

## Carers Week 2021 VOCAL Partnership Toolkit

### Introduction

Carers Week is a UK-wide annual campaign which aims to:

- Work collaboratively with partners to raise awareness of caring
- Highlight the challenges unpaid carers face
- Recognise the contribution carers make to families, communities and the economy

Carers Week will take place from **7 – 13 June** and 2021's theme is **'Make Caring Visible and Valued'**. VOCAL is offering our partners the opportunity to engage with a whole host of planned activities.

In this toolkit, you will find VOCAL's different communications channels, planned events and activities, as well as resources and information that you can share with your networks. We would love your help in spreading the word and raising awareness of the importance of carers.

Social media posts and messages across your channels would be greatly appreciated. It doesn't need to be daily social media posts or a big campaign, but sharing a few Carers Week messages will help increase the impact of Carers Week, and make caring visible and valued.



# Our channels

In the lead up to, and during Carers Week, VOCAL will be sharing information, stories and news across our social media channels, in email newsletters and on our website.

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## Websites



VOCAL has the following three websites:

1. [VOCAL](#)

You'll find most of our activity on the 'Carers News' section

2. [Carers Training](#)

If you're looking for VOCAL's events and training opportunities, visit the Carers Training website. Carers can register to attend our range of events online and a member of the VOCAL team will be in touch.

3. [Wee Breaks](#)

Wee Breaks is VOCAL's offering of respite and short breaks for carers. We have virtual and in-person breaks available during Carers Week so please do check out the website.

## Social media

### Facebook Pages

- [VOCAL Edinburgh](#)
- [VOCAL Midlothian](#)
- [VOCAL Family Support Addictions](#)

### Facebook Groups

- [VOCAL Carers@Work](#)
- [Midlothian Parent Carer Peer Support](#)

### Twitter

- [VOCAL Edinburgh](#)
- [VOCAL Midlothian](#)

### LinkedIn

- [VOCAL](#)



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## Email news

To celebrate Carers Week, we will be issuing email newsletters to carers, partners and professionals. If you would like to share your activities or any information, please get in touch with Lora Vernon, [lvern@vocal.org.uk](mailto:lvern@vocal.org.uk)



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# Get involved

## Attend

During Carers' Week, we have two events that may be of interest. These aim to raise awareness of unpaid carers and support employers to create carer friendly workplaces.



## Think CARER Training

Online event for health and social care partners

**Mon 7 June | 2:00–3.00pm**

Think CARER training raises awareness of unpaid carers including the impact of caring and available support. Health and social care professionals are in an ideal position to identify carers and help them access the support and resources they need to improve their quality of life as well as that of the person they care for.

Training will take place via MS Teams and you can register via [MS Forms](#).

## Supporting Employers, Supporting Carers

Employers Event

**Thu 10 June | 10:00am–12:30pm**

VOCAL is committed to supporting employers to create carer friendly workplaces and invite you to join our event during Carers Week. This event will share how you can make carers visible and valued in your workplace and will feature two fantastic speakers.

[Vicky Zuiderent](#), Director of ViloSky will discuss gender equality in caring and the economic impact. You will also hear an inspirational personal story from [Fiona MacFarlane](#) about her caring journey spanning 40 years whilst also managing a very successful career!

Book now via [Eventbrite](#).



Carers Week™

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# Share

## Events and activities

We have events for carers in Edinburgh and Midlothian throughout Carers Week. Download our full programme [here](#).

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## General content

In the lead up to, and throughout Carers Week, we will be sharing content across our social media channels.

- **Twitter** – For our partner organisations, corporate businesses and the third sector. We will promote our activities, news and general carer messages here, but they will have more of a 'business' angle
- **Facebook** – Facebook is our main social media channel for reaching carers. Content will focus on promoting VOCAL's services, good news stories and events/activities.
- **LinkedIn** – Content will focus on sharing opportunities for organisations to get involved during Carers Week, as well as professional news.

We also recommend retweeting or reposting VOCAL's social media content across your social media platforms.

As well as sharing VOCAL's content, it's a great opportunity to share your own messaging across social media. We have drafted some suggested social media posts for you to share throughout Carers Week. These can be tweaked for different platforms.



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# Social media content

## Post content

## Timing Key message

Are you an unpaid carer? @VOCALEdinburgh & @VOCALMidlothian have a programme of events and activities during #CarersWeek, from 7-13 June. Find out more and register: [\[LINK\]](#)

W/C 24 May Events and activities

It's Carers Week next week! From June 7-13, we will be supporting unpaid carers to help make caring visible and valued #CarersWeek @VOCALEdinburgh @VOCALMidlothian

W/C 31 May General Carers Week support message

We're proud to support unpaid carers at [ORG NAME]. We're working with *[delete as appropriate]* - @VOCALEdinburgh and @VOCALMidlothian to become a Carer Positive Employer. Find out more about how we help carers: [YOUR LINK] #CarersWeek

Carers Week (7-13 June) Working towards Carer Positive

We're proud to support unpaid carers at [ORG NAME]. We're a Carer Positive Employer which means we value carers in the workplace and help them balance work and caring responsibilities. #CarersWeek

Carers Week (7-13 June) Carer Positive Employer

3 in 5 people will become a carer at some point in their lifetime which means that either you or someone you know may have caring responsibilities. There's a wide range of support available for unpaid carers. Find out more on VOCAL's website: <https://www.vocal.org.uk/> #CarersWeek

Carers Week (7-13 June) Linking to supports



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# Signpost and resources

## VOCAL Websites

VOCAL's websites provide a wealth of information for carers, partners, employers and professionals. Simply signposting colleagues to VOCAL websites is really valuable.

## Secure Online Referral

**3 in 5 people** will become a carer at some point in their lifetime and having access to information and support in the early stages is crucial. Raising awareness through your dedicated internal communications and external channels could help a carer in your organisation.

VOCAL's secure online referral form is a quick and easy way for unpaid carers to find out about VOCAL's services and begin their journey to receiving support. Following referral or self-referral, carers will receive a welcome booklet, as well as an initial phone call to explore their situation.

To find out more, visit our website: [For professionals - VOCAL](#)

## Resources

Carers' Week is an annual campaign, organised by a range of partners. There is a dedicated website for Carers Week activities and resources for general content. You can find more information here: [Home | Carers Week](#)

If you would like to promote VOCAL's events and activities programme, you can download images and resources here.



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