European Carers Day

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
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

Moebius ring: ongoing/infinite circle

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

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
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 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.

<table>
<thead>
<tr>
<th>Steps of the strategy</th>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
<th>STEP 4</th>
<th>STEP 5</th>
<th>STEP 6</th>
<th>STEP 7</th>
<th>STEP 8</th>
<th>STEP 9</th>
<th>STEP 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2021</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2022</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2023</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
# The strategy

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><em>Define and ACKNOWLEDGE Carers</em></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><em>IDENTIFY your Carers</em></td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><em>ASSESS THE NEEDS of your Carers</em></td>
</tr>
<tr>
<td><strong>4</strong></td>
<td><em>Support MULTISECTORAL CARE partnerships for INTEGRATED AND COMMUNITY-BASED CARE services</em></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><em>Facilitate Carers’ ACCESS TO INFORMATION and advice about care, caring and care-life balance</em></td>
</tr>
<tr>
<td><strong>6</strong></td>
<td><em>Pay attention to Carers’ health and PREVENT NEGATIVE HEALTH outcomes</em></td>
</tr>
<tr>
<td><strong>7</strong></td>
<td><em>Give Carers a BREAK</em></td>
</tr>
<tr>
<td><strong>8</strong></td>
<td><em>Provide Carers with access to TRAINING and recognise their SKILLS</em></td>
</tr>
<tr>
<td><strong>9</strong></td>
<td><em>Prevent Carers’ POVERTY and allow them to maintain an ACTIVE professional/educational life</em></td>
</tr>
<tr>
<td><strong>10</strong></td>
<td><em>Adopt the CARERS’ PERSPECTIVE in all relevant policies</em></td>
</tr>
</tbody>
</table>
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)
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 2021

*Focus on Young Carers*
YOUNG CARERS: identify, listen and support
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

#WeAreCarers_EU
#CarersDay_EU
#youngcarer
"I wish I didn't have to worry so much."

Young carers must receive adequate support.

Young carers: identify, listen and support.

www.carersday.eu
"I wish I had the time for fun activities"

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

YOUNG CARERS: identify, listen and support

www.carersday.eu
DON'T ASSUME:
ASK WHAT IS GOING ON!

Young carers exist
they should be recognised

YOUNG CARERS: identify, listen and support

www.carersday.eu
I wish I had the time for fun activities

Don't assume: ask what is going on!

I wish I didn't have to worry so much

Young carers exist, they should be recognised

Young carers must receive adequate support

I wish I had the time for fun activities

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

Banners

DON'T ASSUME: ASK WHAT IS GOING ON!
Young carers exist
they should be recognised

I WISH I DIDN'T HAVE TO WORRY SO MUCH
Young carers must
receive adequate support

I WISH I HAD THE TIME FOR FUN ACTIVITIES
Young carers should be able to exercise the same rights as any child

www.carersday.eu
www.carersday.eu
www.carersday.eu
Campaign material

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

Invite carers to share their testimonial

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

www.carersday.eu
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
Policy call to action written jointly by Young Carers across Europe (cf Policy dialogue @IYCC)
Timeline

- **20 May**: Presentation to EC Board
- **20 May**: Brainstorming workshop at EC AGM
- **17 June**: Request for translations
- **03 June**: Layout of translations ready
- **06 July**: Press release + YC Policy Call to action
- **06 Sept.**: Press release 1 month to go
- **06 Oct.**: 3 months to go: Launch of social media campaign
Together let’s make 2021 a milestone for young carers empowerment