

National Carers Week in Ireland –



A reflection

International Carers Conference, Gothenburg,
4 September 2015

Liam O'Sullivan, Executive Director, Care Alliance Ireland



'Guiding support for family carers'

Sonia O'Sullivan - World 5000m Champion, Gothenburg 1995



14:24 / 15:04



Have you heard about
Carers Week 2015?

No, when is it on?

June 8th - 14th



Recognition

- Events for Family Carers – Pamper days – Info sessions
- Reaching out – un-identified, and male Family Carers
- Positive Focus – Contribution to their Community
- Awareness Raising – through the media



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From Humble beginnings...

- 2007 – No partners - 7 events in 2 of 26 counties
- 2015 – 9 partners – 150 events in 26 of 26 counties
- 2016 ????????



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Partners



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Have you heard about
Carers Week 2015?

No, when is it on?

National Carers Week
Reach Out to a Family
Carer in your Area

Hooray - its time to celebrate
Family Carers !

June 8th - 14th

The forecast is bright
for National Carers
Week June 8th - 14th

So what does the Week Seek to Achieve – and how do we know we are succeeding?

- Outputs or Impact – What's the difference?
- Is this project improving the wellbeing of Family Carers?
- Attempt to move to a more considered approach to measuring impact.
- We use multiple feedback routes- significantly but not exclusively'- Family Carers and their advocates.



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Quotes/Feedback

- (On the Merchandise)
- “Thanks Kaitlyn for the biro and the (trolley coin)key ring. Tokens are very handy, especially the €2 one for Aldi!”-
- (On the Events)
- “very positive, engaged with carers 'old' and new. but too many events puts unnecessary strain on organisers”
- (On the quality of the Facebook Posts)
- ‘It was great, I was excited to see all the updates and support we get as carers!’



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The Critical/Challenging View?

- “Carers often can’t take part”
- “Caring is year round not just for a week”
- “It lets the state agencies ‘off the hook’”
- “Distracts organisations from their day to day work”
- “Feedback is biased and reporting is selective”



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Our Story (albeit subjective)

- Engages directly with thousands of Family Carers
- 9 National NGO's are willing and paying partners year after year
- Consistently extensive Media Coverage (National TV, Radio, Print media, Online)
- Feedback is consistently very positive from a number of different sources
- Funders support it year after year
- Social media reach is extensive- 12,000 Followers, reach of 105,000 over 1 week, >1,000,000 annually.



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Carers Voices



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Carers Voices

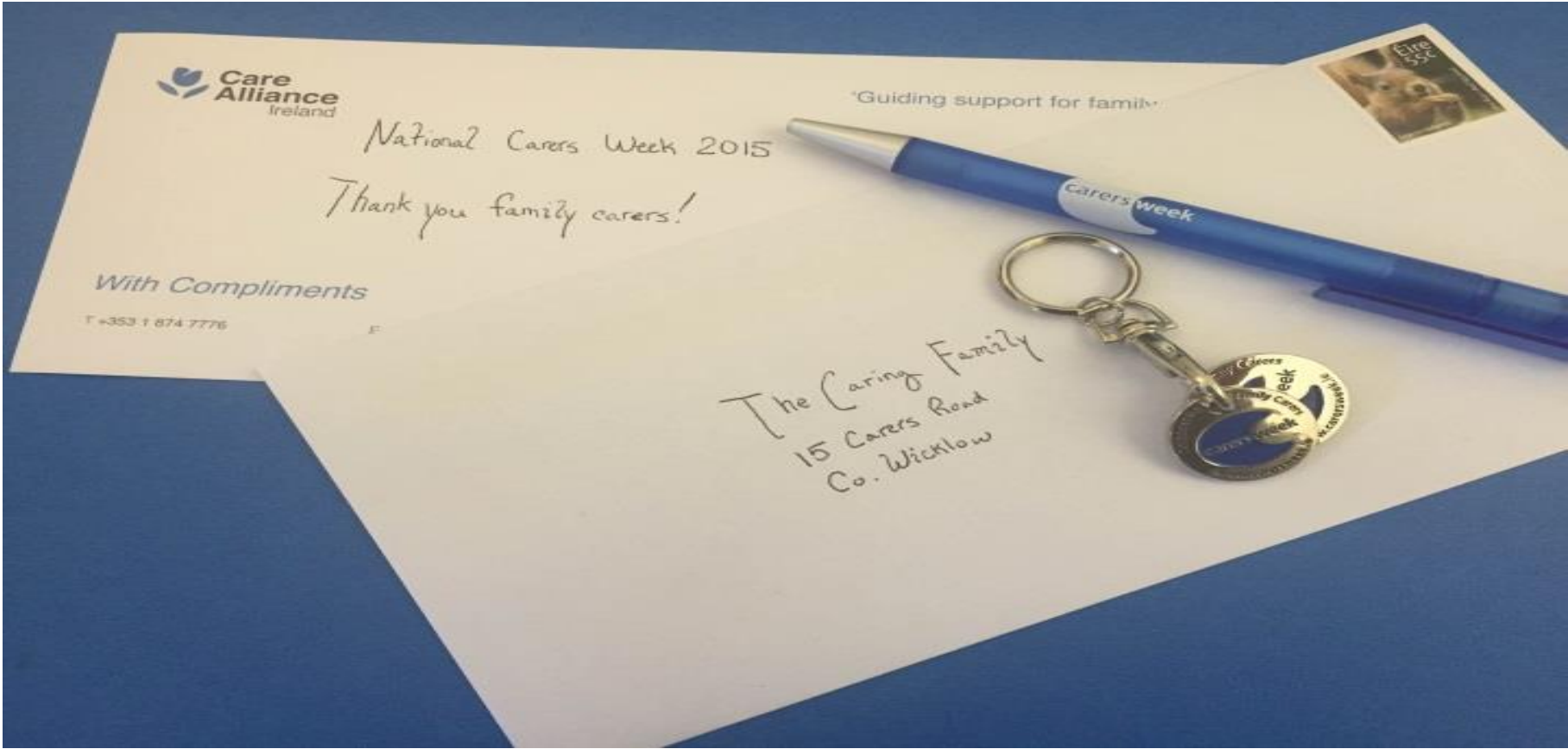


<https://youtu.be/OeSU2q2JehQ>



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The Individual Touch



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The Merchandise



The Learning

- Branding seems to help
- Governance Matters
- Patience with Partners
- Unanticipated outcomes can be valuable
- It builds its own momentum annually



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To the Future

- Keeping it Fresh and Exciting
- Financially –Modest Outgoings
- Time for our own logo
- Reach More Hidden and Male Carers
- Deeper engagement with Employers and Health and Social Care Providers



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Conclusion

- Delivers good 'Bang for your Buck'
- Attractive Proposition to Funders
- Carers Week is one successful part of a **Set of Actions** that we believe improves the lives of Family Carers



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Further Information

- Web;

- www.carersweek.ie
- www.carersweek.org

- Facebook

<https://www.facebook.com/nationalcarersweek>

- Care Alliance Ireland-
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carers week

Carers Week

8th - 14th 2015

EMER
LAND



ACQUIRED
BRAIN INJURY
IRELAND



Irish
Cancer
Society

MS Ireland
THE MULTIPLE SCLEROSIS SOCIETY OF IRELAND



Celebrating
Ireland's
Family Carers



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