

WE NEED YOUR HELP

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CANCER SUPPORT

Holding a Carers Week event

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

You'll know from your role that carers play a vital part in looking after people affected by cancer. Carers Week, which runs from 18 to 24 June 2012, presents a great opportunity to support carers and raise the profile of your own service too.

Organised by eight leading charities, including Macmillan, the aim of the week is to celebrate the huge contribution made by the UK's six million carers. This year's theme is **'In sickness and in health'**. We're asking carers to tell us how their caring role impacts on their health and wellbeing, and how cuts to services have affected them.

What's more, recent Macmillan research has found that just under half of carers of people with cancer don't identify themselves as carers. So Carers Week is 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 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?

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.

“The drop-in at the Sheltered Housing Scheme went down very well and the scheme manager has asked us to look into further sessions on a more regular basis.”

Alex Burton, Carers in Cancer, Lancashire

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 workplace.
- 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.
- Organise a workshop for carers, with speakers including carers themselves.

Social activities and respite for carers:

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

Consider whether carers could speak at your event and share their experiences in relation to this year's theme: 'In sickness and in health'. They could talk about how caring has affected their health and wellbeing, or comment on the impact that cuts to services have had on their lives.

How can Macmillan support me to hold an event?

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 some customisable poster templates, available at be.macmillan.org.uk/CarersWeek. 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.

You can also find the Carers Week logo to add to your posters at www.carersweek.org

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 Carers 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 **#CarersWeek** so people can search for your event. If you also mention [@macmillancancer](https://twitter.com/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 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 team. Their contact details are:

Region	Name	Contact details
Scotland and Northern Ireland	Rebecca Charles	0131 260 3720 rcharles@macmillan.org.uk
Wales	Becky Land	01656 867 969/07974 192 197 bland@macmillan.org.uk
London, Anglia and South East region	Bernadette Mooney	0208 222 9036 bmooney@macmillan.org.uk
East Midlands and Northern England	David Williams	01904 756 407 dwilliams@macmillan.org.uk
Central and South West England	Nicola Strong	01264 343 807 nstrong@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?

- *Hello and How are You?* – a handbook for carers written by carers of people with cancer (MAC5767)
- *Working while caring for someone with cancer* – a guide which includes advice about the key issues that working carers face (MAC11688)
- *Caring for someone with advanced cancer* – a guide which includes information about the practical aspects of caring and details of the help available (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_1011)
- *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_0411).
- *Work it out for carers* – a checklist of essential questions to ask about work and cancer (MAC13509)

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**.

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 2012.



**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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