

WE NEED YOUR HELP

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MACMILLAN.
CANCER SUPPORT

Holding a Carers Week event

Your step-by-step guide to how Macmillan can help

What is Carers Week?

You'll know from your role that carers play a vital part in looking after people affected by cancer. Carers Week, which runs from 13 to 19 June, presents a great opportunity to support carers and raise the profile of your own service too. Organised by nine leading charities, including Macmillan, the aim of the week is to celebrate the huge contribution made by the UK's six million carers. It will highlight their needs and call for better support from government too. What's more, it's also the ideal time to reach out to hidden carers and let them know about the support and services that are available to them. That's where you come in.

How can I get involved?

It couldn't be easier to get involved and support carers in your area. From simply putting out some leaflets in your reception area to arranging a coffee morning for local carers, you can make a difference.

'Everyone who attended told us they were able to access support they didn't know existed and found the event very beneficial.'

Dawn Casey, Learning and Development Manager for Wales, on hosting a Carers Week event in 2010.

**UK Office, 89 Albert Embankment, London SE1 7UQ. Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk**

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How will I benefit from holding an event?

Whatever your role, there are lots of good reasons to get involved in Carers Week. Here are just a few:

- Holding an event is a great way of raising the profile of your service, attracting new visitors and gaining local media coverage.
- Raising awareness of the support and services that carers may be missing out on could make a vital difference to their lives.
- Learning more about the needs of carers, and the support and services available to them, can help you to support carers more effectively. This could be as simple as pointing carers towards local and national sources of support.
- An event could give you the valuable opportunity to network with other professionals, including those who work with carers.

What kind of event should I hold?

You can hold whatever kind of event you fancy and it can be as little or large as you like. When you're deciding on an event, take into account who you'd like to reach, what support and services you can offer them and what you'd like to achieve. What you'll be able to do will also depend on the time and resources you have available. Why not think about linking up with other services in your area to share the work, or see if volunteers are available to help you? For example, complementary therapists may be prepared to volunteer their services or the organisation you work for may have volunteers who could help you on the day.

Fun social activities are always popular with carers, so by combining an information session with afternoon tea or a pampering session, you're sure to be onto a winner. Below are just a few suggestions for events to help you get the ball rolling.

Information and support events for carers:

- Put up an information display board or stand in your work place.
- Arrange an open day when carers can drop in for advice and information.
- Hold an outreach information event in your local community, for example, in a library, supermarket, hospital, community centre, GP's surgery or a place of worship.
- Organize a workshop for carers, with speakers including carers themselves.

Social activities and respite for carers:

- Arrange afternoon tea, a coffee morning or picnic for carers.
- Give carers a night off with a quiz evening, a theatre or cinema trip.
- Organise a day of complementary therapies, relaxation and pampering.
- Be a good sport and sort out a fun run, walk or bowling event.

This year's theme is '**The true face of carers**'. We're asking carers to tell us about the reality of caring in the UK in 2011 so consider if carers could speak at your event and share their experiences.

How can Macmillan support me?

If you're hosting an event for Carers Week, Macmillan can support you in the following ways:

Publicity materials

Carers are often very busy and need to plan ahead. That's why it's really important to publicise your Carers Week event well in advance so that they can make arrangements to attend.

First, let local carers organisations know about your event so that they can spread the word. Then go all out to create some promotional materials. Macmillan can help with this as we've produced eight poster and flyer templates, available at be.Macmillan.org.uk. To find them on the website, just search for 'Carers Week'. Once you've registered and created your promotional materials, these will be printed and delivered to you free of charge, usually within a week. If you have any problems registering or ordering materials, please call **020 7840 4921** or email be.mac@macmillan.org.uk



Promoting your event online

To reach as many carers as possible, why not get your event on Macmillan's website? Please contact Charlotte Argyle on 0207 091 2041 or at cargyle@macmillan.org.uk for further details. You could also promote your event on Twitter and Facebook, and via email invites. Anyone holding a Carer's Week event can post details on our [Facebook wall](#) but please just do this once. If you tweet a message about your event use the hashtag **#carers** so people can search for your event. If you also mention [@macmillancancer](#) in your tweet we can retweet it to our followers too.

Press releases and media coverage

If you want your event to be big news, make sure you tell the local media all about it. A Macmillan Carers Week media pack will be available from May at macmillan.org.uk/carersweek. This contains a template press release, statistics and facts about carers of people with cancer, and tips on working with the media.

If you'd like any help with gaining media coverage, please contact your regional Macmillan communications manager. Their contact details are as follows:

Scotland and Northern Ireland

Linda Summerhayes, Communications Officer

0131 260 3720 or **lsummerhayes@macmillan.org.uk**

Wales

Becky Land, Communications Officer for Wales

01656 867969 or **07974 192197** or **bland@macmillan.org.uk**

London, Anglia and South East region

Bernadette Mooney, Regional Communications Officer

0208 222 9036 or **bmooney@macmillan.org.uk**

East Midlands and Northern England

David Williams, Regional Communications Officer

01904 756 407 or **dwilliams@macmillan.org.uk**

Central and South West England

Claire Monks, Communications Manager

07801 307079 or **cmonks@macmillan.org.uk**

Publications for carers of people with cancer

Macmillan produces a comprehensive range of publications that offer advice and information to the carers of people with cancer. Why not order some to hand out at your event? They include:

- *Hello and How are You?* A handbook for carers written by carers of people with cancer (MAC5767_0310)
- *Working while caring for someone with cancer* (MAC11688_0809)
- *Caring for someone with advanced cancer* (MAC11623)
- *Let's talk about you* – a handbook for young people caring for someone with cancer (MAC13009)
- *We care about carers* – a leaflet about Macmillan's support and services for carers of people with cancer (MAC12871_1110)
- *Help with the cost of cancer* – a guide for people living with cancer and their carers, explaining benefits and other sources of financial help (MAC4026_10).

To view and order these free of charge, please go to **be.Macmillan.org.uk** or call the **Macmillan Support Line** free on **0808 808 00 00**.

Further information

For more information about Carers Week visit **macmillan.org.uk/carersweek** or contact Charlotte Argyle, Carers Support Manager on **0207 091 2041** or **cargyle@macmillan.org.uk**

Please register your event at **www.carersweek.org** to make sure you receive all the information you'll need for Carers Week 2011.