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HOLLYWOOD ROYALTY SUPPORTS CARERS WEEK!



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Hollywood actress **Dame Judi Dench** is one of several celebrities supporting Carers Week 2011. The Oscar-winning British icon is famous for playing 'M' in the James Bond films among many other unforgettable roles on stage and screen.

Dame Judi cared for her husband Michael who had lung cancer. He died in January 2001. She says:

"As someone with experience of caring for a loved one, I am happy to offer my support to Carers Week. 3 in 5 people will be an unpaid carer at some point in their lives and many of them sacrifice everything to save our economy £87 billion

every year. It's time to give them something back."

Footballing legend, **Jack Charlton OBE**, is another famous name supporting carers. He says:

"The UK's six million carers come from all walks of life. They are stay-at-home parents, celebrities, and yes, even footballers. What they all have in common is their incredible hard work and dedication, many of them sacrificing all of their time to care for somebody in need. I'm proud to back Carers Week and the call for the support and recognition that carers deserve."

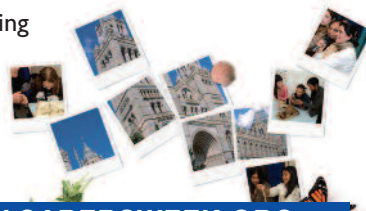


Carers Week local events

Over 700 organisations have already signed up to Carers Week as local partners. They include carers' organisations, other voluntary groups, local councils, GP surgeries, hospitals and private sector companies.

Most are still finalising the details of their events and activities, but some can already be seen at <http://carersweek.org/organising-events/find-an-event>

One local partner who were quick to sign up were The Natural History Museum, who are expressing their support for carers by offering groups the opportunity to gain free entry to three of its most popular exhibitions during Carers Week – Age of Dinosaurs, Sensational Butterflies and Sexual Nature. Carers groups interested in booking their free places should contact Joanna Nim-Heung Yeung on 020 7942 5337.

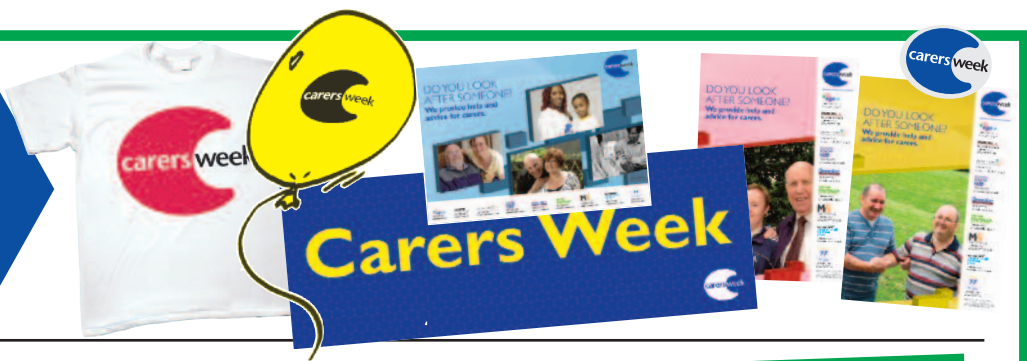


SIGN UP FOR CARERS WEEK AT WWW.CARERSWEEK.ORG

10 ways in which we support every local partner

- 1** If you've registered already you will receive your Registration Pack and Order Form within the next few days. For new registrations, packs and order forms will be sent out within 7 days of registering.
- 2** You can order free leaflets, posters, banners, stickers and more for your events/activities.
- 3** Orders will be despatched from late-April onwards. An early bird discount is available on the P+P charge for all orders received by 3 May.
- 4** A template press release to help publicise your work will be available soon.
- 5** An eve-of-Carers Week release will be sent out week commencing 6 June, and will also include regional results from the Carers Week survey.
- 6** Celebrity quotes and pictures will be sent out during May.
- 7** Additional Carers Week posters, together with leaflets from the Carers Week national charities will be sent to you at the beginning of June.
- 8** Two local partners from every region will be invited to attend the Carers Week Parliamentary Reception.
- 9** Priority access is given to local partners wanting to take part in the Carers Week webchats.
- 10** Extra Superdrug 10% off vouchers will be made available (subject to stock remaining) at the end of May.

FREE MATERIALS FOR LOCAL PARTNERS



**Gloria de Piero MP
Ashfield**

Over 100 MPs sign up to Carers Week

Visit <http://carersweek.org/parliamentary/mps-who-support-carers> to read the statements of support from MPs who have responded to our call for them to express their support for carers and Carers Week. Pictured are the first four MPs to support Carers Week 2011.



**Harriett Baldwin MP
West Worcestershire**



**Hywel Williams MP
Arfon**

ACTION!

If your MP has signed up please send them a message of thanks. If they have yet to express their support for carers urge them to send in their statement of support.

Write to your MP at the House of Commons, Westminster, London SW1A 0AA. Or email them via <http://findyourmp.parliament.uk>



**Sir Alan Beith MP
Berwick-upon-Tweed**

REGISTER AT WWW.CARERSWEEK.ORG

Every year more than 1,000 local organisations take part in Carers Week; in cities, towns and villages across the UK. Carers Week is an ideal opportunity for you to demonstrate to carers – and the world at large – the recognition, admiration and respect you have for unpaid carers, who look after those who cannot look after themselves.

Carers Week offers the opportunity to highlight, celebrate and recognise the achievements of carers, and the contribution they make in every community throughout the UK.

Whatever your event or activity – however large or small – your participation is very welcome.

Carers and professionals – getting the message across



With two million people moving in and out of caring every year social care and health services in particular have a vital role to play in ensuring that carers are at the heart of the social care system and are treated as expert partners in care. Increasing the knowledge and skills of staff who work in these sectors is therefore key to improving services to carers.

Skills for Care and Skills for Health have produced *Carers Matter - Everybody's Business*, free guidance to help employers and organisations support carers better through learning and development of staff. It is based on a set of Common Core Principles for Working with Carers that were developed in consultation with carers, people working directly with carers, and interested parties across health, social care and other key sectors. *Carers Matter - Everybody's Business* offers a variety of guidance,

information and practical tools to enable training to be commissioned or developed to reflect local workforce needs, local settings and context. It aims to be flexible enough to be delivered in a variety of ways to meet differing working and learning needs.

Employers are being encouraged to use this resource, not just in the health and social care sectors but other organisations such as post offices, housing associations and banks, to work towards supporting and enabling carers to get the help and support they need and deserve.

To view or use *Carers Matter - Everybody's Business* please visit: www.skillsforcare.org.uk/carers or www.skillsforhealth.org.uk/carers-matter. Skills for Care and Skills for Health are national supporters of Carers Week 2011.

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