

Celebrating Homecare

22ND SEPTEMBER 2021

Celebrating the amazing
difference homecare
makes in people's lives

#celebratinghomecare
#madewithcare




Homecare
Association



the
care
workers'
charity

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This Toolkit

We've created a number of ideas to help you to get involved and these are outlined in this handy toolkit. We would urge you to share this with your team, decide how you would like to get involved, get the 22nd September logged in your calendar and start planning your support and activities.

A YouGov survey has been commissioned to support Celebrating Homecare (see page 6) and this will be shared across national media in the run up to the celebration day on the 22nd September.

Following that, a campaign of social media, local PR and local provider initiatives, including celebrations with careworkers and clients, will help us to promote the event.



Introduction

We are delighted to introduce you to the inaugural Celebrating Homecare day which will take place on September 22nd 2021.

In the wake of the outpouring of public support and recognition of our sector (the like of which we have never seen before) there has never been a better time to shout about homecare from the rooftops!

Celebrating Homecare is an initiative developed by the Homecare Association in conjunction with the Care Workers' Charity. It's all about celebrating the amazing difference homecare makes in people's lives every day.

Celebrating Homecare is also being supported by care associations across the UK and Ireland including Scottish Care, Care Forum Wales, Independent Health & Care Providers (Northern Ireland) and Home and Community Care Ireland.

Thank you to Bluebird Care, Grosvenor Health and Social Care and Home Instead who have contributed to the development of this initiative.

2021 THEME: #madewithcare

Celebrating Homecare will have a different theme each year.

This year, with the popularity of programmes such as The Sewing Bee, Repair Shop and Bake Off, we want to celebrate the many things careworkers and their clients make, create or share at home and the relationships they develop in doing so.

Whether it's a favourite bake, a piece of poetry or art, a jigsaw puzzle, piece of knitting or sewing...or have they embraced Tik Tok?

Whatever it is that careworkers and clients are making, sharing or creating together; we want to see it and celebrate it!

**Celebrate the difference
homecare makes in people's lives**

**Raise awareness of the value of
receiving and giving care at home**

**Champion homecare workers
as skilled professionals**

Promote homecare as a profession

Getting involved



Why you should get involved

- 🏆 Showcase the fantastic relationships that exist between your team and your clients
- ★ Highlight the breadth of care work
- 📣 Support the first ever national Celebrating Homecare campaign – collectively we will make ourselves heard
- 👥 Great for team morale
- ♥ Positions you externally as a caring homecare company

The more support we have, the more successful our campaign – which has to be of benefit to all of us. Together we will make an impact!

How you can get involved

We want to rally as many people behind the campaign so that we can amplify understanding of our sector's success and the significant impact it has on people's lives, whilst celebrating the many dedicated and talented people who work in it.

Get crafting, baking and making – take photos and share on your social media channels from September 13th, along with the hashtag **#madewithcare** so we can create momentum in the lead up to the 22nd.

Here are some ideas to get you thinking. We look forward to seeing your own expression of creativity.



Bake a cake



Knit a scarf



Do a Tik Tok Dance



Share your talent with a short film (30-60seconds) on social media



Make a quilt



Embroidery



Dress making



Sketch



Paint



Poetry



Why not host an event to celebrate homecare? It could be at your office and attended by anyone who wants to show their appreciation for the sector.

Marketing Tools & Resources

We have created some resources to help you support and promote Celebrating Homecare. When you downloaded the toolkit, you will have also received the following materials.

The logo



Website

We have created a landing page for Celebrating Homecare
www.celebratinghomecare.org.uk
This allows people to find out more about the campaign



Campaign poster for photographs

Have a picture taken of yourself holding the poster and post it on social media along with **#celebratinghomecare**.



Social media template posts

Keep an eye on the Homecare Association's and The Care Worker's Charity's social media posts and get sharing them too!



Social media frames and profile images

To add this frame to your Facebook profile picture, simply click on your current picture, select 'add frame' and search for 'Celebrating Homecare'.



Template press releases:

Supporting Celebrating Homecare Day – use if you are not running an event. Will need to include examples of careworker/client relationships and, ideally, an activity they enjoy together. Issue with a photograph of careworker and client.

Event – if you run an event to celebrate the Day then use this release. Send with a photograph.

Take a look at the photography guidance notes on page 9!

Campaign Overview

	Role	Key Messages	Supported by	Timing
National PR campaign – driven by the Homecare Association and CWC	Reach national audience Create sense of scale Provide umbrella for local provider activity	People prefer care at home Careworkers are a skilled and vital workforce, who should be recognised more Increased popularity of care at home Share YouGov survey data	YouGov survey data Provider case studies Endorsements and messages of support from key figures and celebrities Celebrating Homecare website	September
Social Media	Get individual careworkers and clients engaged. Inspire careworkers and clients to shout about their inventions.	Show a sense of fun throughout the generations, and particularly those who receive homecare.	Celebrating Homecare social media (shared from the Homecare Association & CWC accounts) Sharing provider content	From w/c 13th September
Local Provider Initiatives	Drive engagement among careworkers, clients, their families and the wider community.	Celebrate the amazing work you do Promote the relationships built between clients and careworkers Celebrate the activities that clients are supported with – crafting, making, baking	Toolkit Template PR Social media graphics Social post suggestions	From 13th-22nd September. Post event PR will go out after 22nd September

YouGov Survey

A YouGov survey has been commissioned to support the campaign. The survey looked at day-to-day care and support services for people aged over 65.

This will be shared with key national media contacts during September.

Key survey findings will be shared in our social media posts.



Planning for the 22nd September



Host your own event

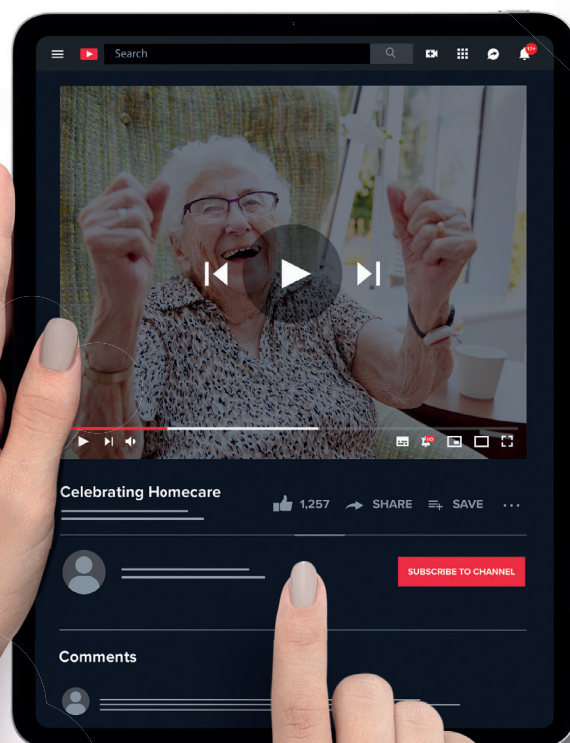
You may wish to organise a celebratory event with your team, clients and key contacts. It's a great way of thanking them all for their hard work and support. And it's the perfect place for people to showcase their creations made at home.

A great kickstart to the event will be a film which celebrates homecare, which will be available for you to stream on the day. It will feature Jane Townson, CEO of the Homecare Association and Karolina Gerlich, CEO of CWC, saying a few words, as well as some famous faces thanking careworkers for the difference they make to people's lives every day.

The film will be available to view on:

- Celebrating Homecare website: www.celebratinghomecare.org.uk
- YouTube
- the Homecare Association and CWC websites

It will be great if you shared it on your website and social media channels.



Promotion






Internal Promotion – Spreading the word amongst your team

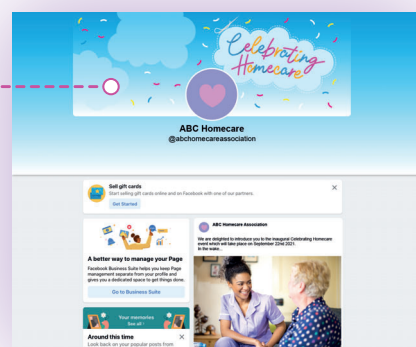
Prepare your teams early so that they get involved and have time to think about what they could be making or sharing with their clients at home.

- If you want to host an event, we suggest sending out invitations 2-3 weeks in advance
- If you are inviting clients, think about how you can support them to attend
- Start planning your social media posts and make sure you are using the **#celebratinghomecare** and **#madewithcare** hashtags on the day as we'd love to see them trending on social media
- Arrange for careworkers to get photographs with clients (remember to seek consent from everyone) with their made at home items or showcasing an activity – ideally in advance of the 22nd. You can also use these on your social media channels (see External Promotion below)
- Add the Celebrating Homecare logo to your email footer in the run up to the 22nd.

External Promotion

- We have created a number of social media posts and images that you may use throughout the campaign

-  Why not update your social media cover photo with one showcasing Celebrating Homecare
-  Why not capture some video content (a must if you are thinking of creating a Tik Tok)? You can even upload a video to your Facebook cover image
-  Pin a Facebook or Twitter post relating to the campaign to the top of your page – this means it will remain at the top of the feed



- PR – use the templates provided to produce a press release and share this (with a great photo) with your media. Don't forget your regional BBC station as they may be interested in an interview with a client and careworker around their activities.

People to share news relating to the event

- Your local MP
- The Mayor
- Community Groups
- Clients
- Key business contacts
- Any local celebrities



Housekeeping

Photography Guidance

Great photos make for engaging social media posts and will help you to gain publicity if you are sending out a press release.

Here are some tips:

- A close up photograph of a few people is generally better than one showing lots of people
- Smile for the camera and hold any props (such as tea and cake) close to your face so they are visible
- If you are photographing a large group, take time to compose the photograph and make sure everyone is looking at the camera
- The above point applies to an event such as a tea party – a shot of a room with lots of people in it isn't engaging for the media, so select a few people for the photo
- Ensure you have consent from anyone featured in photos.
- Please consider how big the file is in terms of quality and file size, a high quality photograph is usually 300dpi and a decent size of image usually ranges from 500KB to 2MB. We wouldn't advise sending anything bigger as this is likely to block the journalists' mailbox and may cause some frustration.
- It's fine to use a camera on a phone but when you download/send the file make sure you select 'original size' or one of the larger file formats.



Additional Information

Should you require additional information or have any queries relating to Celebrating Homecare Day, please contact **Matthew Kiernan at the Homecare Association:** Matthew.Kiernan@ukhca.co.uk



Fill in this page with your plans to celebrate homecare!

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