



# THE TRUE FACE OF CARERS 13-19 JUNE 2011

NEWSLETTER 1

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Carers meet the Mayor at Brent Carers Week event at Wembley Stadium

**Welcome to the first edition of the 2011 newsletter; this year we will be keeping you up-to-date by sending you a newsletter every three weeks.**

Our theme for Carers Week 2011 is *The True Face of Carers* and we will be asking what is the reality of caring in the UK in 2011? How much help do carers actually receive from statutory agencies and government, local and national? Or should that be how little? How do carers think society sees them?

What are the biggest surprises that we all encounter when we become carers? What can really make a difference to carers lives? Is it money? Or something

else?

Is caring a perpetual struggle with no thanks and little recognition? Or a richly-rewarding experience that brings out the best in the human spirit?

In Carers Week 2011 we aim to reveal the truth and sweep away the myths.

We are immensely proud that, thanks to the enormous amount of work by carers and carers' organisations, our Week, your Week, is now the biggest such awareness event in the UK.

Last year over 100,000 carers took part in Carers Week, with over 1,200 local organisations arranging events and activities – in 2011 we are aiming for an

even bigger and better seven days.

Please start organising your Carers Week events, activities and media work now. Do remember to register. And let us know if we can help in any way.

**Paul Matz**

Carers Week Manager

**Theresa Longbottom**

Carers Week Media Officer



## HAVE YOUR SAY TAKE PART IN THE ANNUAL CARERS SURVEY

Our annual carers survey has just launched, and it will be the results from this survey, from carers' experiences and opinions, that we create the overall picture that will be at the centre of Carers Week, being held this year from 13-19 June.

The survey is open to every carer in the UK, so please do spread the word, make sure that every carer knows about it, and help to ensure that carers' voices are heard loud and clear. Take part in the survey at

[www.surveymonkey.com/s/carersweek2011](http://www.surveymonkey.com/s/carersweek2011)



**CARERS UK**  
the voice of carers

counsel+care  
for older people, their families and carers



**Dementia UK**  
Improving quality of life

**WE ARE MACMILLAN.**  
CANCER SUPPORT

**MS**  
Multiple Sclerosis Society

**PARKINSON'S UK**  
CHANGE ATTITUDES.  
FIND A CURE.  
JOIN US.



# Three more charities join up

We are delighted to announce that Age UK and Dementia UK have signed up to Carers Week for the first time, and that the MS Society have returned after a one-year absence.

The Carers Week leads from the new partners are Sue Allison from the MS Society, Kirsty Marrins from Dementia UK, and Margaret Creear from Age UK. All have already been involved in planning meetings that decided the theme and plans for the year, and developed the parliamentary and media strategies.

Sue can be contacted at [sallison@mssociety.org.uk](mailto:sallison@mssociety.org.uk), Kirsty's address is [kirsty.marrins@dementiauk.org](mailto:kirsty.marrins@dementiauk.org) and Margaret can be found at [margaret.creear@ageuk.org.uk](mailto:margaret.creear@ageuk.org.uk)



Kate Green MP (right) and Laura Sandys MP

## Parliamentary Ambassadors

Two MPs have put their differences to one side, and have come together to champion carers and Carers Week. Laura Sandys, Conservative MP for South Thanet and Kate Green, Labour MP for Stretford & Urmston have jointly agreed to take on the role of 2011 Parliamentary Ambassadors.

Laura was elected to Parliament last year, and used her maiden speech to support carers. Visit the Carers Week website to see what she said and to download a video.

Kate Green was also elected in 2010, prior to which she had been first Director of the National Council for One Parent Families, and then Chief Executive of the Child Poverty Action Group.

More about our Ambassadors, and what they aim to achieve in the role, in a future edition of this newsletter.

## NEW CARERS WEEK WEBSITE

We have made some major changes to the Carers Week website [www.carersweek.org](http://www.carersweek.org)

Our aims have been to

- Improve the appearance of the site
- Make it easier for users to find their way around and locate items of interest

- Make it much easier both for organisers to register with Carers Week, and then to add and amend events and activities.

The resources available to make the changes were very limited, but we are very pleased with the results and hope you will have a good look round the new site. Do let us know what you think; all suggestions and comments are very welcome, just use the **Contact us** page.



Skills for Care have renewed their support for Carers Week, and have also agreed to sponsor our parliamentary reception. Find out more about Skills for Care and their sister organisation, Skills for Health, at [www.skillsforcare.org.uk](http://www.skillsforcare.org.uk) [www.skillsforhealth.org.uk](http://www.skillsforhealth.org.uk)

## HOW WE CAN HELP YOUR EVENT OR ACTIVITY

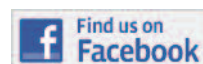


We support every organisation – however large or small – that wants to take part in Carers Week. The resources available to every local partner who register with us includes:

**A Carers Week pack and access to free and subsidised Carers Week materials, including**

- Carers advice & information booklets
- General signposting leaflets for carers
- Posters (A4 & A3 size)
- Banners
- Stickers, balloons, carrier bags
- Carers Week t-shirts
- Organiser's pack
- Generic photos for publicity materials
- Template press releases
- Celebrity pictures and quotes for use locally
- Regional results from the Carers Week annual survey

To take part in Carers Week register your details with us on the website at [www.carersweek.org](http://www.carersweek.org)



Keep up to date with the latest Carers Week news at [www.facebook.com](http://www.facebook.com) [www.twitter.com](http://www.twitter.com)

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