



# European Carers Day



EUROPEAN  
**CARERS**  
DAY - 06 OCT.

General Assembly  
workshop

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

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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  
**CARERS**  
DAY - 06 OCT.



EUROPEAN  
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# The date

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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

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- 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

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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

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**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



**THE PARLIAMENT**  
POLITICS, POLICY AND PEOPLE MAGAZINE

NEWS | OPINION | INTERVIEWS | PM+ | POLICY | MAGAZINE | EVENTS | MORE

## 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.

Dijana Lukic  
Izvršna vodja projektor in prireditev ZO  
**Zveza društev upokojencev Slovenije**  
Kebetova ulica 9, 1000 Ljubljana  
T: +386 1 620 34 82 / M: +386 51 656 532  
Nadvovednik programa Dnevni medgeneracijskega sožitja 2020

**WE ARE INFORMAL CARERS**

www.carersday.eu

Associação portuguesa utiliza-se para celebrar hoje o primeiro Dia Europeu do Cuidador que visa alertar para o "preto trabalho" das milhões de pessoas a nível da Europa, que são cuidadoras, geralmente não remuneradas, que cuidam de pessoas com necessidades de cuidados de saúde, em situações de "cuidado de longo prazo", e também, e não menos importante, de pessoas com necessidades de cuidados de saúde, em situações de "cuidado de longo prazo".



**Program**  
**Europeiska anhörigdagen**  
Webbinarium 6 oktober, kl 10.00-11.30

Nationellt kompetenscentrum anhöriga (NCA) är ett samlingsrum för ett omfattande antal nationella anhörigdagar och europeiska European Carers Day.

I höstade 18 olika Europa har Sverige ett bra utbud av aktiviteter, men hur ska vi göra det tillgängligt för alla? Vi vill höra om dina idéer!

**Målgrupp:** Familjer, vänner, personal, anhöriga och andra intresserade

**Webbinariet hålls på svenska**

**Anmäl dig här:**

[Anmäl dig här](#)

**Frances Fitzgerald MEP** @FitzgeraldFmco · 1h  
Today is the first-ever #CarersDay\_EU  
I joined @vickicasey & 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 & @RadiceMEP to make this a reality

WE NEED A 'EUROPEAN CARERS STRATEGY' TO ENSURE THAT THE EU SUPPORTS THE VALUABLE WORK OF OUR CARERS. I AM WORKING WITH @EPPGROUP & @RADICE MEP TO MAKE THIS A REALITY

Associação portuguesa utiliza-se para celebrar primeiro Dia Europeu do Cuidador

Em Portugal, associamos e celebramos o Outubro Portugal, o Mês Nacional de Cuidados à Saúde e à Família / Care - Associação para Apoio a Cuidar de Pessoas que Cuidam

**Receba os alertas do Observador**  
Com este e-mail, você receberá as notícias e atualizações de conteúdo que são relevantes para você.



Ευρωπαϊκή Ημέρα Περιθάλπτοντα  
Σεμινάριο για περιθάλπτοντες

6 Οκτώβρη | 19.00 - 21.00

Μηνίστριος, Θεολόγος - καθηγήτρια Α.Π.Θ. & καθηγήτρια Διαπολιτισμικών και Διεθνών Φιλολογιών Ε.Κ.Πατρικής Σχολής

Τη μνήμη που 'χασες στα χέρια μου κρατώ



**EUROPEAN CARERS**

EUROPEAN CARERS DAY

**NOUS SOMMES AIDANTS PROCHES ESSENTIELS**

**NOUS SOMMES ESSENTIELS**

**NOUS AVONS BESOIN DE SOUTIEN**

Shedding light on Europe's Carers

REPORTAGE

EUROPEAN CARERS DAY

**EIMAZTE OIKOGENEIAKOI ΦΡΟΝΤΙΣΤΕΣ**

**EIMAZTE ΑΠΑΡΑΙΤΗΤΟΙ**

**ΧΡΕΙΑΖΟΜΑΙΤΕ ΥΠΟΣΤΗΡΙΞΗ**

**World Mental Health Day 2020**

Greater Access to Services for Family Caregivers

10th October 2020

these hands are holding dreams they don't let go

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

**Gracias HVALA KÍLTOS VAM EUCHARISTO THANK YOU**

THANK YOU

EUROPEAN CARERS DAY - 06 OCT

European Carers Day 2021  
*Focus on Young Carers*

Slogan “ ”

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



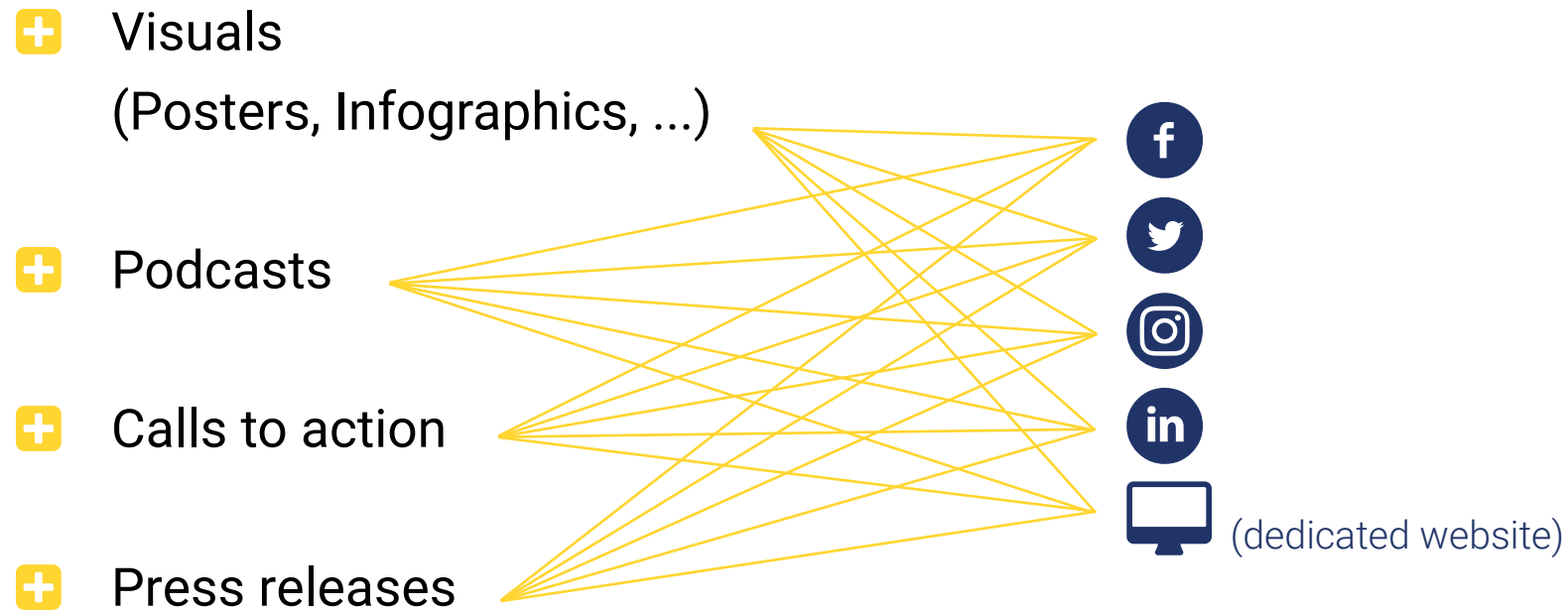
# Side messages “ ”

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

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

**Young carers must receive  
adequate support!**

# Campaign material



**#WeAreCarers\_EU**  
**#CarersDay\_EU**




# Campaign material

 Visual IDENTIFY



**EURO CARERS**  
European Association Working for Carers

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

  
**EUROPEAN  
CARERS  
DAY - 06 OCT.**

Young carers exist  
*they should be recognised*

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

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

# Campaign material

+ Visual LISTEN



**EURO CARERS**  
European Association of Working for Carers

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

**EUROPEAN  
CARERS  
DAY - 06 OCT.**


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


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

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# Campaign material

 Visual SUPPORT



 EURO CARERS  
European Association Working for Carers

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

 EUROPEAN  
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# Campaign material

## + Banners



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# Campaign material

## + Banners



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# Campaign material

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 Visuals

**BG - DE - DK**




**EST - FI - FR**

**NL - SL - SW**

# Campaign material

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## 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 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)

## GENERAL PUBLIC



ECD PODCASTS

## EUROPEAN CARERS



## POLICY MAKERS

Cum eostenihitae etur, idignim que et laccupt

Labor ma quam dolum et as si ium autem

Exerferorro tendae voles mo tem et ut es dolescil estis

Pideres veliqui connim numetures

Atiorerunt veliquos non pa nus alibus atur acerum



ECD PODCASTS

Hilla adicius est verferum fugitae escias evel int. Caessim poreici



ECD PODCASTS

## PRESS RELEASES & POLICY CALL TO ACTION

Mus sum quam, occati alictum dio tem experferum nati



# Timeline



03-06 May

20 May

Presentation  
to EC Board

Brainstorming  
workshop at the  
EC AGM

03 June

07 June

Request for  
translations

Deadline for  
translation

21 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

# General Assembly workshop

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✚ Thoughts and suggestions on the campaign

❓ Is the campaign relevant to your work?

# General Assembly workshop

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✚ Policy dialogue: how to gather YC and write a call to action

❓ Could you recommend a young carer to be part of the writing team?

# General Assembly workshop

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## + Your involvement

- ① Have you (will you) plan activities for ECD?
- ① Would you like to support the secretariat with the campaign?



# General Assembly workshop

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✚ Theme for 2022

❓ What would be your suggestion for next year's theme?



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

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