in East Sussex

Care for the Carers is co-ordinating Carers Week across the county

- **Planning**
 - effective communication
 - joined up working – encourage involvement from everyone you know
 - countywide cover
 - it doesn't have to be big – little things can make a difference
- **The message - Healthy & Connected**
 - information and support which can improve carers health and wellbeing
 - we need to work together to create carer friendly communities which support carers health and well-being
- **Resources**
 - ensure carers get the information they need – refer to CftC (Support/CareLine/partners/Database)
 - let everyone knows it is Carers Week
 - the best resource is YOU!
- **Good robust monitoring** provides the evidence that together we are making a difference to carers in the county



What's happened so far?

- CftC Pledge on national Carers Week website
- All Carers Card businesses have been contacted
- Events being planned:
 - Tuesday 12th
 - CftC Carer Awareness training at Eastbourne DGH
 - Carers Event at Cross in Hand
 - Wednesday 13th
 - **Meridian Seniors Forum Carers Week Event**
 - CftC Carer awareness training – OT's – Lewes
 - Thursday 14th
 - **Info stands – Eastbourne Arndale Centre**
 - CftC – Info stand - Rye Market
 - CftC Info Stand – Uckfield Library
 - **Sainsbury's Newhaven offering info stand**
 - Friday
 - Carers Card Business offering Pampering Open House – Polegate

What else.....

- Carlton Astley – Isabel Blackman is wanting to host an event
- Hastings & Rother CCG will be holding a 'Great NHS carers bake off' and a 'wear purple day'. In addition they are looking to promote their carers policy to staff to raise awareness of their rights
- We can speak to other supermarkets and the hospitals if there are the resources to cover?
- There will be a double page article in the next edition of CareLine
- We will encourage further involvement through email contact (partners, professional, champions, ambassadors, carers)
- We will be contacting all GP surgeries
- There will be a big social media campaign
- Care for the Carers will plan press releases and radio interviews



How you can support Carers Week 2018

... quickly and easily!



Quick wins

On Facebook, Twitter, Instagram?

Like, share and comment on Carers Week events in the area – the events will start spread organically in people's news feeds.

Start now and think creatively!

Videos, photos, gifs – all work really well to capture people's attention, so tag us in or send us any pics of your event organising to help create momentum.

We'll share resources and logos with you to include, but feel free to also make your own. For example...!

Local newsletters

This year's theme is **Healthy and Connected** – do you receive local newsletters, eg listings for your local art gallery, sports club or cinema? Reply to it and ask them to share Carers Week events in their next newsletter. Many are very receptive to direct requests.



More quick wins...

Just one click

In a local interest group such as 'Yoga in Hailsham,' or 'Clay pigeon shooting Battle? Share Carers Week events there too – it's so quick and simple

Running an event?

Create an event on Facebook (or ask someone else to), ensuring you tag us and the official Carers Week page so we can all share it too!

Add your event to the official Carers Week site events map

<https://www.carersweek.org/get-involved/events-near-you>

Lady wot lunches?

Ask your local café/pub/community centre/farm/ sports centre/surgery/village noticeboard/library to put up a poster – then as an added bonus, tag them in a public thank you



Ideas and useful links

Know a local Carers Discount Card business?

If you spot one of the Carers Card businesses on your travels, ask if they're doing anything for Carers Week. Your question may just prompt them to put on an event if they're not already!

CFTC website: <https://www.cftc.org.uk/>

Carers Week website: <https://www.carersweek.org/>

CFTC social media – we'll be sharing news, events and resources from now until Carers Week, across our accounts:



Resources pack coming soon

Leave us your email address and we'll send you a Carers Week resources pack including:

- A page of information about Carers Week and how it helps carers
- stats about carers
- a poster template
- a list of example social media posts
- a sample invitation
- a press release template you can send to local press about your event
- Logos
- Some photos you can use to promote your event
- Ideas for fundraising
- Gift Aid form
- Accessibility checklist – how can you ensure your event is accessible to as many people as possible?
- **More – any other ideas for things you think would be useful?**





What can you do?

- **Make a pledge today** - what can you do, who can you get involved?
- **Share your events with CftC** (give us the details)
 - For promotion on shared calendar and through social media etc.
 - To enable others to join you and support when appropriate
- **Encourage** attendance at the **Carer Awareness training**
- **Stay in touch** – keep us informed so we can inform others
- **Remember** to use and return **monitoring forms**
- **Start planning** - help us to make this the most successful Carers Week in East Sussex to date

What will you pledge?



CARERS WEEK 2018 PLEDGE



My Carers Week pledge is:

To host an information coffee morning

Name.....Jennie Smith.....

Organisation/Community.....ABC Community.....

.....



CARERS WEEK 2018 PLEDGE



My Carers Week pledge is:

To have a photo done for the Care for the Carers media campaign and post something on my Facebook page

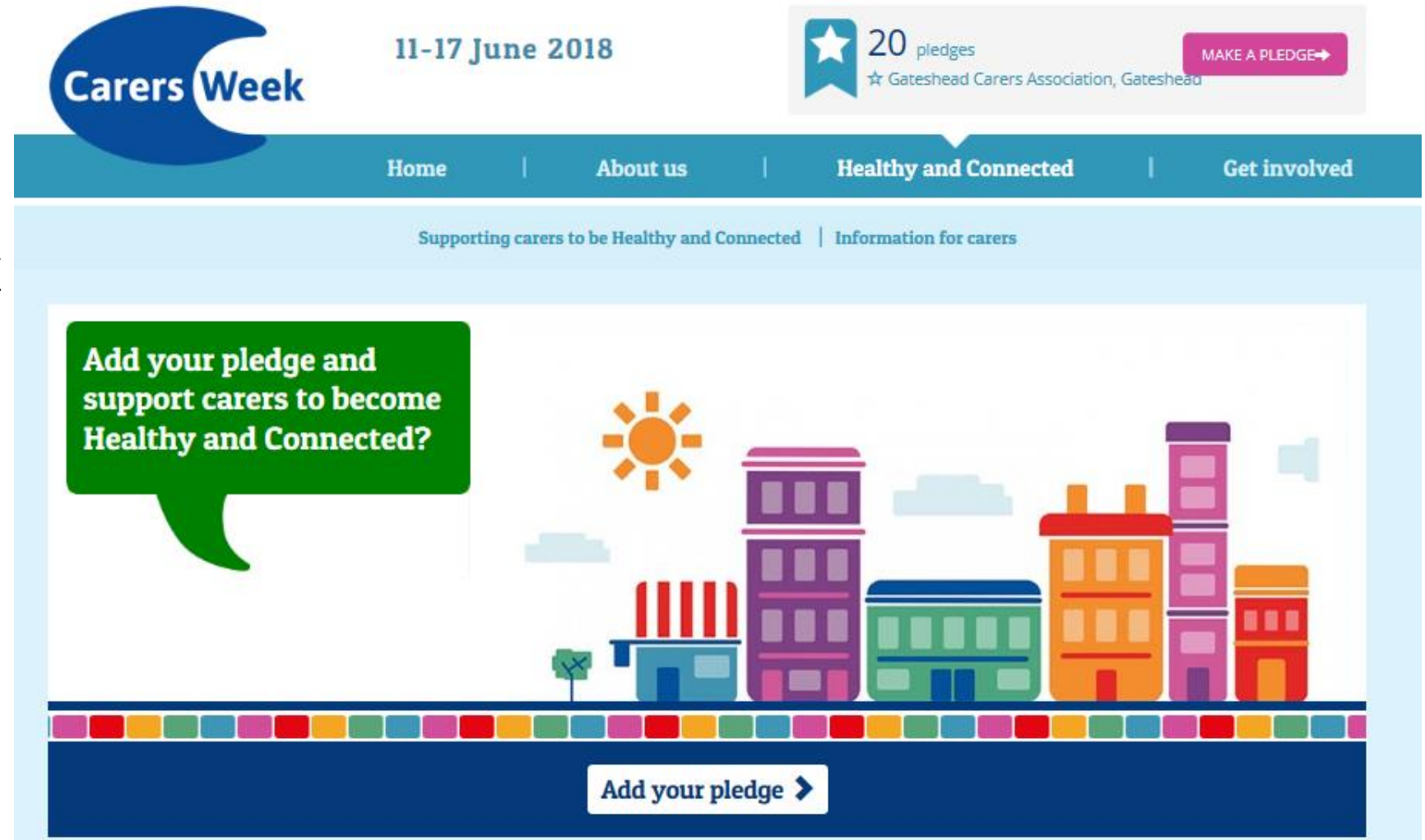
Name.....Tommy Edwards

Organisation/Community.....Carer.....

.....



- ❖ Raise East Sussex national profile
- ❖ Make a pledge
- ❖ Add your event



www.carersweek.org



Contact information

To promote your event locally contact Annie anniem@cftc.org.uk

To talk about local events, resources or get information and/or make a carer friendly community nomination contact Carole caroleg@cftc.org.uk

To visit the national website for information, resources or to make a pledge www.carersweek.org

Call Care for the Carers and ask for Annie, Carole or Teresa on **01323 738390**



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