

Carers Week

6-12 June 2022

Evaluation Report



Carers Week is an annual campaign to raise awareness of caring, highlights the challenges unpaid carers face and recognises the contribution they make to families and communities throughout the UK.

It also helps people who don't think of themselves as having caring responsibilities to identify as carers and access much-needed support. The NHSGGC ACP Programme led on celebrations and events for the week.

5 Events

32 Registrations

Topics Covered:

- Self-Care
- Death Cafes
- Conversations Skills
- Future Planning
- Preparing For Hospital

How people felt:



What people said:

"It was very informative with lots of relevant information!"

"Hearing stories of others. Puts some perspective on things."

"This was my first step in admitting I was in a caring role. Its good to hear of others and what is out there."

"The conversation game got me thinking about my self and my family and how the conversations would look"

"I was surprised how easy it was to talk to strangers about death"

80%

Would be interested in attending future events on these topics.

100%

Would recommend to friends, family and colleagues.

The majority of people now feel more confident to have conversations about these kinds of topics.



Social Media Content:



Over the course of the week there was lots of engagement and promotion happening across Social Media. We used the main NHSGGC accounts (@NHSGGC) alongside the Planning Care (@NHSGGC_ACP) Twitter feed and NHSGGC Carers social media channels (@NHSGGCCarers).

111 **Posts**

82,759 **Impressions**

The amount of people who saw the posts.

1729 **Engagements**

The amount of people who interacted with the posts.

Other Communication Content:

4

Core Briefs

Topics Covered:

- Promotion of events
- Tips for identifying, involving and supporting carers
- Highlighting Unpaid Carers within the workforce
- Message from the Chief Executive recognising carers and Carers Week

Types of Posts Included:

- Promotion of events
- Assessing enthusiasm for a Carers Network
- Sharing stories of carer involvement in services
- Instagram quizzes highlighting who carers are and what they may do
- Instagram polls asking what would be the priority item to pack in a "grab bag"

We registered all our events on the Carers Week website, directing people to the ACP Events Pages which hosted registration links for all events. We also used the ACP Networks to promote events.

Make caring
Visible, Valued
and Supported

For more information...



www.nhsggc.scot/planningcare/



@NHSGGC_ACP and @NHSGGCCarers



ACPSupport@ggc.scot.nhs.uk