



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

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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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 | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ | ✓ | |

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 Περιθάλπτοντα
Δωρεάν Διαδικτυακό Σεμινάριο για περιθάλπτοντες μέσω zoom



THE PARLIAMENT
POLITICS, POLICY AND PEOPLE MAGAZINE

NEWS OPINION INTERVIEWS PM+ POLICY MAGAZINE EVENTS MORE

Πέμπτη 8 Δεκεμβρίου 2020

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'.



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Napovednik programa Dnevi medgeneracijskega sožitja 2020



WE ARE INFORMAL CARERS
www.carersday.eu



Associação portuguesa unem-se para celebrar hoje o primeiro Dia Europeu do Cuidador que visa alertar para o "preto invisível" das cuidados informais e reconhecer os seus prestadores, queridos e muitas vezes não vistos.

Diã Europeu do Cuidador
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Ευρωπαϊκή Ημέρα Περιθάλπτοντα
Δωρεάν Διαδικτυακό Σεμινάριο για περιθάλπτοντες μέσω zoom

Ψυχίατρος, Θεολόγος - καθηγήτρια Α.Π.Θ. & αναγνώστρια Διαταραχών Συμπεριφοράς & Ομιλητές



EIMASTE ΟΙΚΟΓΕΝΕΙΑΚΟΙ ΦΡΟΝΤΙΣΤΕΣ
EIMASTE ΑΝΙΧΝΕΥΤΟΙ
ΧΡΕΙΑΖΟΜΑΙ ΥΠΟΣΤΗΡΙΞΗ



NOUS SOMMES AIDANTS PROCHES ESSENTIELS
NOUS SOMMES ESSENTIELS
NOUS AVONS BESOIN DE SOUTIEN

Shedding light on Europe's carers

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'.

WORLD MENTAL HEALTH DAY 2020
GREATER ACCESS TO SERVICES FOR FAMILY CAREGIVERS

Hans Koutsouras, Elizabeth Cunningham, George Christodoulou, Kallio Panagiotopoulos, Rosato Mizzia



Frances Fitzgerald MEP @FitzgeraldFmcs · 1h
Today is the first-ever #CarersDay_EU
I joined @vickicasserly & 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 & @RadtkeMdeP to make this a reality

EUROPÄISCHER TAG DER PFLEGENDEN ANGEHÖRIGEN AM 6. OKTOBER 2020

Zum ersten Mal wird am 6. Oktober 2020 der Europäische Tag der Pflegenden Angehörigen (ETPA) gefeiert. Mit der Einführung dieses besonderen Tages sollen die pflegenden Angehörigen als die tragenden Säulen der Pflege in Europa anerkannt werden.



Program
Europeiska anhörigdagen
Webbminärium 6 oktober, kl. 10.00-11.30

Nationellt kompetenscentrum anhöriga bjuder in till ett webinarium för att uppmärksamma den nationella anhörigdagen och reinväntade European Carers Day. I förhållande till övriga Europa har Sverige ett bra stöd till anhöriga, men mycket finns kvar att göra. Vad kan vi göra bättre?

WE NEED A 'EUROPEAN CARERS STRATEGY' TO HELP ACROSS EUROPE
10-12:49 views. ENSURE THAT WE SUPPORT OUR CARERS IN THE VERY

Across Europe, unpaid family carers and friends are the largest providers of health and social care support

ALTYcarersday.eu

IF GRACIAS HVALA KULTOS VAM EUCHARISTO THANK YOU DANKE

EUROPEAN CARERS DAY 06 OCT

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



(dedicated website)



#WeAreCarers_EU

#CarersDay_EU

#youngcarer

Campaign material

 Visual IDENTIFY




European Association Working for Carers

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


**EUROPEAN
CARERS
DAY - 06 OCT.**

Young carers must
receive adequate support

YOUNG CARERS: identify, listen and support

www.carersday.eu

Campaign material

 Visual SUPPORT




European Association Working for Carers

“
**I WISH I HAD
THE TIME FOR
FUN ACTIVITIES**
”


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

YOUNG CARERS: identify, listen and support

www.carersday.eu

Campaign material

 Visual LISTEN




EURO
CARERS
European Association Working for Carers

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


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YOUNG CARERS: identify, listen and support

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Campaign material

+ Banners



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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




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




Exerferrorro
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

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

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

Targets

GENERAL PUBLIC



ECD PODCASTS

EUROPEAN CARERS



Cum eostenihitae etur, idignim que et laccupt

Labor ma quam dolum et as si ium autem

Pideres veliqui comnim numetures

Atiorerunt veliquos non pa nus alibus atur acerum


Exerferorro tendae voles mo tem et ut es dolescil estis




ECD PODCASTS



POLICY MAKERS



Hilla adicius est verferum fugitae escias evel int. Caessim poreici



Mus sum quam, occati alictum dio tem experferum nati



ECD PODCASTS

PRESS RELEASES & POLICY CALL TO ACTION



Timeline



03-06 May

20 May

Presentation
to EC Board

Brainstorming
workshop at the
EC AGM

03 June

17 June

Request for
translations

Deadline for
translation

27 June

Press
release +
YC Policy
Call to action

06 Oct.



06 July

3 months to go:
Launch of social
media campaign

Layout of
translations
ready

13 July

06 Sept.

Press
release
1 month
to go



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