



EUROPEAN
CARERS
DAY - 06 OCT.



Cuidadores Portugal

6 de outubro - Dia Europeu dos Cuidadores



SECÇÕES REGIONAIS: Açores • Centro • Madeira •

ÁREA RESERVADA ENFERMEIROS REGISTADO

HOME PAGE > EVENTOS > DIA EUROPEU DO CUIDADOR

Dia Europeu do Cuidador



Norte | Centro | Sul

A ORDEM DOS FARMACÊUTICOS

ÁREAS PROFISSI



21
PSIS

PUBLICAÇÕES



Portugal: European Carers Day

Invited to participate:

First Year

- National Health Professionals Board – Doctors, Nurses, Psychologists and Pharmaceutics
- Movements of carers- Merck
- Press Release to media

Portugal: European Carers Day

Invited to participate:

Second Year

- Conference with City Council of Vila Nova de Gaia
- President of Republica of Portugal
- Youth Institute
- National Comission for the Promotion of the Rights and Protection of Children and Youth
- Press Release to media



Jovens
CUIDADORES



WEBINAR

Jovens Cuidadores

**Dia Europeu
do Cuidador
6 de Outubro**





EUROPEAN
CARERS
DAY - 06 OCT.

- Each country do an Eurocares' Day Strategic Plan
- Identify Key stakeholders (Health Professionals Associations; Companies)
- Emotional Engagement “real life stories”
- Engagement them solving or helping this peoples life
- Engagement in dissemination (“Give them voice”)
- **Key words:** No costs; Institution visibility and connected with their social responsibility; Branding; include real figures





EUROPEAN
CARERS
DAY - 06 OCT.

Dissemination

- Tips: Make it clear “just give it simple” (not give extra work: use eurocarers translated documents/images): What you want and when?
- Use this time as an opportunity to give carers a voice and build relation or just to know you and your work
- United efforts with other carers’ association (sharing logos) and also lobby politics
- Think about powerful words and images (eurocarers)

