

# Carers' Wellbeing Stakeholder toolkit



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# Introduction: What is the Carers' Wellbeing Campaign?

The Scottish Government is launching its new Carers' Wellbeing campaign to encourage carers across Scotland to seek the emotional and practical support that will help them look after themselves.

The campaign has been developed alongside input from carers and carer organisations in order to ensure it truly meets the needs of those it is trying to support.

Recent polling undertaken by YouGov indicates that an additional 392,000 people in Scotland have taken up caring roles during the pandemic. This takes the total potential number of carers in Scotland to around 1.1 million. That is a lot more carers needing support.

The campaign will launch on the 25th November at the virtual Carers Parliament main event, with Ministerial speakers and carers and carer organisations in attendance, along with campaign ambassador and Scottish actor Jane McCarry.

The marketing campaign will include PR activity with national and local media, using real carer voices and stories as well as a TV ad, press and social media activity.

Through the campaign, we are hoping to get more people across Scotland recognising themselves as carers and accessing the support that works for them, including their rights under the Carers Act.

## What is this toolkit for?

This toolkit has been designed to ensure key stakeholders and partners can support the campaign and to maximise the communication of campaign messages directly to the target audience. This document also ensures stakeholders and the Scottish Government are aligned and working holistically on increasing awareness and messaging.

## How can your organisation help?

To bolster the campaign and ensure we can share our campaign messages as widely as possible, we would welcome any support from your organisation. This could be by:

- Sharing social media content on your own channels
- Sharing any of our campaign materials or key messaging in any email or online newsletters you may have
- Sharing content on your website
- Talking to your networks about the campaign and carer support

## Key campaign messaging

- The Scottish Government has launched its new Carers' Wellbeing campaign with the help of Still Game star Jane McCarry, to encourage carers across Scotland to seek the emotional and practical support that will help them look after themselves.
- Before the pandemic there were an estimated 690,000 carers in Scotland but recent polling undertaken by YouGov suggests this figure could have increased by an additional 392,000 since Covid-19 and lockdown. This would take the total potential number of carers in Scotland to around 1.1 million. (1)
- There's a range of support measures available nationally and locally to carers to help improve carers' quality of life. From local virtual support groups to online relaxation tutorials.
- There are local carer centres across Scotland offering bespoke support to suit carers' individual needs. Sometimes carers might just need a chat on the phone to talk to somebody who knows what they're going through, or if more help is required, they can set up more structured support plans.
- All carers in Scotland have a right to a personalised plan to explore what support would be helpful for them.
- For more information on the support available to carers, please visit [nhsinform.scot/caring](https://nhsinform.scot/caring) or call 0800 011 3200. Lines are open Monday- Friday, 9am – 5pm.

(1) Carers UK YouGov study [here](#)

## Downloadable assets

You can find the following assets in the FTP and Dropbox links below:

- Social media assets
- Social media video
- Email Signature
- TV ad

### Login details

**Username:** union-scotgov\_carers

**Password:** aL3rM1lU2zU1mS1e



## Suggested Social Media content for your channels

Below is suggested social media copy to share across your own social media channels which includes the campaign hashtag, key messaging and links to the website [nhsinform.scot/caring](https://nhsinform.scot/caring).

### Please feel free to amend to suit your audience and channel.

- *The @ScotGov Carers' Wellbeing campaign is encouraging carers across Scotland to seek the emotional and practical support that will help them help them look after themselves. More info at [nhsinform.scot/caring](https://nhsinform.scot/caring) or 0800 011 3200 #carerssupport*
- *There's a community of carers on every doorstep and every street. Together, it's important to connect them with the emotional and practical support that works for them. For more info, visit [nhsinform.scot/caring](https://nhsinform.scot/caring) #carerssupport*
- *To find out about the local support available to carers in your area: visit [nhsinform.scot/caring](https://nhsinform.scot/caring) or call 0800 011 3200. #carerssupport*
- *From a chat on the phone to relaxation tutorials, there's a wide range of support available for carers, nationally and locally. For more info call 0800 011 3200 or visit: [nhsinform.scot/caring](https://nhsinform.scot/caring) #carerssupport*
- *From juggling family and social lives to work and their caring duties, carers deserve support for themselves. The @ScotGov Carers' Wellbeing campaign highlights the support available. Call 0800 011 3200 or visit [nhsinform.scot/caring](https://nhsinform.scot/caring) #carerssupport*
- *There are local carer centres across Scotland offering bespoke support to suit carers' individual needs. To find out about the support in your area, call 0800 011 3200 or visit [nhsinform.scot/caring](https://nhsinform.scot/caring) #carerssupport*

**You can find images and videos to go with these posts in the social media assets on the previous page**

## Contact details

Thank you so much for supporting the campaign and if you would like any further information or to get in touch, please contact:

Sophie Good, Senior Marketing Manager  
Email: [sophie.good@gov.scot](mailto:sophie.good@gov.scot)

Peggy Winford, Senior Policy Manager  
Email: [peggy.winford@gov.scot](mailto:peggy.winford@gov.scot)

### Useful links

Website: [nhsinform.scot/caring](https://nhsinform.scot/caring)

YouTube: [Scottish Government](https://www.youtube.com/ScottishGovernment)

