

# WE NEED YOUR HELP

## Running a Carers Rights Day event

A step-by-step guide and how Macmillan can help

### What is Carers Rights Day?

You'll know from your role that carers play a vital part in looking after people affected by cancer. Carers Rights Day on Friday 2 December presents a great opportunity to support carers, and raise the profile of your service too. It's organised by Carers UK to raise awareness of carers' rights, and increase their take-up of benefits and other support.

The theme for Carers Rights Day 2011 is 'Money Matters' and hundreds of events will take place throughout the UK. Macmillan is joining in to:

- Reach out to 'hidden' carers of people with cancer
- Support carers of people with cancer to claim any financial help they're entitled to
- Inform carers of people with cancer about their employment rights

The theme fits perfectly with the [financial help](#) that Macmillan provides for carers of people with cancer. This includes an online [benefits guide](#), information booklets, and benefits advice via our [cancer support specialists](#) and network of [local benefits advisers](#). We can also provide information on [working while caring for someone with cancer](#).

### How can I get involved?

It couldn't be easier to get involved in Carers Rights Day. From simply displaying some information materials in your reception area, to arranging an advice session for local carers, you can make a difference.

### How will I benefit from holding an event?

Taking part in Carers Rights Day can help you to:

- Raise the profile of your service, attract new visitors and gain local media coverage
- Reach hidden carers who may be missing out on vital support and services
- Learn more about the needs of carers and how to support them more effectively
- Network with other professionals, including those who work with carers.

**UK Office, 89 Albert Embankment, London SE1 7UQ**

**Questions about living with cancer? Call free on 0808 808 00 00 or visit [macmillan.org.uk](http://macmillan.org.uk)**

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## How do I plan an event?

Think about what you would like to achieve, who you would like to reach, and what services and support you can offer them. You'll also need to consider the time and resources you have available. Why not link 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.

Below are a few ideas for events and activities to get the ball rolling.

- Information display board or stand
- Drop-in benefits advice session for carers
- Outreach information events in the local community – libraries, supermarkets, hospitals, community centres, GP surgeries, places of worship
- Workshops about carers rights – speakers could include carers

Social activities, including those with a festive theme, are always popular. Try combining an information session with afternoon tea or a pampering session.

- Coffee morning or afternoon tea
- Quiz evening with a “rights” theme
- Complementary therapies, relaxation and pampering
- Carol singing and mince pies

## How can Macmillan support me?

Macmillan can support your Carers Rights Day event in the following ways:

### Publicity materials – posters and flyers

Carers are often very busy and need to plan ahead. That's why it's really important to publicise your Carers Rights Day 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 four poster and flyer templates for carers events, available at [be.Macmillan.org.uk](https://www.be.macmillan.org.uk) To find them on the website, just search for 'Carers Rights Day'.

The reference numbers for the templates are:

- POS/CAR/08
- POS/CAR/09
- POS/CAR/12
- POS/CAR/13

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](mailto:be.mac@macmillan.org.uk)

The templates can be co-branded as there is space to upload another logo.

## Promoting your event online

You could also promote your event on Twitter and Facebook, and via email invites. Anyone holding a Carer's Rights Day event can post details on our **Facebook wall** but please just do this once. If you tweet a message about your event, please use the hashtag #carersrightsday so people can search for your event. If you also mention @macmillancancer in your tweet, we'll be able to engage with you.

## Publications and leaflets

Macmillan offers the following publications that can help carers of people with cancer access financial help and manage their money:

- 1) Help with the cost of cancer (**MAC 4026\_0411**) – a guide to benefits and other financial help, such as grants and loans
- 2) A quick guide to benefits and financial help (**MAC 12731\_11**)
- 3) Money worries leaflet (**MAC 12732\_0511**) – provides information about Macmillan grants and how to access benefits advice from Macmillan
- 4) It all adds up (**MAC 11279**) – a guide to managing money. Includes information about pensions, insurance, savings, and financial planning.
- 5) Managing your debt (**MAC 11583**) – a self-help guide to managing debt.
- 6) Keeping warm without the worry factsheet (**MAC 12290\_1009**) – advice for people affected by cancer about coping with the cost of rising fuel bills

Macmillan also offers the following resource to support working carers:

- 1) The Essential Work and Cancer toolkit (**MAC 13294**) – contains practical advice, top tips and guidance for employees (including carers), HR professionals and managers. It includes information about carers' employment rights.

To view and order these free of charge, please go to [be.Macmillan.org.uk](https://be.Macmillan.org.uk) or call the **Macmillan Support Line** free on **0808 808 00 00**.

## Press releases and media coverage

Please tell the local media about your event. If you would like any help, please contact your regional Macmillan communications manager. Their contact details are as follows:

### Scotland and Northern Ireland

Michelle Gallacher, Senior Communications officer for Scotland and Northern Ireland  
t: 0131 260 3720/ 07812 675 839                      email: [mgallacher@macmillan.org.uk](mailto:mgallacher@macmillan.org.uk)

### Wales

Becky Land, Communications Officer for Wales

t: 01656 867969/ 07974 192197 email: bland@macmillan.org.uk

### **London, Anglia and South East region**

Bernadette Mooney, Regional Communications Officer

t: 0208 222 9036 email: bmooney@macmillan.org.uk

### **East Midlands and Northern England**

David Williams, Regional Communications Officer

t: 01904 756 407 email: dwilliams@macmillan.org.uk

### **Central and South West England**

Nicola Strong, Regional Communications Officer

t: 01264 343 807 email: nstrong@macmillan.org.uk

## **Further information**

For more information about Carers Rights Day please visit

**<http://www.carersuk.org/get-involved/carers-rights-day>**

Please register your Carers Rights Day event at this address to ensure that you receive all the information you'll need about Carers Rights Day 2011.

For more information on Macmillan's involvement in Carers Rights Day, and the resources and support above, please contact Charlotte Argyle, Carers Support Manager at Macmillan, on 0207 091 2041 or at [cargyle@macmillan.org.uk](mailto:cargyle@macmillan.org.uk).