



**EURO  
CARERS**

European Association **Working for Carers**

# European Carers Day



EUROPEAN  
**CARERS**  
DAY - 06 OCT.

Toolkit for  
member association

# Together we are louder



Let's unite the local, regional and national efforts into one powerful awareness campaign at European level

# Introduction

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The idea is to coordinate and foster national efforts to **raise awareness of carers' issues** under a pan-European structure. We will therefore be able to capitalise on existing actions and enable/facilitate new initiatives among less-advanced parts of Europe.

The campaign does not consist of a once-off activity but rather of a **continuous effort with peak activities** revolving around an identified date (European Carers Day) and specific annual themes

Eurocarers will produce **campaigning material** (posters, calls to action, press releases,...) easily adaptable and translatable into the reality of each country.

# The symbol



Symbolism of the circle:  
universal, point of focus,  
target, unity, inclusion,  
revolution, perfection



Moebius ring:  
ongoing/infinite circle

2 colors:  
fire/water,  
warm/cold,  
pros and cons about  
being a carer

2 C's entangled:  
Carers and Carees  
(only in English)

View from the top:  
2 people hugging

# The logo

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EUROPEAN  
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# The date



A consultation of our Member Organisations was carried out.

The celebrations are scattered throughout the year.

3 countries are celebrating their National Carers Day on **October 6**. This date was chosen by the Board.

# The concept



The campaign will run through several milestones with a view to meeting the overall objectives above.

In order to achieve meaningful success, **each year** the broad goals will be translated into a **specific**

**issue** that carers face to make progress towards the Eurocarers '*Enabling Carers to Care*' strategy.

Steps of the strategy	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8	STEP 9	STEP 10
2020	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2021	✓	✓	✓		✓			✓	✓	✓
2022	✓	✓	✓	✓		✓		✓		✓
2023	✓	✓		✓	✓		✓	✓	✓	



**ENABLING  
CARERS TO CARE**  
An EU Strategy to support  
and empower informal carers

# The strategy



- 1** Define and **ACKNOWLEDGE** Carers
- 2** **IDENTIFY** your Carers
- 3** **ASSESS THE NEEDS** of your Carers
- 4** Support **MULTISECTORAL CARE** partnerships for **INTEGRATED AND COMMUNITY-BASED CARE** services
- 5** Facilitate Carers' **ACCESS TO INFORMATION** and advice about care, caring and care-life balance
- 6** Pay attention to Carers' health and **PREVENT NEGATIVE HEALTH outcomes**
- 7** Give Carers a **BREAK**
- 8** Provide Carers with access to **TRAINING** and recognise their **SKILLS**
- 9** Prevent Carers' **POVERTY** and allow them to maintain an **ACTIVE professional/educational life**
- 10** Adopt the **CARERS' PERSPECTIVE** in all relevant policies

# The targets



European **carers**

**General public,**  
including the **media**

**Policymakers** at EU  
and national level

06 October 2020

first celebration of  
**European Carers Day**

# ECD 2020 in figures



**The ECD posters** have been translated into **13 languages**

**The infographics** were available in **5 languages**

**The main Eurocarers Twitter** account generated **10.900 Impressions**

**The European Carers Day Twitter** produced **14.700 Impressions**

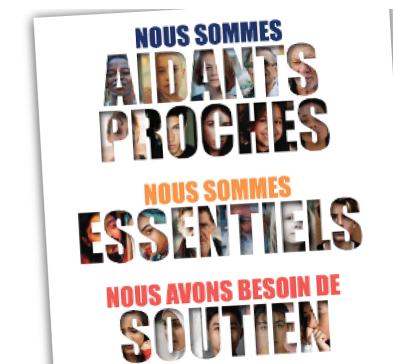
**5.000 people** have been reached via our **Facebook page**

**The ECD website** has attracted more than **5.000 visitors in October**

**Huge peak in the number of visits** on the main Eurocarers website on the day

We even have a **song about carers !** (in Slovenian, from the Anton Trstenjak Institute)

**Ευρωπαϊκή Ημέρα Περιθάλποντα**  
Δωρεάν Διαδικτυακό Σεμινάριο για περιθάλποντες μέσω zoom



Πέμπτη 8 NEWS OPINION INTERVIEWS PM+ POLICY MAGAZINE EVENTS MORE

## THE PARLIAMENT POLITICS, POLICY AND PEOPLE MAGAZINE

Δηλώσεις συμμετοχής

### European Carers Day: urgent need to shed light on carers and issues they face

European Parliament's Informal Carers Interest Group Co-chairs call on MEP colleagues to join up and help provide carers with 'a strong Parliamentary voice'.



## EUROPEAN CARERS DAY - 06 OCT.



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Napovednik programa Dnevi medgeneracijskega sožitja 2020



## WE ARE INFORMAL CARERS

www.carersday.eu

Sonntag, 4. Oktober 2020

EUROPAISCHER TAG DER PFLEGENDEN ANGEHÖRIGEN AM 6. OKTOBER 2020

WIR SIND PFLEGENDE

**Frances Fitzgerald MEP** @FitzgeraldFrncs · 1h  
Today is the first-ever #CarersDay\_EU

I joined @vickicassery & her son James to talk about Care

We need a 'European Carers Strategy' to ensure that the EU supports the valuable work of our carers. I am working with @EPPGroup & @RadkeMdEP to make this a reality



### Europeiska anhörigdagen

Webbinarium 6 oktober, kl. 10.00-11.30

Nationell kompetenscentrum anhöriga bjuder in till ett webbinarium för att uppmarkera den nationella anhörigdagen och minnstiftade European Carers Day.

I förlåtande till övriga Europa har Sverige ett bra stöd till anhöriga, men mycket finns kvar att göra. Vad kan vi göra bättre?

Mätkategori:  
Politiker, chefer, personal, anhöriga och andra intresserade  
Webbinariet hålls på svenska

Ämnet dig här:

Anslutning  
https://www.socialedata.se/...

År:

2020

Uppföljning:

...



09 OCT 2020 | 15:00 CEST

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European Carers Day 2021  
*Focus on Young Carers*

Slogan “ ”

# YOUNG CARERS: identify, listen and support



# Side messages “ ”

**Young carers exist, they  
should be recognized**

**Young carers should be able to  
exercise their rights**

**Young carers must receive  
adequate support!**

# Campaign material



- + Visuals  
(Posters, Infographics, ...)
  - + Podcasts
  - + Calls to action
  - + Press releases
- 
- The diagram illustrates the distribution of campaign material. Four main categories—Visuals, Podcasts, Calls to action, and Press releases—are shown on the left, each represented by a yellow plus sign icon. From each category, multiple yellow lines radiate outwards to a vertical column of five social media icons on the right: Facebook (f), Twitter, Instagram, LinkedIn (in), and a computer monitor icon labeled '(dedicated website)'. This visual metaphor represents how various types of campaign content can be shared across different digital platforms.



#WeAreCarers\_EU  
#CarersDay\_EU  
#youngcarer

# Campaign material



## + Visual IDENTIFY

The poster features a photograph of a young woman with curly hair, resting her chin on her hand in a contemplative pose. In the background, bookshelves filled with books are visible. The top left corner contains the Euro Carers logo and the text "European Association Working for Carers". The central text is a quote in white, stylized font: "I WISH I DIDN'T HAVE TO WORRY SO MUCH". Below the quote is the European Carers Day logo, which consists of a circular emblem with orange and yellow segments, and the text "EUROPEAN CARERS DAY - 06 OCT.". To the right of the logo, a white box contains the text "Young carers must receive adequate support". At the bottom, a red banner displays the slogan "YOUNG CARERS: identify, listen and support" and the website "www.carersday.eu".

# Campaign material



## + Visual SUPPORT



# Campaign material



- + Visual LISTEN

The poster features a close-up photograph of two young women. One woman in the foreground, wearing an orange sweater, is looking down at her blue smartphone with a serious expression. Another woman in a green jacket is visible in the background, slightly out of focus. The text on the poster reads:

**DON'T ASSUME:  
ASK WHAT IS  
GOING ON!**

**Young carers exist  
*they should be recognised***

**YOUNG CARERS: identify, listen and support**

[www.carersday.eu](http://www.carersday.eu)

Logos include the Euro Carers logo (blue square with white stylized figure) and the European Carers Day logo (orange and red circular graphic).

# Campaign material



## + Banners



**DON'T ASSUME:  
ASK WHAT IS  
GOING ON!**

Young carers exist  
*they should be recognised*

**EUROPEAN  
CARERS  
DAY - 06 OCT.**



**I WISH I DIDN'T  
HAVE TO WORRY  
SO MUCH**

Young carers must  
*receive adequate support*

**EUROPEAN  
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**I WISH I HAD  
THE TIME FOR  
FUN ACTIVITIES**

Young carers should be  
able to exercise the  
*same rights as any child*

**EUROPEAN  
CARERS  
DAY - 06 OCT.**

# Campaign material



## + Banners



# Campaign material

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 Translations available

**BG - DE - DK**

**EST - FI - FR**

**NL - SL - SW**

# Campaign material



## Podcasts

- Extracts from the International Young Carers Conference
- Young carers testimonies
- Stakeholders statements



# Campaign material



## + Call to action



Hilla adicius est  
verferum fugitae  
escias evel int.  
Caessim poreici



Cum  
eostenihitae etur,  
idignim que et  
laccupt



Labor ma quam  
dolum et as si  
ium autem



Exerferroro  
tendae voles  
mo tem et ut es  
dolescil estis



Mus sum  
quam, occati  
alictum dio tem  
experferum nati



Pideres veliqui  
comnim  
numetures



Atiorerunt  
veliquos non pa  
nus alibus atur  
acerum

**Invite carers to share their  
testimonial**



Use of the campaign website  
and the MeWe booklet  
as a platform

[www.carersday.eu](http://www.carersday.eu)

# Campaign material



## + Press releases



**Eurocarers will prepare  
press releases**



You will be able to translate  
them and to make them  
country-specific

# Campaign material



- + ECD badges



Badges are available on demand to the Eurocarers Secretariat

# Additional feature

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- + **Policy call to action** written jointly by **Young Carers** across Europe  
(cf Policy dialogue @IYCC)

# Targets



## GENERAL PUBLIC



## ECD PODCASTS

## EUROPEAN CARERS

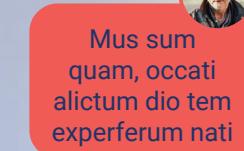
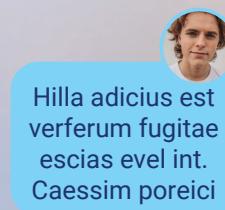


## ECD PODCASTS



EUROPEAN  
CARERS  
DAY - 16 OCT.

## POLICY MAKERS

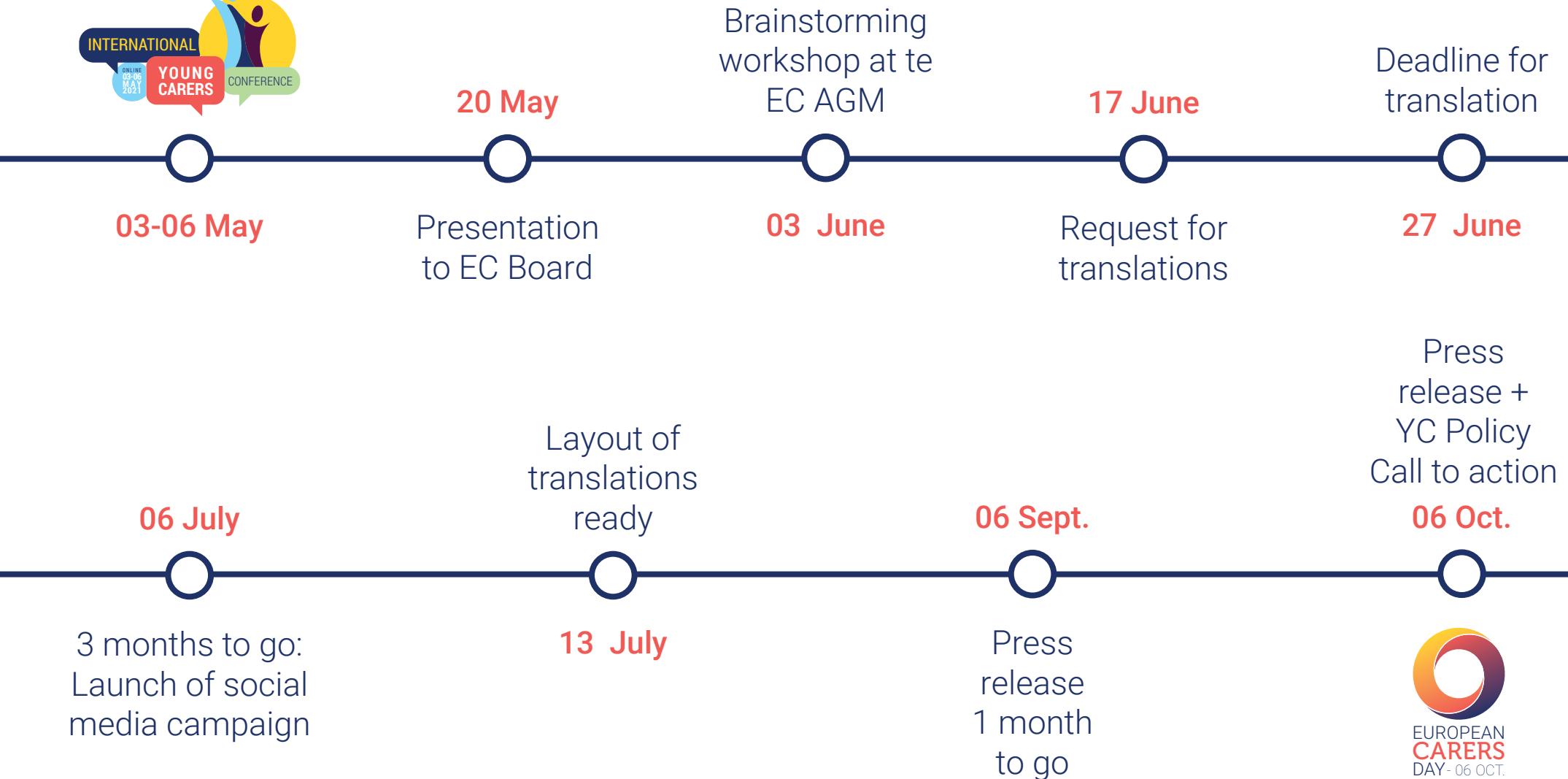


## PRESS RELEASES & POLICY CALL TO ACTION



## ECD PODCASTS

# Timeline



EUROPEAN  
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Together let's make 2021 a milestone  
for young carers empowerment

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