



Carers Week Campaign Pack

About Carers Week

Carers Week takes place from 7th June to 13th June 2021.

The week celebrates and recognises the vital contribution made by over 69,000 unpaid carers in East Sussex - 6.5 million carers in the UK — and the people who look after a relative, friend or neighbour who couldn't manage without their help.

Making Caring Visible and Valued

This year's focus is 'Making Caring Visible and Valued', and we're asking carers, the community, partners and local organisations to come together and celebrate carers. Everyone can get involved to recognise carers, raise awareness and show support.

Carers are continuing to face new challenges as a result of the Coronavirus pandemic, and many carers are taking on more caring responsibilities. There are an estimated additional 34,000 carers in East Sussex who are looking after someone because of the pandemic. More than ever, it's important that we highlight carers and the vital role that they do.

How you can support Carers Week

Carers Week offers a great platform to raise awareness and make carers visible in your community and with your networks. Here's what you can do to show support.

- We have created social media covers, posts and tweets that you can add your logo to and share to spread the word in the run-up to Carers Week and during the week.
- Alternatively, create your own social media posts - the Carers Week logo is provided in the pack - and please do share Care for the Carers' social media content.
- Find out more on our website at: <https://www.cftc.org.uk/carers-week-7th-13th-june-2021-making-caring-visible-and-valued-2> and use this link in your communications, as it includes Carers Week information and activities for East Sussex carers.
- Use the Carers Week posters in the pack, and add your logo if you prefer. You can take photos of your colleagues, friends and family holding the posters and share on social media for Carers Week.
- Tag us into your social media posts: Twitter: @care4thecarers, Facebook: @careforthecarers, Instagram: @careforthecarers.

- Use hashtags: #CarersWeekEastSussex, #CarersWeek and #CareForTheCarers.
- Add Carers Week to your email signature, files are in the pack.
- Raise awareness about carers and what they do so that we can reach hidden carers. More information about being a carer is on [our website here](#).
- Share the free events available for carers, visit our Carers Week [website page here](#).
- New Digital Resources for carers will be launching and available on 7th June 2021 on our website at: <https://www.cftc.org.uk/resources-for-carers/digital-resources>. Please spread the word so that carers can make the most of the resources on offer.
- We're also making Employers for Carers membership available for free to employers in East Sussex with up to 250 staff. This will help to empower employers to support their staff who are also unpaid carers. Further information will be available at: <https://www.cftc.org.uk/make-a-difference/employers-and-businesses>
- Everyone can make your voices heard on the Carers Week [Voices Wall here](#) and you can [pledge your support here](#).
- Further details and resources are on the Carers Week [website here](#).

If you would like any assistance or further details about Carers Week, contact Sonya Brucciani, Communications Officer, Care for the Carers. Phone: 07547 657571, email: sonyab@cftc.org.uk