

Supporting Parents and Carers Spotlight Day Stand Up For Carers

26 June 2024



Supporting Reps

Are you new to campaigning?
Not sure what Spotlight Day is all about?
Wondering how to get involved?
Read on...

This year on Wednesday 26 June Usdaw is organising a campaign day to highlight the pressures that working carers are under.

The campaign day is called a 'Spotlight Day' and it happens once a year. Each year the theme of the day changes.

The campaign day this year has the theme 'Stand Up For Carers'.

The aim of the day is to recognise the huge contribution that unpaid carers make to society and to let carers know that Usdaw is on their side. We also want to use Spotlight Day this year to raise awareness of a new legal right to unpaid time off work to care.

Every year hundreds of reps get involved on Spotlight Day. If you are new to organising campaigning activity, you might be wondering what steps you can take to get involved on Spotlight Day.

You can choose to do as much or as little as you like.

First of all, talk to your site manager or shop personnel manager to agree how the Spotlight Day campaign could be run in your workplace.

Running A Campaign Stand

- You could set a campaign stand up in the canteen, a staff area or on the shop floor. You'll need to agree the location with your manager. If you come up against any problems get in touch with your Area Organiser.
- Try and agree a time when there will be plenty of your colleagues around for you to talk to about the campaign. If your site or store functions on a 24 hour basis you might want to approach other reps (if you have them) or members to ask for help to staff the campaign stand at key times during the day and night.
- Tick the box on the order form telling us that you are organising a stand and we will send you everything you need including leaflets, posters and free 'giveaways' like sweets and keyrings.

- Talk to members and non-members about the campaign. Take a look at the reps briefing and the key messages in this campaign pack for some ideas about how you might start the conversation.
- Ask colleagues to fill in the enclosed survey. This raises awareness of the Union's campaign. Hand out the leaflets too. You can get extra copies of the survey from the Union's website: www.usdaw.org.uk/spcsurvey.pdf Send the survey back to the freepost address listed on it.
- Ask colleagues to fill out the 'pledge card' (which looks like a postcard). Cut the pledge card in two. Give one section back to the member / non member who has pledged their support for the campaign and return the signed section to Usdaw.
- You can get extra copies of all the campaign materials for free by using the enclosed order form or visiting Usdaw's website: www.usdaw.org.uk/spcorder

Theming Your Noticeboard

If you are not able to commit time to the campaign, but still want to get the message across to members in your workplace, you can cover the Union noticeboard in your workplace with campaign information.

This is a great way to run a visible campaign if you are not able to commit time-wise.

If you think this may be the best option for you, please tick the enclosed order form for a 'Noticeboard Pack' and we will send you a pack of materials to enable you to quickly and easily take part.

Campaign Briefing

Many Usdaw members are juggling paid jobs with caring for someone and whilst this can be a very rewarding experience, it can also be hugely demanding.

Unpaid carers need and deserve to be recognised and supported with their caring roles but too many of them are not. Caring often puts household incomes under additional pressure as it can limit your ability to work extra hours and brings extra costs with it that carers would not otherwise have.

The work of unpaid carers helps hold society and families together and yet, due to a lack of recognition and support, many unpaid carers are facing financial hardship.

A survey by the charity Carers UK found that 4 in 10 carers have had to give up work to provide unpaid care, and 1 in 5 have had to reduce their working hours. As a result, carers are faced with a loss in earnings of up to £1000 a month.

It doesn't have to be like this. Carers deserve a decent level of income and to be supported to combine paid work with caring.

Better support for carers to stay in work benefits carers, the people they care for, employers and the wider economy.

Carers make a huge contribution to the NHS, social care and to society as a whole. Unpaid carers also make a huge difference to the lives of the people they care for and enable disabled people and those living with long-term illnesses and health conditions to lead dignified, independent lives.

Udaw will continue to campaign for better rights for carers and to support unpaid carers who are under pressure at work. We are also committed to ensuring that carers in Usdaw understand their rights and are able to access the support that is available to them whenever they need it.

That's why the theme for this year's Parents and Carer's Spotlight Day is Stand Up For Carers.

Inside this campaign pack you will find everything you need to know about how to get involved on Spotlight Day.

By getting involved on Spotlight Day you can help reach out to members in your workplace and show that Usdaw can help and is not just there for when things go wrong at work.



SPC Reps Briefing April 2024
Stock photography, posed by models