



# Carers Week and the Missing 100,000 campaign

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**21.3.25**



# Carers Week:

## Monday 9<sup>th</sup>-Sunday 15<sup>th</sup> June

### What we're doing:

- Celebrating carers
- Talking about carers' support and rights
- Campaign to reach new carers: the Missing 100,000

\*National theme is *Caring about Equality*, highlighting carers' greater risk of poverty, social isolation, and poor mental and physical health



# Carers Week: Hub celebrations

Celebrations and some wellbeing events at all Hubs



# Carers Week Carer: Conferences

- **Wednesday 11th June** 10am-12.30pm, online
- **Saturday 14th June** 9.30am-1pm, Surrey venue (TBC)

**Audience:** carers (registered and non-registered)

## Agenda

- Feedback on Surrey Carers Strategy, with SCC Carer Commissioners, to feed into update of Strategy next year.
- Our services to carers, including more defined offer of support
- Carer views and experiences on what needs to change in Surrey
- Wellbeing session/activity



# Carers Week Carer Campaign: Missing 100k

**Idea:** Surrey has likely 120,000 unpaid carers in its 1.2m population. We are only supporting 20,000, so 100,000 are missing and not getting the support they need.

**Aim:** To get more carers to register with us – *to realise they are carers, to understand and want our help, and feel that registering is right for them.*

**Goal:** 300 new unpaid carers.

**Timing:** main focus Carers Week, and week before/after, but will appear in some comms in May.



# Missing 100k: why don't people register?

**Multiple reasons, to be referenced/tackled in different comms, including:**

- I'm just the partner/daughter/dad etc
- I'm still working / I don't live with them, so I'm not really a carer
- Not realising caring is a 'thing'
- Unaware of the rights, services, and support available
- I'm not doing that much / I don't need help yet
- Stigma
- The cared-for person not wanting them to identify as a carer
- Fear of facing up to what acknowledgement means, especially longer-term
- Fear of statutory service involvement and what that means

**Including stats about average times it takes to realise/sign up**



# Missing 100k: objectives

## Primary objective

To get people to realise they are carers, that support is there and relevant for them, and to register (via all methods, postcards at Hubs/events, online, phone calls, text, emails)

## Secondary objective

Raise awareness of these 'missing carers' with wider audience, especially professionals, and supporters, but also the public at large, explaining to all what a carer is and what that means to someone's life.

*Wow, I didn't realise there were so many – I must have lots in my workplace, colleagues, neighbours etc.*



# Missing 100k: Messaging

Audience: unregistered carers/public

**Lead Message:** Are you one of the missing?

**Main Message:** There are likely 120,000 unpaid carers living in Surrey, but most are not getting the support they need. If this is you, there's lots of help available.

An unpaid carer is anyone looking after a friend or relative who is ill/disabled or has addiction issues who couldn't manage without this support. Charity Action for Carers Surrey is there for all unpaid carers, aged 5-95, supporting with practical, emotional, financial and legal help. Register with us and get the help you deserve.

**Tone:** surprising but not frightening, becoming supportive/warm/approachable

**CTA:** Register today – it's quick and easy





# Missing 100k: Messaging

**Audience: professionals**

**Lead Message:** 100,000 unpaid carers are missing

**Main Message:** there are likely 120,000 unpaid carers living in Surrey, but most are not getting the support they need... [content on the difference referral, especially early, makes)

**Tone:** arresting/surprising/authoritative

**CTA:** Please refer unpaid carers you meet to us; and come to our training to find out more about identifying and supporting Surrey's unpaid carers.

**Other Audiences:** will have additional messages/CTAs for staff, for supporters, partner orgs etc.

# Missing 100k: Standard activity

- Landing page on our website (all traffic will be direct here) – likely shorter/simplified sign-up form TBC
- Press release: particular focus on free newsletters and radio
- Content/social asset sharing: particular focus other charities where we know there are many carers (e.g. Parkinson's UK)
- Emails/newsletters
- Social media
- Posters

Targeting additional/new settings, for example special schools/colleges; Motability centres; libraries; food banks, CAB, others TBC



# Missing 100k: Enhanced activity

- Paid social
- Google ads
- Pharmacy bags
- Outdoor ads (15 sites, bus stops)
- Stands: hospitals; 10 high streets/shopping centres; others TBC (including our conferences) – with amended messaging to be clear we are not fundraising (*question around tables/gazebos*)



# Carers Week Carer Campaign: Costs

- Pharmacy bags: **£3,950 +VAT** (discount from £5,774, for us)
- Outdoor advertising at 15 bus stops for a two-week period: **£3,000 +VAT**  
(charity and special offer discounts bringing one bus stop from £350/400 to £250)
- Paid ads (FB and Instagram): **£1,500** (approx.)
- Google adds: **free** (charity scheme)
- Print materials (posters): **£500**

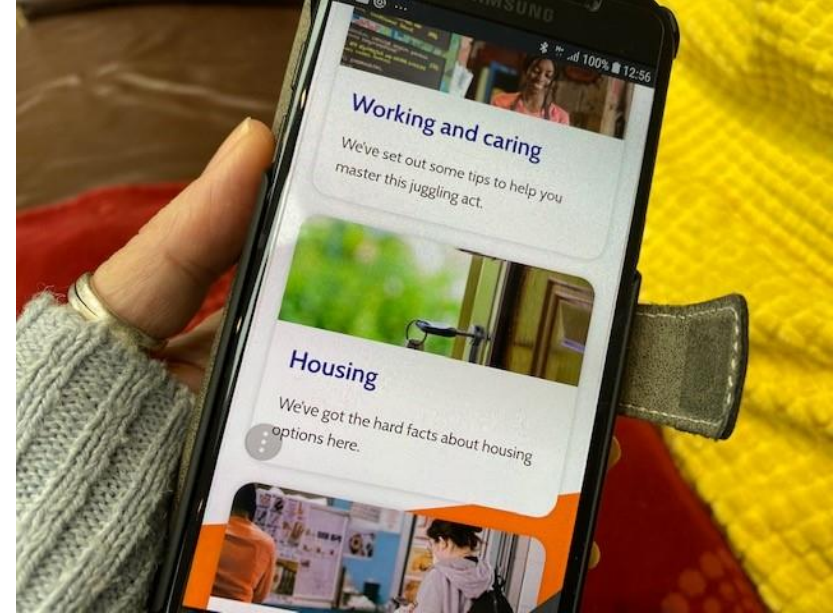
Currently at **£10,340** of **£10,000** budget

# Carers Week Carer Campaign: Measuring

Assessing, comparing months of April ('control') to May and June:

- Traffic to website, mainly campaign landing page, but also others (e.g. Carers Week page)
- Registrations of all types
- Enquiries of all types
- Email open and click rates
- Social (paid and free) engagement rates

Evaluation, considering potential further campaigns, including more targeted to under-reached groups.





Thank you

Any questions?