



**7-13 June 2021**

# **Activities to recognise and celebrate carers throughout the UK**

**Your guide to getting involved**



Headline supporter



# Thanks for taking part

Carers Week was established by Carers UK more than 25 years ago and is an annual campaign to raise awareness of caring and highlight the challenges unpaid carers face.

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## Health and safety notice:

Carers Week is a campaign made possible by Carers UK and other national supporting charities.

- Supporters will hold activities in “support of” and NOT on “behalf of” Carers Week or any of the supporting charities.
- Supporters will hold all activity in support of Carers Week 2021 virtually or in adherence to current restrictions and guidelines if in person.
- Event organisers are responsible for the health and safety of participants.
- Event organisers acknowledge that any views or opinion expressed or promoted during your activity or event are solely the ones of the individuals involved and do not necessarily reflect those of Carers UK or other supporting charities.
- You agree that you are responsible for the actions of people involved in the organisation and delivery of an activity.
- Carers UK accepts no liability or responsibility for any actions or results or adverse situations created as a direct result of your activity.
- Carers UK will not be responsible for any usage of any individual’s image captured during your activity.
- Carers UK public liability insurance does not provide cover for events which others manage in support of Carers Week. Please arrange your own public liability insurance if needed.
- You are responsible for conducting your own risk assessment for any risk associated with your activity. You can find guidance on risk assessment at <https://www.hse.gov.uk/event-safety/managing-an-event.htm>

# About Carers Week

Carers Week is an annual awareness campaign to bring caring out into the open – recognising the contribution carers make to families and communities throughout the UK.

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There are 6.5 million people in the UK who are carers. They are looking after a family member or friend who has a disability, mental or physical illness or who needs extra help as they grow older.

Caring impacts on all aspect of life, from relationships and health to finances and work. As carers continue to face challenging circumstances this year, it is vitally important that we connect them to the support they need to manage their own health and wellbeing.

Carers across the country have taken on huge challenges as a result of the COVID-19 pandemic. Many have had to provide more care while dealing with financial pressures and increased levels of isolation.

Last year, we raised the profile of unpaid carers with our theme of Making Caring Visible. This year we're building on that theme and will be focusing on not only recognising carers, but also valuing them for the vital contribution they make every day.

**This is why our theme for Carers Week 2021 is 'Make Caring Visible and Valued'.**

All of us, wherever we live, whatever we do, have a part to play.

In 2021, Carers Week is made possible through **Carers UK** working together with five other major charities: **Age UK, Carers Trust, Motor Neurone Disease Association, Oxfam GB** and **Rethink Mental Illness**.

COVID-19 continues to impact on what we can all do, and this year most activities will again be virtual. This guide contains everything you might need to make the most of Carers Week 2021 and how to help Make Caring Visible and Valued.



[Click to find out more about how to 'Make Caring Visible and Valued' in Carers Week](#)

# Get involved

Carers Week is brought to life by the individuals, groups and organisations taking action and running activities throughout the UK.

These activities reach carers, many of whom don't know that help is available. They support carers who need a boost to keep going. They enable carers to share their experience of caring both before and after the coronavirus outbreak, and to connect to support and information they might not know exists.

## Make Caring Visible and Valued

You can find downloadable resources on our website to help you promote your activity and support Carers Week:

Visit [carersweek.org/resources-and-downloads](https://carersweek.org/resources-and-downloads)

Whether you're thinking big or looking for a simple action to make a difference, we've got ideas, inspiration and resources to help you.

Running something virtual for the first time can be challenging, but don't worry, we have lots of ideas for you.

## Raise awareness across the UK

This year it is more important than ever for us all to come together and show our support for carers. **Add Your Voice** and **pledge your support**, share your support on social media, or contact your local politicians. There are all kinds of ways you can help to raise the profile of caring in communities and in the media throughout the UK.

## Recognise the impact of caring

Carers Week is the ideal time to focus on the impact that caring can have. Though caring can be rewarding, it's important that carers get the support they need to stop them putting off their own health needs or becoming isolated. Include information for carers in a newsletter or on your website, run a virtual event and invite an expert to speak, or share information about caring amongst your colleagues.

## Do something for carers

Caring can be a constant juggling and balancing act, sometimes without a moment's rest and many carers can feel isolated. Why not use this Carers Week as an opportunity to reach out and have a conversation with someone you know is caring?



Why not use Carers Week to reach out and have a conversation with someone you know is caring?





# Raise awareness across the UK

During Carers Week we're looking to raise the profile of caring in communities, places of work and in the media throughout the UK.

Together we can help people to identify themselves as carers and get the information and support they need. We can highlight the contribution unpaid carers make and the challenges carers face. We can show the world how important caring is, particularly during the coronavirus outbreak.

Here are some ideas for how you can raise awareness:

- » Pledge your support for Carers Week on our website: [carersweek.org/pledge](https://carersweek.org/pledge)
- » **Add Your Voice** for Carers Week: Add Your Voice on the Carers Week Website or on social media to help make caring visible
- » Spread the word about Carers Week on social media using our hashtag #CarersWeek Follow us on [Twitter](#) and [Facebook](#) /carersweek
- » Get in touch with local politicians and ask them to support Carers Week
- » If you provide services for carers, or you have changed how you run services for carers, use Carers Week to promote them
- » Run a virtual event for carers in your local community. We all like to connect to people, and many carers feel isolated, so why not host a virtual event? We have lots of ideas for how you could run one - read our Top Ideas for Virtual Activities for inspiration. You could even team up with other organisations to really make some noise and spread the message.
- » If you're able to do so in a safe and legal way, consider hosting an in-person event in your workplace
- » Download our [template news release](#) from our website to help promote your activity
- » Share information about caring with your colleagues. Ask your HR department how they're going to make the most of Carers Week to let staff know about support available for carers
- » Add your activity to the Carers Week activity counter and let us know what you're up to: [carersweek.org/activities](https://carersweek.org/activities)

Spread the word about Carers Week on social media using our hashtag #CarersWeek



[Click to Add Your Voice for Carers Week](#)

# Recognise the impact of caring

Carers Week is the ideal time to focus on the contribution made by carers, and how important they have been in their local communities and protecting vulnerable people.

Sometimes carers can find it challenging to take care of their own wellbeing whilst looking after someone. The impact that caring can have on all aspects of life should not be underestimated. Carers Week is a brilliant opportunity to make sure that carers are connected to support and have other people to talk to about their experiences.

Here are some ideas for how you can recognise and celebrate carers:

- » **Signpost carers to help and support services in your community.** Many local organisations come into contact with carers every day, such as health services, care providers, schools, local employers, volunteers and faith and community groups.
- » **Share information on your website, in a newsletter or on social media** so carers can find out about what support is available.
- » **Recognise the contribution carers make** to family life and to strong local communities. For example, faith communities could recognise the contribution that carers make in any virtual services they are running.
- » You could run an online **award ceremony**, where you recognise and say thank you to local services that support professionals and volunteers who support carers.
- » **Invite carers to tell their stories** – through creative writing, photography, poetry, presentations – and invite key people from your local community to judge or attend a virtual ceremony to find out more about what caring is really like.
- » To support any staff who are caring alongside their work you could set up an **employee carers' network** to share information.



Click to add your activity to the Carers Week listings map so carers can find it

# How you can support carers

For many carers, life is a constant juggling and balancing act and their role can lead to stress. Carers Week can provide the ideal time to take time to support a carer you know or reach out to carers in your local community.

Here are some ideas for how you can do something to reach out and support carers:

- » **Arrange an online wellbeing session with carers** – you could have a structured discussion on mindfulness, run regular wellbeing session so that carers can relax. You could run sessions on new skills or interests for local carers such as gardening or photography.
- » Invite **experts to share knowledge** online or through a virtual event, sharing techniques to help carers manage practical issues such as diet, nutrition and wellbeing.
- » Hold a **virtual event** during Carers Week. It's a great way for carers to talk to each other. Make it special by inviting your MP or councillor to attend.
- » Organise an **online quiz night** to give carers an opportunity to socialise.
- » Run an **online workshop** – it could be painting, knitting, drawing or even dancing – to let carers show their creative side and have fun!
- » Encourage carers to stay active and focus on their health and well-being with an **online exercise class**. You could give them tips on chair-based exercise or yoga, or for the more adventurous you could run a dance class!
- » Don't forget to add your activity to our website so you can order your free Carers Week pack! Add your activity here:

[carersweek.org/activities](https://carersweek.org/activities)



Have a look at our Carers Week activities listing for event inspiration and ideas



# Add Your Voice

This Carers Week we want everyone to come together and Make Caring Visible and Valued. It is more important than ever to recognise the important role that carers play in supporting the people they care for and local communities. So this year, **pledge your support** for carers or simply **Add Your Voice**.

Here are some ideas for how you can do something to reach out and support carers:

» **Pledge your support**

Share what you are going to do to support unpaid carers and pledge your support on our website: [carersweek.org/pledge](https://carersweek.org/pledge)  
You can write your own pledge, or add one of our suggested pledges

» **Add Your Voice for Carers Week**

Simply add Your Voice to the Carers Week website to help Make Caring Visible and Valued: [carersweek.org/voices](https://carersweek.org/voices)

» **Share on social media**

Spread the word about Carers Week on social media using our hashtag #CarersWeek  
Follow us on [Twitter](#), [Facebook](#) or [Instagram](#).

» **Keep spreading the word on social media and encourage more people to Add Their Voice for Carers Week**

Encourage people in your newsletters, professional networks and friends and family to take part. There are online resources to use on social media [which you can find here](#).

"I'm adding my voice to celebrate the work of carers across the UK"



"Carers are more important than ever in the current crisis."

Visit the Carers Week website to pledge or Add Your Voice



# Top ideas for virtual activities

There are loads of ways you can get involved virtually with Carers Week 2021. Here are our top virtual activity ideas.

- » **Hold an online event for carers in your local area.** There are loads of free to use software from Zoom, Facebook Live, Microsoft Teams or loads of others. This is a great way for carers to connect and share their experiences. Remember that some people won't have used these software before so may need more help to join in.
- » **Host an online advice or information drop-in session.** There are loads of experts who can help connect carers to support or even offer well-being tips.
- » **Hold a live Question and Answer session** with carers, carers could submit their questions in real time on social media or in advance on email. You, or an expert you invite, could answer their questions.
- » **Host an online quiz, karaoke session or book club.** This is a great way for carers to connect with other carers and to take a break.
- » **Create a playlist of relaxing songs** using YouTube or Spotify, which you can share with carers to help them unwind and take a break.
- » **Hold a competition** where carers submit short stories, poems or photos about their experiences or caring. You could host an online ceremony to celebrate the great entries.
- » **Include information and advice in your email newsletter.** You can help carers access much needed information about caring through your newsletters, or attach the '*Are You Looking After Someone?*' guide.
- » **Host an online physical activity session** teaching participants about simple chair exercises or other activities they can do from home as a way to look after their health and wellbeing. For the more adventurous, you could consider running an online aerobics class or Zumba class!

Why not host a virtual drop in where carers can come and ask questions?



You can help carers access much needed information about caring through your newsletters



## Virtual offline activities

We know not all carers have access to the internet, or a reliable connection. It is more important than ever that we take the time to check in with those carers who might be feeling even more isolated than normal.

- » Not everyone is able to get online but they still want to connect with other people. **Set up a telephone chat with local carers or volunteers**, each one can call a local carer and have a conversation in Carers Week. Use a free telephone service or let the callers know about the cost of phoning.
- » **Send information to local carers.** Accessing information and support about caring is so important, so why not send information on caring to local carers, this could be in the post.
- » **Post activity ideas to carers** who prefer to receive information by post – this could include ideas for keeping fit while at home, healthy recipe ideas, or other ideas to help carers look after their health and wellbeing.
- » **Send a letter and create new pen pals.** Everyone likes receiving post so why not write a personal note to local carers or encourage volunteers to write cards to carers on behalf of your organisation. To respect data protection you could post these out yourself.
- » Ask local businesses or health services who are open to **display posters in their windows or on noticeboards** about how much they value unpaid carers

**Don't forget to add your activities for Carers Week.**

Visit the website to check out our activity listings for even more event inspiration

Take the time to check in with those carers who might be feeling even more isolated than normal





## About Carers Week

Carers Week is an annual awareness campaign to celebrate and recognise the vital contribution made by unpaid carers across the UK.

In 2021, Carers Week is made possible through **Carers UK** working together with five other major charities: **Age UK**, **Carers Trust**, **Motor Neurone Disease Association**, **Oxfam GB** and **Rethink Mental Illness** with **British Gas** the headline supporter, and with **Nutricia** continuing their support this year.

Find out more about caring and how you can get involved with the campaign at [carersweek.org](https://carersweek.org)

Carers Week is made possible by Carers UK working with five other national charities.

Carers UK is a charity registered in England and Wales (246329) and in Scotland (SC039307) and a company limited by guarantee 864097.

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