



# 2024 European Carers Day

Informal carers are  
partners in care

AGM 2024



EUROPEAN  
**CARERS**  
DAY - 06 OCT.

# ECD 2023 in figures

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The **ECD posters** have been designed and translated into **15 languages** (10 languages in 22)

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

The press releases were sent to a DB of nearly **1000 recipients** (Press, MEP, ...)

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

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

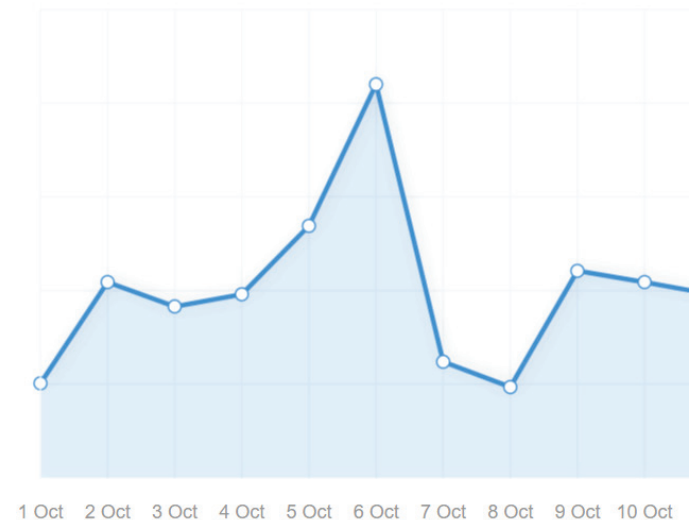
The campaign was relayed by a lot of **sister organisations**

2 original **podcasts**

2 **animation videos** with illustrations

3 **infographics**

1 updated **campaign website** gathering all the material



Vereinbarkeit zählt

FÜR EINE ERFÜLLENDE  
WORK-LIFE-CARE  
JOURNEY

Swiss Carers

Na vyváženosti záleží

K NAPLNĚNÍ  
ČESTY MEZI PRACÍ,  
ŽIVOTEM A PĚČÍ

ALTA  
BONUM  
SIBILET

Vereinbarkeit zählt

FÜR EINE ERFÜLLENDE  
WORK-LIFE-CARE  
JOURNEY

wir pflegen!

El equilibrio importa

PARA UNA ENRIQUECEDORA  
JORNADA LABORAL, DE VIDA  
Y DE CUIDADOS

amafe  
.org

För allas rätt  
Till balans i livet

FÖR GIVANDE  
ARBETSLIV - FRITID -  
OMSORG

Nka

Tasapainoa!

ELÄMÄ  
TYÖN JA HOIVAN VÄLISSÄ

Omaishoitajaliitto

L'équilibre est crucial

POUR UN PARCOURS  
PROFESSIONNEL-PERSONNEL-SOIN  
ÉPANOUISSANT

Ztrůvata looppotias

για μια ικανοποιητική  
ΕΡΓΑΣΙΑ-ΖΩΗ-ΠΕΡΙΘΑΛΨΗ

Life max

La conciliazione è importante

PER TROVARE UN BUON  
EQUILIBRIO TRA LAVORO-  
VITA PRIVATA-  
IMPEGNI DI CURA

ANS  
ASSOCIATI PER L'ARL

För allas rätt  
Till balans i livet

FÖR ETT GIVANDE  
ARBETSLIV - REKREATION -  
OMSORG

Omaishoitajaliitto

Pårørende har rett  
Til balanse i livet

FØR ET GODT  
ARBEIDSLIV OG PRIVATLIV

Helseforbundet

Ravnovesje je pomembno

ZA BOLJŠE  
RAVNOVESJE MED DELOM,  
ŽIVLJENJEM IN OSKRBO

ZLUS

Na rovnovážke záleží

V PRÁCI - V RODINE  
PRI OPATERE  
PO CELÝ ŽIVOT

AOPP

O equilíbrio importa

PARA UMA PLENA  
JORNADA DE TRABALHO-  
VIDA-PRESTAÇÃO DE CUIDADOS

Cuidadores Portugal

Balance matters

FOR A FULFILLING  
WORK-LIFE-CARE JOURNEY!



**European Carers Day - 6th October**  
Friday 6th October is **European Carers Day** - shining a light on millions of unpaid family carers across Europe. The 2023 campaign is dedicated to raising awareness about the crucial need for **work-life-care** balance for carers across Ireland & Europe. We believe that every individual, regardless of their caring responsibilities, deserves the opportunity to lead a fulfilling life.  
Today, there are 250,000 (1 in 9) people in Ireland who juggle their career with a caring role at home.



**THANK YOU FOR GOING GOLD!**

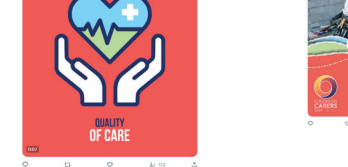
**Merck Healthcare** @MerckHealthcare · 6 oct. 2020  
Closing #CarersDayEU we would like to thank all following along as well as all informal and formal carers for their tremendous work!  
#WorLifeCare #EU  
mss.spj/RO102488



**Association nationale Jeunes Aïdants Ensemble** @JeunesAids... · 4 min  
#CarersDayEU  
#BalanceMatters  
#WorLifeCare

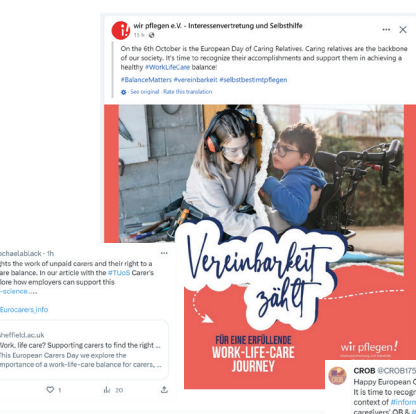
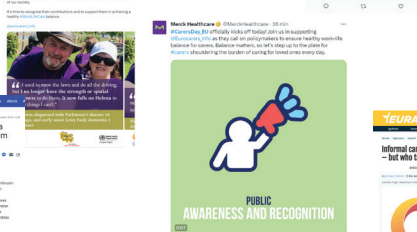


**Merck Healthcare** @MerckHealthcare · 6 oct. 2020  
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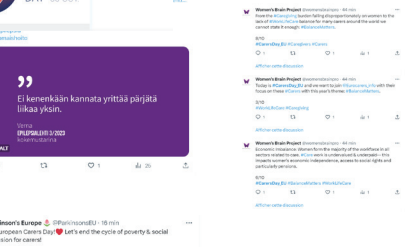
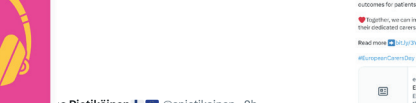


**ESCAPE Project** @ESCAPEProjecteu · 1h  
On #EuropeanCarersDay, we acknowledge the carers that support the SOMA+ Europeans with multimorbidity. Informal carers navigating complex healthcare system, require support.  
#EuropeanCarersDay #WorLifeCare #EU  
Hear to @EuCarersInfo had to say  
youtube.com/ESCAPE - The carer's perspective  
@EuCarersInfo as they call on policymakers to ensure healthy work-life balance for carers. Balance matters, so let's step up to the plate for #carers shouldering the burden of caring for loved ones every day.

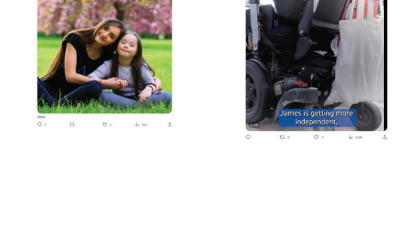
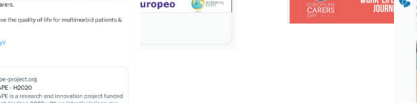
**Merck Healthcare** @MerckHealthcare · 36 min  
#CarersDayEU officially kicks off today! Join us in supporting @EuCarersInfo as they call on policymakers to ensure healthy work-life balance for carers. Balance matters, so let's step up to the plate for #carers shouldering the burden of caring for loved ones every day.



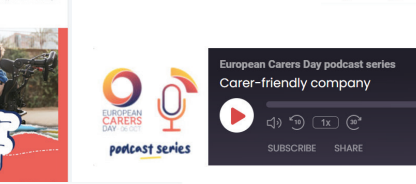
**Merck France** @merck\_fr · 6 oct. 2021  
C'est la #JournéeEuropéenneDesAïdants. La #Pandémie de #Covid19 a mis en lumière leur rôle: ils passent 40% de tps en + par semaine à s'occuper de leurs proches. Ils sont tellement attachés à prendre soin des autres qu'ils ont peu de temps pour eux-mêmes.  
#CarersDayEU



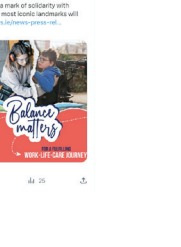
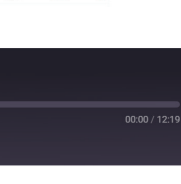
**Merck España** @merck\_es · 6 oct. 2020  
Día Europeo del Cuidador #CarersDayEU #EmbracingCarers  
#EuropeanCarersDay #WorLifeCare #EU



**WHQ/Europe** @WHO\_Europe · 4 min  
On #CarersDayEU, WHO/Europe recognizes that carers are the backbone of our society.  
It's time to recognize their contributions and to support them in achieving a healthy #WorLifeCare balance.  
#EuCarersInfo



**Association nationale Jeunes Aïdants Ensemble** @JeunesAids... · 2h  
#CarersDayEU  
#BalanceMatters  
#WorLifeCare



**06 October 2024**

**5<sup>th</sup> celebration of**

**European Carers Day**

Theme

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**Bridging the gap:  
Informal and formal  
carers in collaborative  
partnership**

# Campaigning tools

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Main slogan

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**INFORMAL CARERS**  
**are**  
**ESSENTIAL**  
**PARTNERS IN CARE**



# Main communication angles

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## **BUILDING STRONGER PARTNERSHIPS**

By placing carers as key partners in long-term care, we emphasize the importance of collaboration between carers, care recipients, healthcare professionals and communities to ensure better support and outcomes for all.

## **RAISING AWARENESS**

Through sharing personal stories and experiences, we aim to raise awareness about the challenges faced by carers and foster empathy and understanding.

## **ADVOCATING FOR SUPPORTIVE POLICIES**

It's time to advocate for policies and initiatives that recognize, value and support informal carers, providing them with the appropriate resources, services and recognition.

# Visuals

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# Visuals

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**informal carers**  
**are essential**  
**partners in care**



# Visuals

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**informal carers**  
**are essential**  
**partners in care**





EUROPEAN CARERS DAY

Visuals

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**informal carers**  
**are essential**  
**partners in care**



[eurocarers.org/ecd](http://eurocarers.org/ecd)

EUROPEAN CARERS DAY

Visuals

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**informal carers**  
**are essential**  
**partners in care**



[eurocarers.org/ecd](http://eurocarers.org/ecd)

# Calls to action

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**TESTIMONIALS**



- Collect video and written testimonials carers via the member organisations
- Compile them on the ECD web platform
- Share them on social media

# Podcasts

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- 3-minute topic explainers by experts
- 3-minute summaries of publications by experts
- Panel discussions

**podcast series**



# Events

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**EUROPEAN  
PARLIAMENT  
INFORMAL CARERS  
INTEREST  
GROUP**



**WORKSHOPS &  
SEMINARS  
(WEBINARS)**



**PUBLIC  
INFORMATION  
SESSIONS**



Member  
organisations &  
partners

Member  
organisations &  
partners

# Policy asks

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**Support for informal carers**  
**Increased funding for LTC services**  
**Integrated health and social care**  
**Support for informal carers networks**

**→ a fair deal for carers**

# Natural partners for 2024

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# Timeline

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## **MAY 16 - MAY 31:**

- Present initial draft of campaign visuals to steering groups for feedback and revisions.
- Conduct workshop with members at the general assembly on May 22 to introduce the campaign, share campaign objectives, and gather input and suggestions.
- Finalize main messages.
- Send the request for material translation.

## **JUNE 1 - JUNE 15:**

- Finalize campaign visuals based on feedback received.
- Continue coordinating material translation process.

## **JUNE 16 - JUNE 30:**

- Share campaign checklist outlining key tasks and deadlines.



# Timeline

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## **JULY 1 - JULY 31:**

- Share final campaign visuals with members and partners for dissemination and promotion.

## **AUGUST 1 - SEPTEMBER 5:**

- Continue promoting campaign through social media channels and other communication channels.
- Layout visuals translations.
- Send 1-month-to-go press release to members to allow time for translation and adaptation.
- Update website with access to campaign resources, including visuals, templates, press releases and other materials that members can use on their own.

# Timeline

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## **SEPTEMBER 6:**

- Distribute 1-month-to-go press release to media outlets and partners to generate awareness and coverage on the celebration day.
- Launch social media campaign with coordinated posts and hashtags to engage audience and drive participation.



## **OCTOBER 6 - CELEBRATION DAY:**

- Amplify campaign messaging and activities through social media platforms, website, and other communication channels.
- Encourage members and partners to share their involvement and experiences with the campaign.

# Take home

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#WeAreCarers\_EU  
#CarersDay\_EU



- Translate visuals and PR's
- Provide testimonials
- Suggest experts for podcasts
- Organise seminars, workshops or info sessions
- Use the material for local/national campaigning
- Follow and relay information on social media
- Share your social media ID's with [oj@eurocarers.org](mailto:oj@eurocarers.org)

**Keep us informed of what you plan and do!**  
more visibility for your organisation  
more impactful joint campaign

# 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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**TOGETHER**  
**let's make this**  
**5<sup>th</sup> campaign a success!**