



# European Carers Day



EUROPEAN  
**CARERS**  
DAY - 06 OCT.

Looking back &  
planning ahead

**06 October 2021**

**second celebration of**

**European Carers Day**

# ***ECD 2021 in figures***

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**The ECD posters have been translated into 11 languages**

**3 press release templates have been shared with our members**

**The main Eurocarers Twitter account generated 9.600 Impressions**

**The European Carers Day Twitter produced 13.900 Impressions**

**8.400 people have been reached via our Facebook page**

**The ECD website has attracted more than 5.000 visitors in October**

**There was also a huge peak in the number of visits on the main Eurocarers website on the day**

**The campaign was relayed by a lot of sister organisations**



**481**  
total tweets ?

2,161.47 €  
economic value ?

DATE RANGE  
10/5/2021 - 10/14/2021

TEXT TWEETS 2.49% ? 12

REPLIES 2.91% ? 14

RETWEETS 60.91% ? 293

LINKS AND IMAGES 35.76% ? 172

1,429,698  
potential impacts ?

1,107,871  
potential reach ?

320  
total contributors ?

15  
tweets per contributor ?

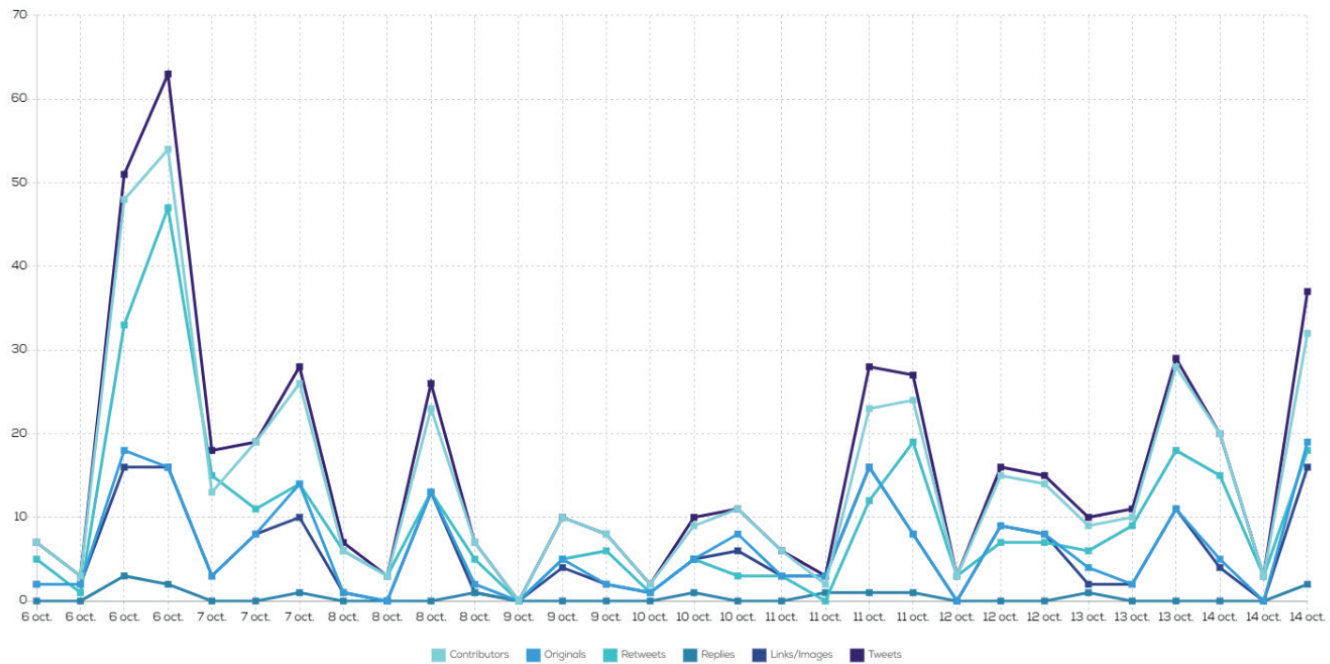
3,462.1  
followers per contributor ?

188  
original tweets ?

109  
original contributors ?

1.72  
original tweets per contributor ?

tweets activity





**Sarah Rabhi-Sidler** @SRabhiSidler · 6 oct. 2020



Le 6 octobre est le European Carers Day. Merci à tou-te-s les proches aidant-e-s pour leur énorme travail! Careum School of Health les soutient à travers ses programmes de recherche: young carers, work & care, Aging at home. [kalaidos-fh.ch/en-GB/Forschun...](http://kalaidos-fh.ch/en-GB/Forschun...)  
[#CarersDay\\_EU](#) [#WeAreCarers\\_EU](#)



**Carers Trust Scotland** @CarersTrustScot · 13 oct.



On [#CarersDay\\_EU](#), we were delighted to present at [@CuidadoresPort1](#) event on young carers in Scotland & our Together: A Whole Family Approach for Young Carers project! 🗣️ You can check out the webinar here: [bit.ly/3AOll3X](http://bit.ly/3AOll3X) [#together\\_project](#) [@Eurocarers\\_info](#)



youtube.com

Webinar Jovens Cuidadores | Dia Europeu do Cuid...  
Assista ao webinar Jovens Cuidadores no Dia Europeu dos Cuidadores.



**EPP Group** @EPPGroup · 6 oct.

On [#CarersDay\\_EU](#) we recall the urgency for a [#EuropeanCareStrategy](#).

[@RadtkeMdEP](#): "It's urgent to act now, because we have an ageing society. This is about the centre of Christian Democracy, because we are talking here about human dignity".

Watch




**Pårørendealliansen** @ParorendeAllian · 6 oct.

6 oktober [#CarersDay\\_EU](#) [#carers](#) [#youngcarers](#) [#ungpårørende](#)  
[@Eurocarers\\_info](#) [@CarersDay](#) Young carers must be included in carers strategy:



**Paul Byrne** @byrneplan · 6 oct.

[@NatFedVolBodies](#) recommended to government pre covid the need to invest €211,000,000 per yr for 5 yrs to improve [#Disability](#) / [#CarersDay\\_EU](#) When can we expect that investment to be announced. Actions not photo ops please

 **Aidants** @AssoAidants  
● 18 mins ago

Journée Nationale des Aidants, + de 50 porteurs de cafés des aidants vont organiser un #cafédesaidants sur un thème identique : l'isolement des proches aidants. Nous sommes fiers de les accompagner ! Pour consulter la carte des cafés des aidants : [bit.ly/3iBVKFX](https://bit.ly/3iBVKFX) #JNA

Plus de 50 Cafés des aidants organisés pour la Journée Nationale des Aidants



**Anziani e non solo** @anzianienonsolo · 6 oct.

Anziani e non solo aderisce alla Giornata Europea dei Caregiver – 06 Ottobre: Identificare, Ascoltare e Supportare i Giovani Caregiver in Europa.  
[#WeAreCarers\\_EU](#) [#CarersDay\\_EU](#) [#youngcarer](#)



**Semaine des Aidants Proches**  
8<sup>ème</sup> édition en Wallonie et à Bruxelles  
**Du 04 au 10 octobre 2021**  
Découvrez les activités !  
Infos : [contact@semaineaidantsproches.be](mailto:contact@semaineaidantsproches.be) Programme en ligne début août sur [www.semaineaidantsproches.be](http://www.semaineaidantsproches.be)

Parce qu'un jour, nous serons  
**#TousAidantsProches**





**EPP Group** @EPPGroup · 6 oct.

The pandemic exposed the need for reform & funding in the care sector.

!! We need a European Care Strategy.

"The funds are there. It's about making sure that some of those funds are used to develop care strategies in all our MS", says @FitzgeraldFrncs.

Watch [#CarersDay\\_EU](#)



9 13



**Comip.Italia** @comip\_italia · 6 oct.

Oggi 6 ottobre è la [#GIORNATAEUROPEADEICAREGIVER!](#)  
Il sistema non può far pesare le sue mancanze sulle spalle di chi ha un problema di salute e sui suoi familiari, specie se minori o giovani adulti  
[#giovanicaregiver](#) @Eurocarers\_info @CarersDay [#carersday\\_eu](#)  
[#wearcarers\\_eu](#)



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 **EPP Group**  @EPPGroup · 6 oct.

Who cares for the #carers?

 WE DO CARE.

They give us their best when we need it most.

The #care sector requires significant investment & reform in many EU countries.

We call for a European Care Strategy that improves conditions for carers & those receiving care.

#CarersDay\_EU

[Afficher cette discussion](#)



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**Anziani e non solo** @anzianienonsolo · 6 oct. 

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[#WeAreCarers\\_EU](#) [#CarersDay\\_EU](#) [#youngcarer](#)













### Jeunes & Aidants Proches - Young Carers

28 September at 14:15 · 🌐



On the occasion of the [European Carers Day](#) theme for adolescents in care, we suggest you continue to keep your eyes open for young people.

If you know any, contact us at:  
02/474.02.33 or 0491/90.50.48... [See more](#)

⚙️ · [See original](#) · [Rate this translation](#)



### MYH4D European Project

5 October at 11:31 · 🌐



Tomorrow we are celebrating the second edition of the European Carers Day 2021, focussing this year on young carers.

👉 We acknowledge the positive impacts related to caregiving of people with dementia, such as young carers can gain satisfaction from their caring activities and boost their self-esteem, empathy and maturity.

👉 On the other hand caring responsibilities can be overwhelming and the pressure associated with caring is considered as a risk factor for mental ill-health.

Support carers! [#CarersDay\\_EU](#) [#WeAreCarer\\_EU](#)

[European Association Working for Carers](#)





**Sirpa Pietikäinen** @spietikainen · 6 oct.

Hyvää Euroopan omaishoitajien päivää! Noin 80 prosenttia kaikesta EU:ssa tehdystä hoivatyöstä on omaisten hoitamista. Ikäihmisiä, vammaisia tai erityistä apua tarvitsevia hoitaa kotona omaishoitaja. Eurooppa ei selviäisi ilman tätä tärkeää panosta.

[#CarersDay\\_EU](#) [#WeAreCarers\\_EU](#)



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**Stefania Buoni - Autrice Attivista Changemaker**

4 hrs · 🌐

Orgogliosa di essere attivista anche per la [#GIORNATAEUROPEADECAREGIVER](#) quest'anno dedicata in modo particolare al tema dei [#giovanicaregiver](#)! 🙌🙌🙌

See translation

**EUROPEAN CARERS DAY - 06 OCT.**

**NON PRESUMERE: CHIEDI COSA STA SUCCEDENDO!**

**I giovani caregiver esistono dovrebbero essere riconosciuti**

**GIOVANI CAREGIVER: Identificali, ascolta, supportali**

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

**VORREI NON DOVERMI PREOCCUPARE COSI' TANTO**

**VORREI AVERE IL TEMPO DI DIVERTIRMI**

**Al giovani caregiver dovrebbero essere riconosciuti gli stessi diritti di tutti gli altri bambini**



**VOCAL Midlothian** @VOCALMidlothian · 6 oct.

This year's focus for [#CarersDay\\_EU](#) is [#youngcarers](#); young carers have the right to a Young Carers Statement which looks at the amount of care provided and how it affects them. If you think you are a young carer you can email [youngcarer@midlothian.gov.uk](mailto:youngcarer@midlothian.gov.uk) for support.

[@midgov](#)



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ECARIS Project a aimé



**Greek Carers Network** @epioni\_ngo · 2h

Σήμερα 6.10 είναι η Ημέρα του [#φροντιστή](#) στην Ευρώπη. Τόσο τα άτομα με ψυχική νόσο όσο & οι οικογένειες τους αντιμετωπίζουν συχνά [#στίγμα](#). Μπορούμε όμως να το αντιμετωπίσουμε! @svinoumetostigm @EKPSE @UnitSnc @EUFAMI @Eurocarers\_info @Dalla\_Christina #Caregiver @rpochet54 @EKPSE



6 6



**Pårørendealliansen** @ParorendeAllian · 6 oct.

6 oktober [#CarersDay\\_EU](#) [#carers](#) [#youngcarers](#) [#ungpårørende](#) @Eurocarers\_info @CarersDay Young carers must be included in carers strategy:



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**Merck España** @merck\_es · 6 oct.

En el Día Europeo de las Personas Cuidadoras queremos compartir el testimonio de nuestros compañeros Sol, Yolanda y Raúl. Ellos son cuidador@s no profesionales y esta es su historia [#Cuidadelosquecuidan](#) [#Embracingcarers](#) [#CarersDay\\_EU](#) Dentro hilo [bit.ly/embracing\\_care...](#)



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**Nka** @Nka\_anhoriga · 6 oct.

Idag anordnade Nka ett webinarium med fokus på barn och unga som ger vård, stöd eller hjälp till en närstående. Webbinariet spelades in och går att se i efterhand på vår webbsida! [#CarersDay\\_EU](#) [#WeAreCarers\\_EU](#) [anhoriga.se/anhorigdagen20...](#)



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# ***ECD at national level***

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**The European campaign was celebrated nationally in the following countries:**

**Finland  
Sweden  
Portugal  
Belgium  
France**

# ***What we will do better in 2022***

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**Merge ECD social media channels with Eurocarers, to retain ownership**

**Better involvement of the members**

(larger think tank, more personal, communication in different languages, better explanation, calls to action better followed)

**Better and stricter planning**

**Invite sister organisations to participate**

(IACO, Eurochild, EPF, AGE, EASPD, ...)

**Stronger presence on social media**

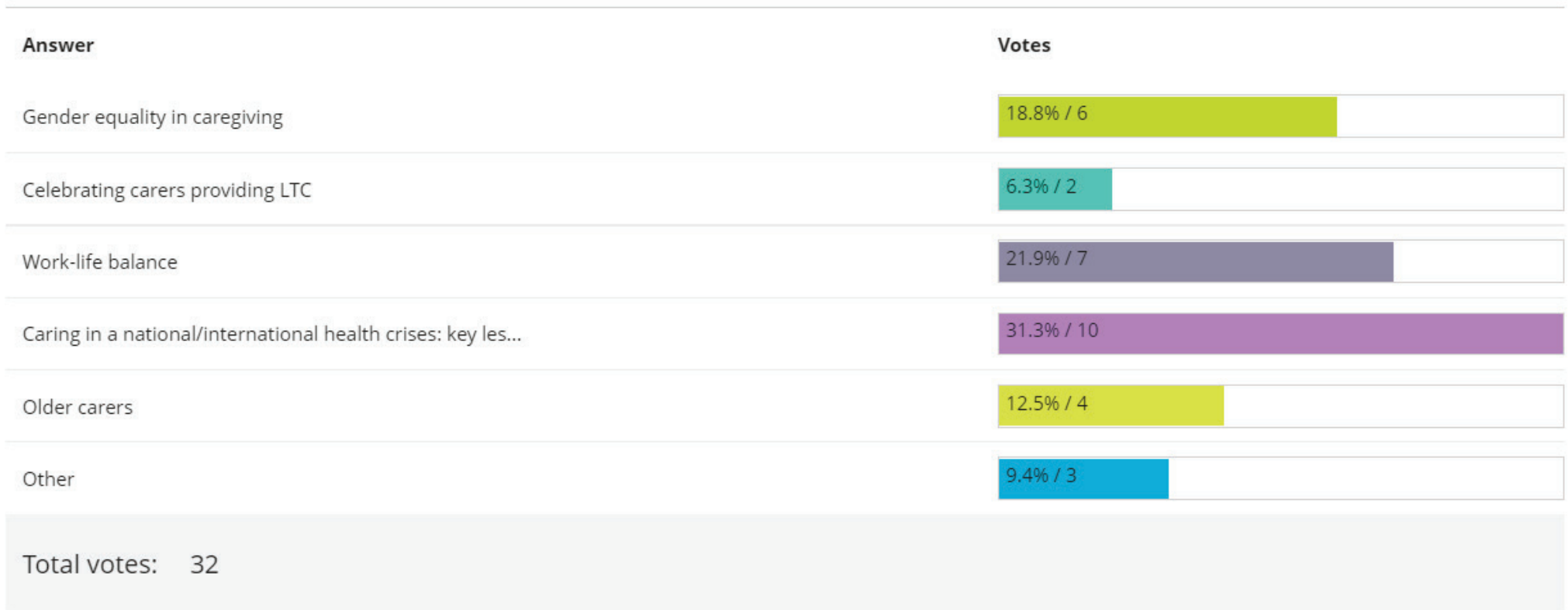
(through young carers themselves, paid ads, staff, ...)

**Video messages of members of the board and personalities** (calendar)

**Better ways to measure social media statistics**

# Campaign in 2022

## Results of the members consultation





# *Campaign in 2022*

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Suggestion of the Secretariat:

**Gender equality in caregiving**



# *Campaign in 2022*

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**Why GENDER EQUALITY?**

**Gender equality is a UN strategic development goal**

**A vast majority of carers are women**

**Towards work life balance**

# *Campaign in 2022*

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**Angles:**

**Across the EU, the bulk of unpaid care work is done by women, with 92 % providing unpaid care several days a week (as opposed to 68 % of men)**

**More equal sharing of care will eventually reduce workplace gender inequality**

**Overcome the natural decision for women to care (instead of men)**

# ***Campaign in 2022***

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## **Resources:**

### **The European Union and Gender Equality**

*Observatory - European Charter for Equality of Women and Men in Local Life*

### **Promoting equality between women and men**

*European Parliament policy*

### **How to implement the Gender Equality Strategy to achieve equal participation of women and men**

*Eurocarers*

### **Gender Equality Index**

*EIGE*

# *Campaign in 2022*

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**Specific partners:**

**EIGE - European Institute for Gender Equality**



# *Comments or suggestions?*

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**If you have any comment or suggestion,**  
please share it with Olivier Jacqmain at  
[oj@eurocarers.org](mailto:oj@eurocarers.org)

***Thank you***

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