

ORGANISING A CARER'S INFORMATION EXHIBITION

by Martin Bould
Development Officer
King's Fund Carers Unit

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1. What is a carers information exhibition

It is a major local event, open to the public, where statutory or voluntary organisations have stalls, tables or displays, with information to give away. A vital element is that each organisation has staff present to talk to carers and to answer questions. Sometimes it is called a 'Carers Fair' or 'Information Fair'.

These guidelines offer general advice on organising a carers information exhibition, based on experience gained in Evesham, Worcs., on 4th April 1987. It also draws on the experience of the Association of Carers, who held the first carers fairs in Merseyside and Greater Manchester in 1986. Thanks are due to Sandra Leventon of the Association of Carers for advice and for comments on these guidelines. Ann Pinchin of the Sutton Carers Project also made many helpful suggestions.

The aims of an information exhibition are:

- (i) to allow carers to select from a wide range of information,
- (ii) to allow carers to get answers to personal queries about their own situation,
- (iii) to publicise carers needs within the local community.

These aims were achieved in Evesham. Feedback forms showed that carers felt the best valuable aspects of the day had been the general range of information available in one place and the individual advice they had received. Sixteen different stalls were mentioned by respondents as especially useful, indicating that a good spread had been achieved. All visitors reported receiving helpful answers from staff. There was good coverage in the local press. Opinion was strongly in favour of the event being repeated, and also supported the suggestion of a permanent carers centre.

An unanticipated benefit was the knowledge and personal contacts gained by exhibitors about each others work.

2. The first idea

2.1 Time needed

Allow plenty of time. It helps to plan well ahead and spread the work out. The recommendation is four to six months. In Evesham the idea was agreed in August and the exhibition held in April.

2.2 Ownership - whose event?

Its likely that a group of carers, workers or committee members will first have the idea of organising a carers information fair or exhibition. That's exactly as it should be. But you'll have to come a long way from the first idea, and involve a lot of people - so it's worth asking if you're the right sort of group to set up and manage the whole exercise.

Asking this question will probably lead you to decide not that you're the wrong sort of people, but that you need to involve



others early on. People in statutory or voluntary organisations will find they should involve carers - and carers' groups may find it's the skills of people in those organisations that they need.

In Evesham, the idea came from a small group of carers supported by professionals and the first thing we did was to invite the voluntary and statutory organisations to a meeting. Workers and volunteers from local organisations eventually did most of the practical work, but a meeting was held to consult with carers and report back progress. Like previous meetings this was held in the morning, but we did wonder afterwards whether an evening meeting would have reached more people.

However, experience elsewhere suggests evening meetings attract car owners who can make convenient arrangements for someone to sit with the people they look after. Daytime meetings may reach different people, notably those not in paid work whose relatives use day care.

3. Getting Support

3.1 Planning a meeting

After a nucleus of people have made preliminary plans together, and probably got some background information, the next stage will be a meeting to test support for the idea of an information exhibition.

The best way of getting in touch with carers at this stage is probably to talk to people you or your colleagues know - the carers in contact with organisations, or those who seem likely to be interested. Don't worry that there won't be 'hidden' carers. Experienced advice will probably help most at this stage.

To contact organisations, write to all relevant voluntary groups and invite them to send a representative. In the health and social services, it's probably best to contact directly the friendly and supportive individuals known to you (though of course this applies to all agencies, too). Make a special point of establishing contact with any ethnic minority organisations in your area.

The aim of this first meeting is to communicate the basic idea of a carers information exhibition - what it is, why it is necessary, what the benefits are. It will be important, too, to begin to set out the general boundaries of responsibility.

In Evesham, the responsibilities divided like this: carers were advisers; workers (paid or voluntary) from relevant organisations were committee members; and the voluntary and statutory agencies were asked to provide free facilities, help with publicity, information about their services, and a person to turn up on the day to lead discussion or give information.

It is not reasonable to expect people who are more or less full time carers to take on the active role of committee member - but they should be invited to meetings (and consulted informally

outside them) since their point of view will merit equal weight.

The first meeting should tell you how well the idea goes down, produce a few pledges of support, and a rough understanding of who will be doing what. These points will all be clarified in the next stages, provided you have left yourself enough time. (In Evesham, this meeting was held in September)

3.2 Reactions

At these meetings, some people always express reservations. Welcome those points which will help you plan the most effective events. But don't be daunted by individuals who say 'you won't get the money' or 'people won't have the time'. Listen carefully to people who say 'we tried it before and it didn't work' - often it wasn't quite the same thing. (Perhaps a carers support group or carers course didn't get off to a good start.) These individuals may only be stating their own priorities for time and money, which they are entitled to do. Many community organisations have been started by people who ignored a roomful of scepticism like this!

In the case of a carers information exhibition you can rely on two things. First, it's been proved over and over again that carers need information. Second, exhibitions or fairs can conclusively be shown to have worked very well elsewhere. That's part of the point of this pack.

Some people may say it's wrong to raise carers expectations - wrong to tell them about services which they may not be able to use because they are not widespread or else are fully subscribed. Often service providers say this, because they are afraid of a flood of enquiries.

There are two things to say here. First, services for carers usually aren't inundated after publicity. Many carers are reluctant to use outside help, and tend to want only a very little help from the services anyway. Second, most carers are fully able to understand that services are limited - all their experience will have taught them that. It is demeaning to deny them information and to fail to treat them like responsible adults.

4. The first things to arrange

Nominate a date and book a venue as soon as you can. You could do this (provisionally if you haven't got any money) at the time of your consultative meeting.

4.1 Date

When thinking about a date, don't rule out a Saturday. It has worked well elsewhere - e.g. in Evesham, Merseyside and Manchester. Avoid holiday periods and make sure you are not clashing with national sporting events, or with other civic or community events in your area.

4.2 Venue

If you haven't had any kind of exhibition before, a venue may take some finding. You want somewhere with level access, adapted toilet, (both for people with disabilities), a large hall, and several other rooms you can use - at least for creche and refreshments, if not for discussion, video and a quiet area. Organisers of Association of Carers events feel it is better to avoid hospitals.

Ideas: community centres, public halls, day centres, arts centres, church premises, colleges. Think big! If you cannot find anywhere central, can you run a minibus shuttle? If access is poor, can steps be temporarily ramped? (But think about the toilets.)

4.3 Name

There are potential problems with almost every word. If you don't use the term 'carer' in your title, you lose the opportunity to gain recognition for carers; if you do, you risk many people misreading the publicity as 'careers'.

Evesham started as a 'carers fair' but changed the description to 'exhibition' to make it clear that there was no fund raising, and added the word 'information' to describe what was on offer.

Despite these considerations, you should agree on a name straight away.

4.4 Next Tasks

The rest of these guidelines cover practical organisation in some detail. Two things will make the task a lot easier if they can be done early. First, get a full address list of local organisations and prospective publicity outlets for posters and leaflets. Second, prepare the artwork for your publicity: logo, lettering for key words, etc.

5. Staging the Exhibition

There is a well rehearsed model for the task you have set yourselves - that is mounting an exhibition. Exhibition organisers look after the venue, the facilities and special attractions, and undertake publicity. Exhibitors turn up on the day (or the day before) with their equipment and "sell" their product. So you are doing nothing that doesn't happen regularly every day on some scale somewhere in the country. Once the date is fixed, arrangements can be made along these lines. And a committee is a very effective device for sharing work.

Section 5.1 describes the arrangements to make with exhibitors; section 5.2 describes special attractions, and section 5.3 the very important back up facilities. Section 5.4 looks at equipment needed, and section 5.5 lists income and expenditure in outline. Don't forget to have a supply of feedback forms available on the day - the one used in Evesham

is included in the pack.

5.1 Exhibition

The steering committee in Evesham felt, when reviewing the event, that clear, firm deadlines were necessary for exhibitors. Write to them as early as possible so you allow plenty of time for everybody to get organised.

5.1.1 Schedule

Notify potential exhibitors of the date and give a deadline for applications to be returned. There is a sample letter from Evesham in the information pack.

In Evesham, this was done 5 months in advance, with a deadline 3 months in advance. Make sure your list is comprehensive and take steps to get the word widely known at this point - you don't want people ringing up after your deadline asking to exhibit.

It is strongly recommended you do not charge groups. They will be preparing displays, providing information and arranging staff at their own expense. Charging for a 'pitch' would create a barrier for many groups. It also goes against the spirit of making information freely accessible. In Evesham, one helper was heard to say 'the only thing you have to pay for here is a cup of tea'. That seems a very positive stance.

Draw on your local knowledge to decide who to invite to exhibit. Keep in mind that they should be able to help carers. You can use local directories produced by a CVS, volunteer bureau or self help support unit to check you haven't missed anyone. In Evesham the main national voluntary organisations were contacted, and several arranged for nearby branches to attend, or else offered leaflets. Private agencies were not invited, and the committee never discussed the matter. However, you may think it worthwhile drawing up guidelines on this.

In Evesham, contact with exhibitors was done in two parts - asking people to express an interest in principle, then notifying exact arrangements and asking for firm commitments and full details. These stages are best combined into one. But do specify clearly what you want exhibitors to do, and what you will provide. For example, tell them to set up the day before, bring information for people to take away, arrange for someone to answer questions, and prepare a display on their own boards. Say you can provide a stated amount of floor space and tables of a certain size, plus 4 chairs. Find out from them exactly what they are bringing and their time of arrival.

If you wish, you can take the opportunity of circularising your exhibitors to offer helpful checklists on what 'carers need' or 'how to put your message across effectively'. Many organisations will want to consult their committees, so do give sufficient time. It is a good idea to use the information which exhibitors

themselves provide for your catalogue or programme or directory - addresses, details of activities etc. This saves you checking its accuracy.

Unless those details are confirmed and clear in everyone's mind, you may have to deal with people turning up unexpectedly to set up stalls.

You should have enough information to direct exhibitors to their numbered space when they arrive.

5.1.2 Programme

Produce a programme - at least 2 weeks before the event. In Evesham we left this too late, and so the effectiveness was undermined. Programmes are useful for giving detailed information that your handouts cannot contain. You can also put any disclaimers or caveats in your programme.

Checklist for programme

- eyecatching cover with name, place, date and time
- timetable of events, workshops, discussions, videos
- summary of main features
- details of help available
- list of exhibitors, with map if possible
- details of organisers and contact address
- acknowledgements, credits and disclaimers

5.1.3 Setting Up

Organise your hall beforehand. A site manager should plan the layout of stalls, and allocate each space a number and each number an exhibitor (these numbers could appear in your programme, with a site plan). It is best for local organisations to set up the night before. (Those travelling a long distance will not be able to do so.)

One exhibition had a special section on respite care, where five organisations providing different types of break had displays. You could consider similar themes.

5.1.4 Reception

Provide a reception which is also a base for on-the-day site management. Have some people to welcome visitors, hand them a programme, give directions, etc. and someone else in charge of exhibitors and coping with their queries. These are separate functions and require separate people.

In Evesham, carers said they appreciated a personal welcome when they arrived. Press and VIPs need to be recognised and introduced to organisers. Many tasks of liaison with exhibitors fell to the site organiser: dealing with late comers, rearranging space requirements, trying to keep exhibitors cars away from the setting down area, etc. A rota can share the work and relieve key personnel during slack periods. The reception is your nerve-centre for the day. Don't underrate it.

5.1.5 Guidelines for displaying information

Some organisations may not have had much experience in preparing displays. (These guidelines are based on those suggested by Anne Pinchin who organised an exhibition in the London Borough of Sutton in 1987).

- People respond better to a strong simple display than to a crowded layout, full of detail
- Pick out key themes and key words describing services and activities
- Photographs and illustrations communicate directly and effectively: sometimes they express more than words can ever do
- Case histories can be useful in explaining how a service works
- Don't be afraid. Tell people the same central message in several different ways
- Have plenty of written information to back up the material displayed on your stall
- Get professional advice about how to prepare your display your display. It may be possible to approach the following: the library service, health promotion or education team, public relations, section of council, company or national voluntary organisation, local college.

5.2 Special Attractions: discussion groups and display

5.2.1 Display

There is no doubt that displays of aids and equipment for disabled living are worthwhile. It helps carers to see, and have explained, products which are intended to make it easier for them and the person they care for. Incontinence aids are especially useful to have on display, and can be combined with a discreet area for private conversation.

There may be a problem in arranging a wide enough range of aids and equipment for disabled people. The Disabled Living Foundation in London and the various centres around the country do not generally loan out equipment (though if your event is on a Saturday and you

can cope with the transport, it may be worth an approach). They will offer information and advice. The local occupational therapy (OT) team will probably have some aids and some photographs, but it is desirable to let carers see a wide range.

Some of the largest manufacturers are organised in such a way that they will only display their goods when there is a likely return on investment, i.e. a through-put of thousands, much higher than a carers event is likely to attract. They are geared to a proper exhibition stand with supporting staff.

In Evesham, we found that the local representatives of the medium sized companies were able to be more flexible, and send items for display, picking them up off the OT section a few days later.

However, in the programme we did advise everyone to consult the OT and arrange a home visit if possible, in order to warn people about purchases made without exact planning for the use of the item in the home.

5.2.2 Discussion groups

Some carer events are mainly conferences, with large and small discussion sessions presented as the main attractions. When organising an information event, discussion groups function mainly as a better way of communicating with several people at once (as compare to several of one-to-one interviews. They can also provide a forum for carers to put their own point of view.

In Evesham it was quite difficult to pitch the discussion sessions correctly. Those like welfare benefits, which imparted information on a given subject, went down well and straightforwardly. (Expect welfare benefits to be in demand on an open day). About 20 carers attended the workshop in Evesham and feedback forms indicated that what they received was the information they wanted. (There was a stall all day as well)

When carers were seeking to express ideas for change, and discuss policies, as in the "care at home" session, the balance between imparting information about services and facilitating discussion was hard to maintain. A subject like "reducing stress" could be factual or participatory, including relaxation exercises etc. Certainly for discussion sessions a designated, well briefed leader from the organising agency (i.e. the carers information exhibition committee), not the service providers, is essential.

In Evesham, about 5 carers and 10 professionals attended the 'care at home' discussion whilst the lunchtime session on 'looking after yourself' drew only 5 people.

Repeating subjects in both morning and afternoon was a suggestion from carers who found they were interested in one subject but not able to get away at that particular time of day.

Certainly organising discussion groups takes quite a bit of extra work, especially if representatives of several services are going

to be present.

Discussion groups should take place in rooms separate from the main exhibition hall (but well sign-posted). Make sure they are properly announced so everyone knows they are starting.

5.2.3 Videos

There are several videos which can be shown either as part of a discussion or in an area set aside for watching. In the latter case, someone must be delegated to check machinery and change the tapes at the advertised times. Suitable tapes include:

- Time to be Me
 - 'Carers' - primary healthcare workers training pack
 - Time to Care
 - Shared Concern
- plus TV programmes (check the copyright position with the lender of these tapes).

Include the titles and show times in the programme.

5.2.4 Opening ceremony

In Evesham, we decided not to go for a 'celebrity'. The committee felt the time and effort were not worth it. You certainly don't need one. But you do need persistence and effort to get hold of one (free). On the other hand, they are good for publicity, which is a main task for the organising committee.

Some form of opening is essential - it gets you off to a good start. In Evesham we asked the local MP, and also got the Mayor to preside over a small 'ceremony' of short speeches. If politicians are there to officiate, MPs, mayors, ministers, chairs of committees, etc. are all acceptable. If they are there to express contentious, 'party political' views, take care to balance the ticket - invite or arrange for representatives of all the main parties to be present.

5.3 Facilities

Your aim is to meet the needs of those who may want to come. Remember that visitors will spend a substantial amount of time at the exhibition - upwards of an hour and a half. Even then, many will wish they had spent longer. Experience in Evesham showed it was well worth following up every possible way of meeting visitors needs. The organisers felt that if anything the facilities were under publicised. More people could have been coped with in all cases.

5.3.1 People with disabilities

Many carers may want to bring the person they care for with them. Disabled people will come as visitors, as for any public event. Parents are amongst the most likely, judging by the feedback forms received in Evesham. But you should plan for a range from

very young to very elderly. Not all people with disabilities will need special facilities or a separate area. You should have:

- a supervised play area for children with qualified leaders for children with disabilities
- a quiet room for people who do not like bustle
- assistance: to bring a cup of tea, help with eating or mobility (This does not require special knowledge but a mature attitude is important.)
- an accessible refreshments area
- level access and room to move around
- a designated setting down area for people arriving in cars
- signer for deaf people

In Evesham, the handicapped toy library and care staff provided supervised play area (with additional volunteers and other children's play in the same room). A helper was in the quiet area at all times and St. John's and Red Cross shared the role of assistance, also giving first aid cover.

About 5 children with special needs and 10 other children used the play facilities in the course of the day. There were 2 or 3 people in the rest room most of the time - often exhibitors, with about 5 older people using it during the day.

Although numbers were not high, it was felt to be important to demonstrate that facilities were available and of good quality. Carers and people with disabilities are mistrustful of promises on the basis of previous bad experiences.

A meeting for all helpers was arranged on site the week before. This was considered very important.

5.3.2 Refreshments

The event will be open all day. Visitors can be expected to spend an hour and a half, with many spending more time (based on feedback forms from Evesham). Exhibitors will be present all day.

This points to a need for refreshments throughout the day: tea, coffee, biscuits and squash, with sandwiches at lunchtime. A good refreshment area helps give a welcoming 'feel' to the event and provides a space for informal chat. It should be open all the time and accessible to people with disabilities, as it doubles as a rest or sitting area. One exhibition organiser suggests that this space should be 'hosted' by someone who understands carers needs.

In Evesham, business was brisk throughout. A local sandwich shop owner ran the sandwich stall, and volunteers did tea and coffee, etc. Charging low cafe prices (e.g 30p coffee), the surplus was £78 on tea and coffee alone, leaving aside the sandwiches. The advantage of a self employed person doing the sandwiches was that they made all the arrangements and were flexible enough to cope with unpredictable demand. All the administration and financing were taken out of the hands of the organisers.

But the ability to make a profit on teas is an important element in planning finances for the event as a whole.

5.3.3 Creche

Over 200 visitors from a range of backgrounds are expected to attend, and will want to spend over an hour at the exhibition. So somewhere to leave the children is very necessary. A qualified playleader should be in charge, with helpers, possibly volunteers.

5.3.4 Transport

Few locations have all the ideal qualities of being central, on main public transport routes, with ample car parking. Some carers will be unable to use buses, some won't have cars. Here are some suggestions to meet their needs:

Community transport: a voluntary car scheme or adapted minibus can help people who need door to door transport. It will probably require extra promotion or organisation on your part to make it happen, eg. linking with a volunteer organiser, finding a driver, squaring insurance. In Evesham, only one family used the community car scheme, but with more publicity, more people could have been helped.

Shuttle bus service: if you are out of town, you can organise a minibus shuttle from the town centre. You could borrow a voluntary organisation minibus and find a driver (as in Evesham) or do a deal with a local bus company. In the latter case you can probably charge a fare. After some hesitation, we didn't request formal permission for a bus stop, but just picked up and set down within the limits of the highway code.

In Evesham, 10 people used the minibus, plus a crowd at 'going home' time. Feedback forms indicated that the vast majority of visitors came in cars, with as many travelling over 6 miles as under that distance.

5.3.5 Other

Private interview space was available at Evesham but not called on. Prepare plenty of big signs (discuss the question of fixing beforehand).

It is important to draw people's attention to the 'passive' information display - leaflets and posters relevant to carers and mainly produced by national organisations who cannot be present in person.

5.4 Equipment

You will certainly need notices for inside the building, probably more than one video recorder and TV, and display boards. Many organisations do have access to display boards, and it may be

possible to rely on half of them preferring to bring their own. Display boards are notoriously difficult to borrow in large quantities - but with sufficient notice, you should be able to persuade education, social services or planning departments of the local council, or the health authority health education section. Then you will have to arrange transport.

In Evesham, the Education Department lent 30 display boards, half the organisations brought their own, and social services and health also loaned some. The local MSC scheme lent their van for the large consignment, while cars were enough for others.

Tables and chairs are the other vital elements. People cannot possibly bring them, and you will need a lot. Tables needn't be as big as trestles, but will still need to be fairly sizeable. Three or four chairs per stall are ideal - one or two for the organisers and two for visitors to sit down on when requesting information. A public address system is useful for announcements during the day, e.g. the opening ceremony, discussion groups, videos, cars to be moved, etc. If presentations to large numbers are envisaged, think about an induction loop, signer or an overhead projector for writing the main points for people with poor hearing (you'll need a couple of people to write on it, too).

Make sure you have access to a telephone for messages and emergencies during the day.

Home-made road signs were used in Evesham. The general feeling was that AA or RAC signs would have been a big help, but they are expensive and local 'free' or cost price resources (such as colleges with art or graphic design courses) may be an alternative.

Above all, make sure everyone is properly briefed. A short meeting and/or briefing notes are a great help here.

5.5 Money

You will need money for

Secretarial expenses - postage, letters, copying, minutes, press release, phone calls, etc.

Printing posters, leaflets, programme, directory.

Hire of rooms for committee meetings, etc. (try and get this free).

Publicity costs - materials for banners, signs, payments to others, press advertisements, video tapes.

Hire of equipment - display boards, video, toys for creche. Try and get these free - but you may have to pay for transport.

Hire of venue - try and get this free: it may be the single most expensive item. But remember the caretaker!

Insurance - get public liability with food poisoning, accident cover for volunteer helpers, and (if possible) loss or damage to borrowed equipment. Very important!

Source of income:

- local charitable organisations - rotary round table, media circle, trust, well established local voluntary organisations with an interest in carers (ask for a set amount from each) - a sample letter is included in the pack
- small grants from local council and/or health authority,
- charities, firms and national voluntary organisations
- any other ideas you have
- avoid charging organisations which display information

6. Publicity

Publicity is essential to the successful organisation of a carers exhibition. It is vital to tell people about the event and to encourage them to come. In particular, an exhibition can get at 'unaffiliated' or 'hidden' carers in a way that few other activities for carers can. There are many avenues for publicity. Remember that running a publicity campaign can be very time consuming. For an event like a carers information exhibition, you want more than the odd mention. Try and think of your publicity as continuous over several weeks - say 4 or 6 - and using a number of different outlets.

6.1 Printed Media

Local weeklies, regional papers and free papers are all likely to be interested in your exhibition. Remember they are interested in 'news' - they will report what is going to happen, what has happened, and unusual or interesting angles.

Opportunities for publicity are:

- a) when you first decide to hold an event, make an announcement
- b) special attractions may merit coverage in their own right
- c) one or two weeks before the event. Make sure you leave an 'angle' for the press to use at this stage
- d) immediately after the event
- e) a feature on carers issues

Examples from the Evesham coverage are included in the information pack.

Make sure you have addresses, phone numbers and publication dates of all papers. The main ways to contact the press are:

1. Press release. This should be on headed paper, with 'press release' and date marked clearly at the beginning, and typed double-spaced on one side of the paper only, with phone numbers for further information.

2. Personal contact. You may know someone already; if not, ring up and talk to a reporter on the news desk. Ringing up is probably the best way to get a report after the event, and to give your side of the story.

A press release is also useful to circulate to other organisations to tell them what's going on. Free papers often print exactly what you send them.

If you want a feature, you will have to plan carefully the line you want to the article to take, and explain it to the editor and reporter concerned. You will also need to find people who are willing to be interviewed, and to make plans with them. This required considerable extra effort in Evesham but good coverage for carers was obtained, and the exhibition was mentioned.

'Specialist' national publications like RADAR bulletin or 'Disability Now' (Spastics Society) are also good ways to reach people.

Reflecting on coverage in Evesham, the steering committee concluded that paid adverts in the classified pages in the week of the exhibition would have been effective in reaching carers. This point is endorsed by the Association of Carers.

6.2 Broadcast Media

If you can get on TV, you will reach a large audience. The first carers fair did this, and many visitors cited TV as their source of information. The regional news and magazine programmes are the ones to aim at.

Local radio will probably do a 'mention' on what's on or else an interview, either over the telephone or in the studios.

6.3 Posters & Leaflets

Advance planning is important here. Spend time working out which organisations can help your distribution. Try to get your leaflets ready 2 months before the event. This way you can give them to other organisations to include in their mailings. Many will do this for nothing.

Another main route for the distribution of leaflets are the community nurses and home helps, who visit carers in their own homes. You will have to clear this with the organiser, who may possibly allow you a few minutes to brief a team meeting (if there is one). Special schools and day centres will often give leaflets to people who attend.

Public places, direct mailing and exhibitors are other distribution routes for leaflets. In Evesham we printed 7500 A5 leaflets. (A5 is half the size of this piece of paper). There is a sample in the information pack.

Contact with organisation or professional was the main way of finding out about the exhibition.

Posters have a shorter 'lifespan' - they should be ready 3 or 4 weeks before the day. In Evesham 300 were distributed. (The design is shown in the pack). Well designed and well situated posters can have a big impact.

Remember to produce a programme 2-4 weeks beforehand (see 6.2).
Here are some suggestions for places to put posters:

Hospitals
Health centres and clinics
CAB and advice centres
Libraries
Churches (list in yellow pages)
Day Centres
Noticeboards in health and social services offices
Chemists (list in yellow pages)
GP surgeries (via Family Practitioner Committee mailing)
Housing offices
Shopping malls and shops
Supermarkets notice boards
Offices

6.4 Other methods

In Evesham a very successful method was to hang a banner across the town hall frontage (where local events are often advertised). The town crier was also employed for 2 successive Saturdays.

7. Follow up

Follow up activities in Evesham, were

- giving information to the press for their report (done by telephone the next day and by talking to journalists and photographers at the exhibition,
- evaluation meeting for the steering committee,
- producing a video of the day for use by local organisation. Arranging the editing on free facilities took a long time, and of course money for tapes had to be found and arrangements for distribution had to be made. As a result, this idea had only limited success.
- producing a directory of local organisations (this idea had to be postponed for lack of typing resources),
- arranging a meeting to see if groups in Worcester would organise an event in Worcester in 1988,
- agreement to hold another exhibition in Evesham in 1989,
- production of this pack.

It was decided that lobbying for establishment of a carers centre was not feasible for local organisations at this stage, given the known restrictions on grant aid from Hertford and Worcester County Council and Worcester and District Health Authority.

8. Specimen documents from the Evesham Carers Information Exhibition

Copies of the following are enclosed in the pack

- letter inviting groups to take part

- letter asking local charities for a donation
- examples of press cuttings
- leaflet used
- poster used
- feedback form

infexh.mb/feb88

Evesham Carers INFORMATION

Fair

Saturday
4th April 1987
Evesham Day Centre, Davies Road

PLEASE REPLY TO

Sue Magner (Chair)

MB/BF

14th January 1987

Dear

I am writing to ask whether you could consider a donation toward the cost of mounting the Carers Information Fair in Evesham.

The Information Fair will be a one day event on Saturday 4th April 1987. Its aim will be to attract a large number of carers from Evesham and surrounding districts, to give them information about sources of help available, and to publicise the needs of carers. The venue will be Evesham Day Centre in Davies Road.

Perhaps I should tell you a little more about carers. They are usually family members who look after relatives who cannot manage alone due to illness, old age or disability. Whether they are the spouse of a stroke victim, the daughter of an elderly parent, or the parent of a handicapped child, they are in the same position: they provide personal and intimate care throughout the day, every week and often for many years. They may experience isolation and stress, and the majority will not get any outside help. Of course, individual needs and circumstances will vary: but we know that all carers will find it difficult to discover what kind of help is available, and where to get it. Hence our information fair.

Preliminary consultation with local organisations has revealed great enthusiasm for the idea: amongst those expressing interest were Vale of Evesham Volunteer Centre, CAB, WRVS, Arthritis Care, Samaritans and several units of health and social services, as well as the Crossroads Care Attendant Scheme.

A wide range of organisations will bring along information and experienced advisers covering their own field of work. We plan to hold special seminars giving advice on home care, looking after yourself, welfare benefits, and so on. It will not be a money raising event.

We have already made substantial progress in covering the basic costs: the premises will be free, and the Kings Fund Centre which runs a consultation Forum for carers four times a year in Evesham, will cover basic costs including publicity, insurance and some equipment.

However, there will be a considerable number of small expenses in mounting a successful event. Examples are transport and hire of display equipment, video equipment, travel expenses for group leaders, volunteer car driver expenses, volunteers to provide care and assistance for disabled people, printing of programmes, etc. We hope to raise £150 from local organisations and I would like to ask you to consider a contribution of £25.00.

a one day information event organised by a steering committee of local organisations and carers
with the support of the KINGS FUND CENTRE

The Evesham Carers Information Fair is organised by a steering committee of local carers and organisations, and is advised by the Kings Fund Centre in London (a charity concerned with innovation and good practice in health care). A list of those involved is attached.

With your help, we are confident of a successful day and a notable 'first' for Evesham.

Yours sincerely

Sue Magner
Chair

Martin Bould
Development Worker, Kings Fund Centre

Note: Cheques should be made payable to Evesham Carers Information Fair.

Evesham Carers INFORMATION

Fair

Saturday
4th April 1987
Evesham Day Centre, Davies Road

PLEASE REPLY TO

MB/BF

14th January 1987

Dear Colleague

A CARERS INFORMATION FAIR will be held on Saturday 4th April at Evesham Day Centre, Davies Road, Evesham. The Steering Committee would like to invite your organisation to be represented and to display information at the fair.

The aim of the day will be to provide a wide range of information to carers about sources of help available to them - both nationally and locally. The need for better information has been identified by several national studies, as well as by carers in Evesham. This one-day event will be a practical opportunity to meet that need.

By carers, we mean unpaid family members who look after a relative who is unable to manage alone, due to illness, old age or disability. We hope to attract a large number of carers from Evesham and surrounding districts.

Your organisation is being invited to display information; to bring material to hand out to carers; and to make available one or more people who can talk about your work and answer individual queries from carers. We plan to provide display boards where needed, plus tables and chairs, and to produce a programme for the day (for which participating organisations will be asked to provide a short statement of what they offer to carers).

The day will last from 10.00 am to 4.00 pm (provisionally), to which setting up time must be added. Confirmation of times and detailed arrangements will be sent to organisations who indicate they want to take part. Please note that this is not a fund raising occasion.

If you are interested in principle by displaying information, please return the enclosed form by 7th February. You can contact me for further information.

The Carers Information Fair is being organised by a steering committee of local organisations and carers. The Kings Fund Centre is providing advice as part of its work with carers in Evesham.

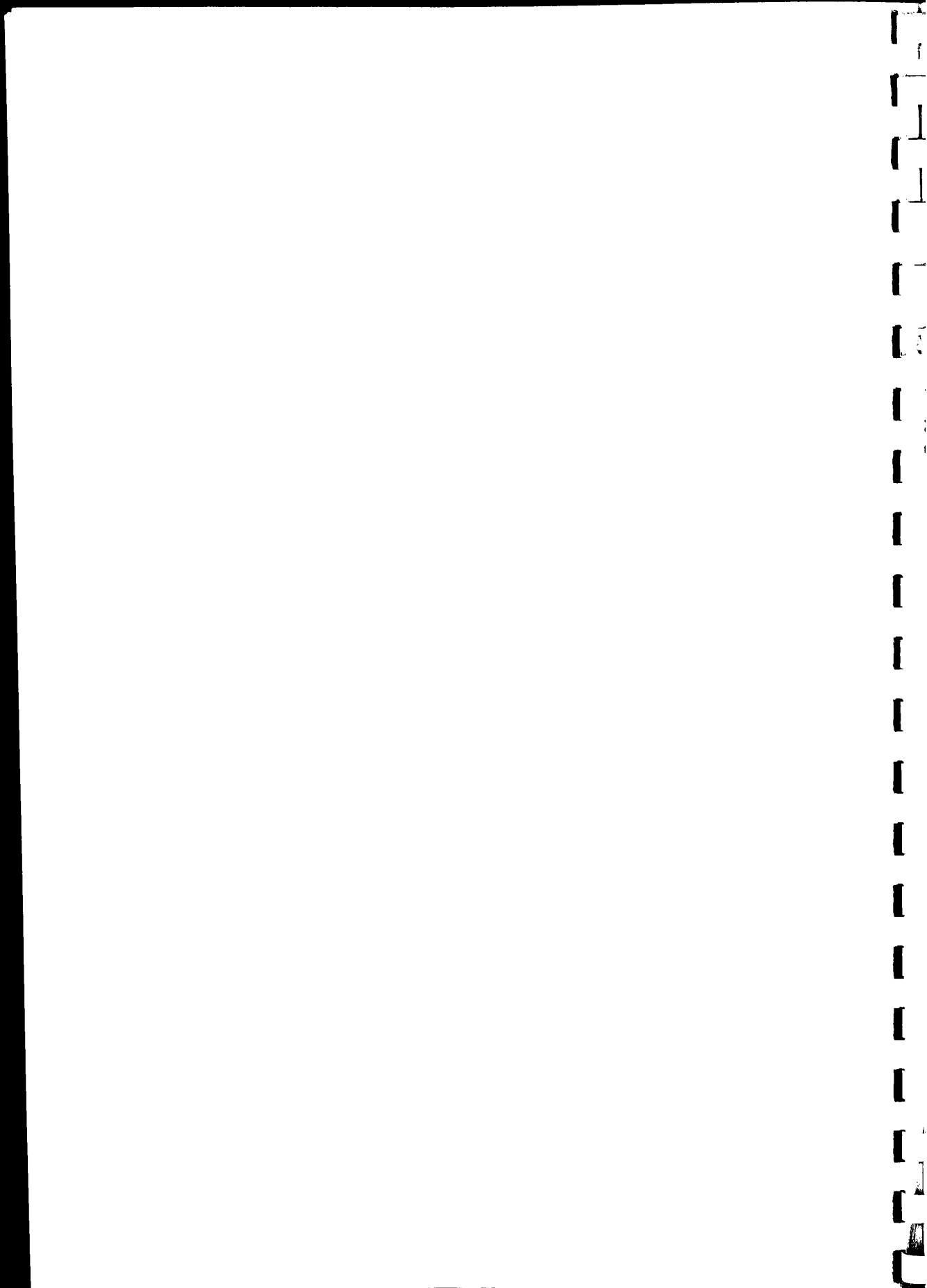
I look forward to hearing from you.

Yours sincerely,

Martin Bould

Martin Bould
Development Officer

a one day information event organised by a steering committee of local organisations and carers
with the support of the KINGS FUND CENTRE



EVERYTHING YOU WANTED TO KNOW ABOUT CARING ...
BUT NEVER HAD THE CHANCE TO ASK

help from social services

how the health services can help you

what local voluntary organisations can do for carers

SPECIAL INFORMATION SESSIONS

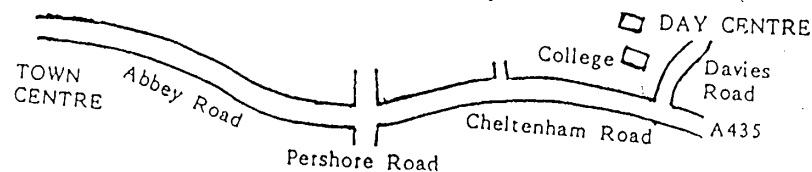
10.30 Care at home
12.00 Looking after yourself
2.00 Welfare benefits

advice from the Citizens Advice Bureau throughout the day
over 30 stalls for information and personal advice
display of aids and equipment for disabled people

FREE ADMISSION * VIDEOS * REFRESHMENTS AVAILABLE

How To Get There

Free minibus service from Evesham Town Centre
Vale Community Car Scheme if you cannot use a bus: tel 45035
By car: ample car parking space



Carers and the person they look after are equally welcome
There will be a quiet room, a refreshment area, care assistance on hand, and a supervised play area for children, with special facilities for those with disabilities. Please let us know any special requirements in advance. The Evesham Day Centre is fully accessible for people in wheelchairs.

Programmes will be available in Evesham town centre from late March. For more information ring the Vale of Evesham Volunteer Centre on Evesham 45035 between 9.30 - 3.00 pm Mon - Fri.

Organised by local carers and caring organisations
with the help of the Kings Fund

WHO IS ELDERLY, ILL OR DISABLED
COME AND FIND OUT THE FACTS

CARERS INFORMATION EXHIBITION

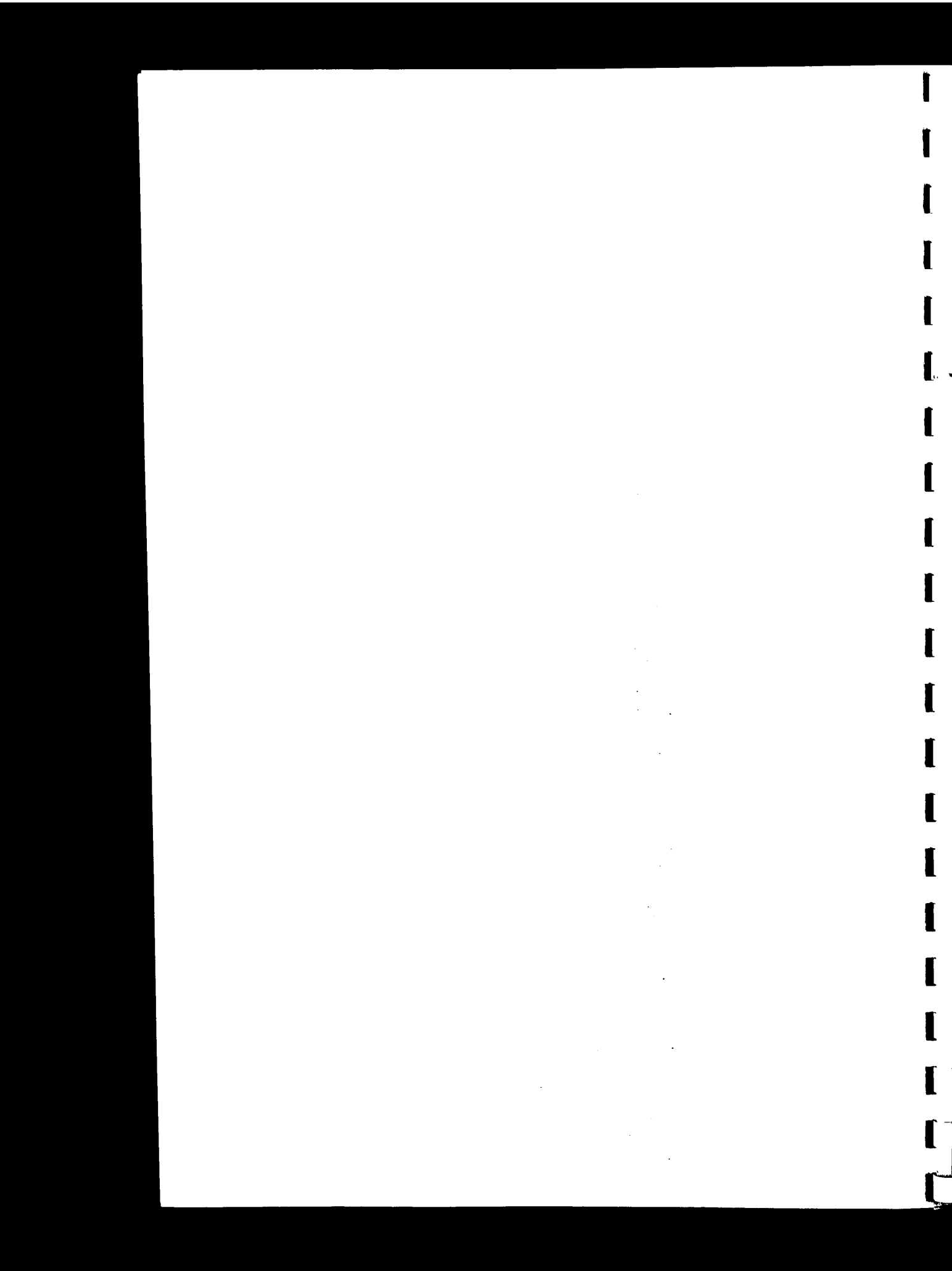
* videos * displays * over 30 organisations * discussion groups *
free admission

INFORMATION ON

* WHERE TO GO FOR HELP * PROVIDING CARE AT HOME *
* WHAT LOCAL ORGANISATIONS CAN DO *
* LOOKING AFTER YOURSELF * WELFARE BENEFITS *
* AIDS AND EQUIPMENT TO HELP YOU *

SAT 4th APRIL 1987 10am-4pm
Evesham Day Centre, Davies Road
EVESHAM

transport * play area * rest area * full access * refreshments
ALL CARERS ARE WELCOME
more details overleaf



CARERS INFORMATION EXHIBITION - FEEDBACK FORM

Are you a carer? YES / NO

Did the person you care for
come with you today? YES / NO

If you are not a carer, please help us by saying why you came:

How did you hear about the Exhibition?

How many miles did you travel to get here? _____ How did you travel? _____

What length of time did you spend at the exhibition? _____

Would you say that was LONGER THAN YOU WANTED / TOO SHORT / ABOUT RIGHT

What did you find most valuable about the day as a whole?

As a carer, what is the most important issue for you personally

Do you think there is a need for a one-day information exhibition in the future? YES / NO

If there was a permanent carers centre in the area, offering information, advice
and support, do you think you would use it? YES / NO

Which town would be most convenient for you? _____

Are there any ways in which you think the event could be improved in the future?

Exhibition areas

Did you feel you were given helpful answers to the questions you asked? YES / NO

Which information or stall did you find most relevant to you?

Were there any subjects you would have liked information about, but could not find?
Please give details

Comments

Discussion Groups

Please tick if you attended any of the groups: Care at Home (10.30) _____

Looking After Yourself (12 noon) _____ Welfare Benefits (2.00) _____

Discussion Groups (continued)

What did you find most useful in your discussion group?

What did you find least useful

Were there any subjects you would have liked to have seen covered? (say which)

Comments on discussion groups

Displays of aids and equipment

Did you think the displays of equipment for disabled people and of continence aids were useful?

YES / NO

Please mention any items you found especially interesting or worthwhile:

Did you speak to the person offering advice and information about the exhibits? YES/NO

Would you have liked more advice? YES / NO More items on display YES / NO

Comments

Assistance, rest, supervised and play areas Which aspect do your comments relate to?

Adult with special needs ____ child with special needs ____ play area ____ Access ____

Were you satisfied with the arrangements VERY SATISFIED/ ACCEPTABLE /

COULD HAVE BEEN IMPROVED/ VERY DISSATISFIED

Comments

Videos

Did you watch any videos? YES / NO

Please tell us the subjects or titles of any that you found especially interesting

Any other comments you wish to make

Hand in to reception or send to Barbara Fretwell, Kings Fund Centre, 126 Albert Street, London NW1 7NF

Note: You do not have to give your name and address.

IF YOU CARE FOR A PERSON
WHO IS ELDERLY, ILL OR DISABLED
COME AND FIND OUT THE FACTS

CARERS INFORMATION EXHIBITION

* videos * displays * over 30 organisations * discussion groups *
free admission

INFORMATION ON

- * WHERE TO GO FOR HELP * PROVIDING CARE AT HOME *
- * WHAT LOCAL ORGANISATIONS CAN DO *
- * LOOKING AFTER YOURSELF * WELFARE BENEFITS *
- * AIDS AND EQUIPMENT TO HELP YOU *

SAT 4th APRIL 1987 10am-4pm
Evesham Day Centre, Davies Road
EVESHAM

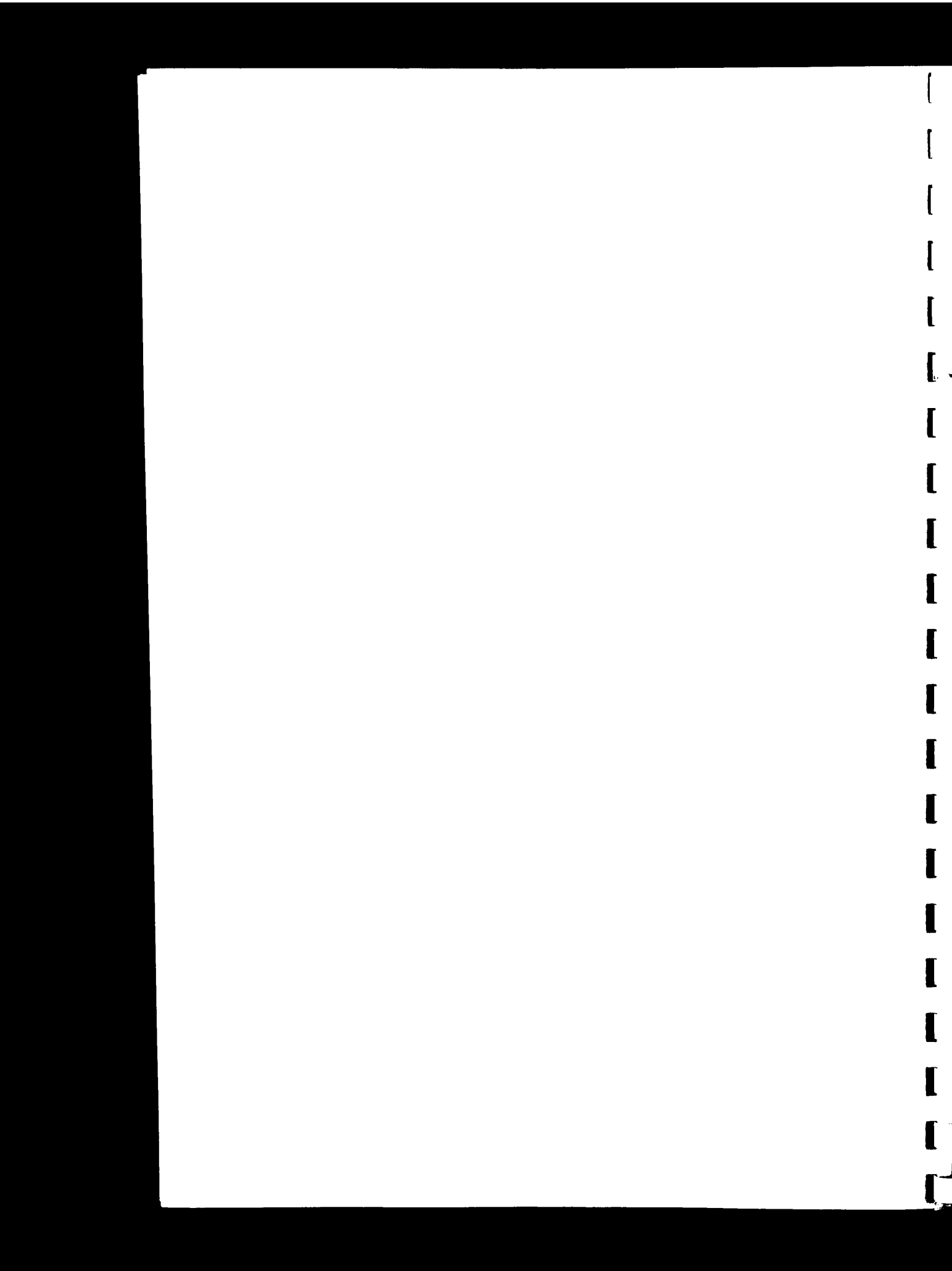
PROGRAMME

p1 Timetable
p2 How to make the most of the exhibition
p3 Help and Facilities available
p4 Acknowledgements
p5 What next
p6 Information from the Kings Fund Informal Caring Programme
green pages Alphabetical list of organisations taking part

FREE MINIBUS SERVICE (see p5)

Leaves on the hour from outside the Clifton Cinema 10 am to 3 pm

Returns from Day Centre at 15 minutes before each hour 10.45 am to 3.45 pm



TIMETABLE OF EVENTS

Exhibition

10.00 am Doors Open

10.15 am Opening Speeches

The Mayor of Evesham
Sue Magner, chair of steering committee
Michael Spicer, MP

10.30 am first discussion groups start
(see below for details)

4.00 pm Exhibition closes

The exhibition will remain open throughout the day for information and enquiries

Discussion Groups

Please see notices at reception for location of discussion rooms

10.30 am Care at Home (two groups)

(1) Dr Smith, Evesham Health Centre
Ann Havas, Nursing Officer (Special Needs)
Mrs A Davis, Sector Nursing Officer

(2) Margaret Royle, Worcester & District Health Authority
Mrs S Ivery, Home Help Organiser
Community Physiotherapy Team member

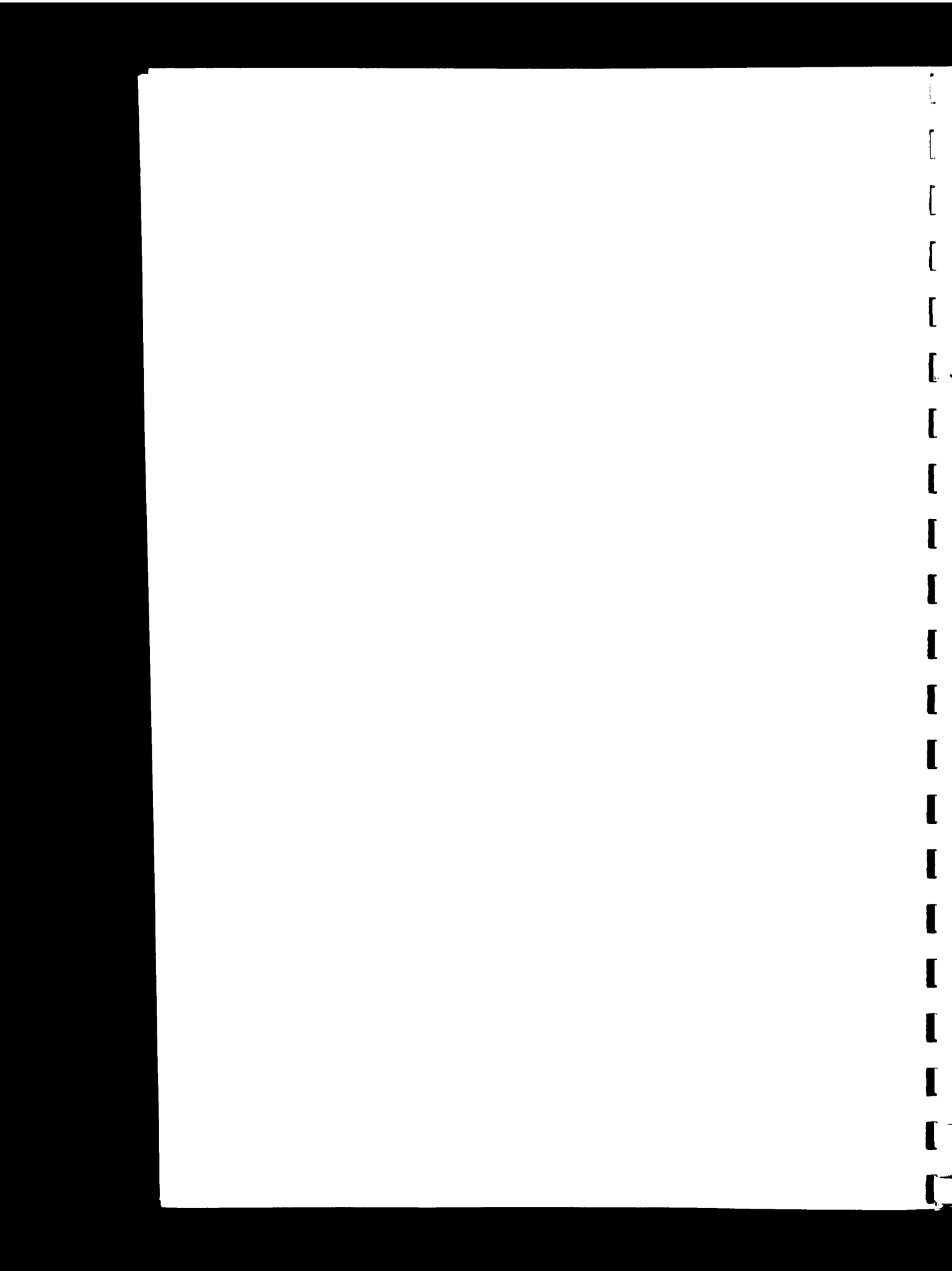
12.00 noon Looking After Yourself

Bill Coles, Seaford Court Lodge
Community Physiotherapy Team member

2.00 pm Welfare Benefits

Evesham Citizens Advice Bureau

Please note that many of these subjects will be covered for individual enquiries by several of the organisations exhibiting information throughout the day.



HOW TO MAKE THE MOST OF THE EXHIBITION

Welcome to the Evesham Carers Information Exhibition. This is the first event like this to be held in this region - in fact we know of only a handful of similar events in the country. We hope you will find your visit interesting and informative.

At least 1.25 million people in Britain are thought to be carers. They look after friends or relatives who, due to disability, illness, or old age, cannot manage at home without help. Most carers are women; some are themselves elderly and frail. They look after people with physical disabilities or mental handicaps, and those who may be disabled through psychiatric illness or chronic disease. They tend to work long hours and lead restricted lives, experiencing physical hardship and emotional stress.

Yet carers, who so much deserve support and recognition, find it hard to get information about the sources of help that is available. This Carers Information Exhibition is a practical step towards making it easier for carers to find the help they need for themselves, and for the people they care for.

LOOK ROUND AND ASK

There are two exhibition areas, linked by the refreshment area which connects the day centre with the college. Be sure to look round both!

Over 30 organisations are represented today. They have brought information about their own work for you to look at and, in most cases, to take away. But most important of all, they invite you to ask your own questions about the help you need. They have experienced paid or voluntary workers on hand to give you the answers. If they cannot help you today, please do make arrangements to follow up your contact later.

DISPLAYS

Displays of aids and equipment for disabled people are on view, as are a selection of items useful for helping with incontinence. Some of the aids have been loaned by commercial companies so you can see what is available. But please remember that our advice is to talk to the Community Occupational Therapy team at Worcester & District Health Authority (who are represented today). They can offer advice and arrange a home visit, if possible.

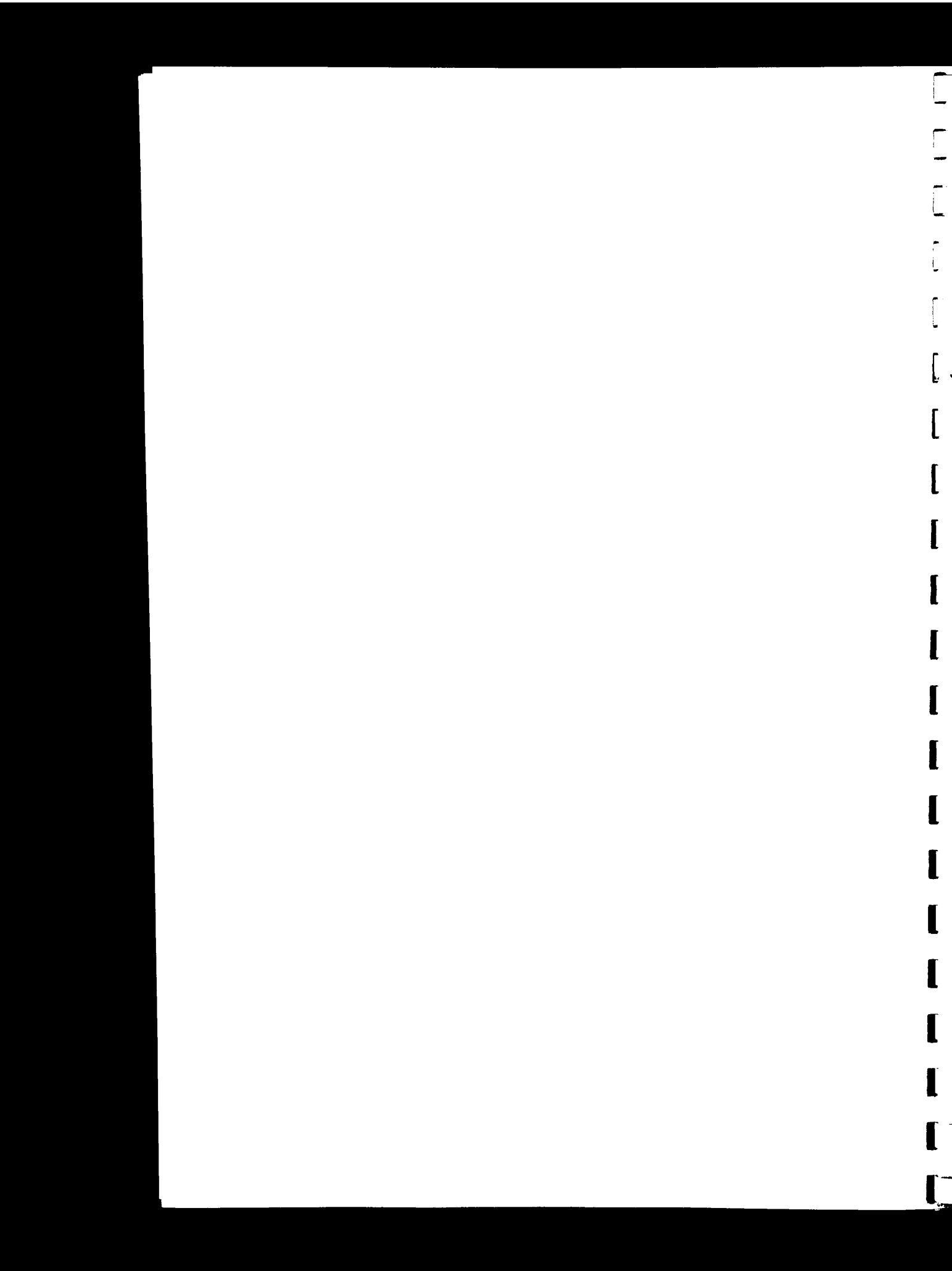
TALKS AND DISCUSSIONS

A programme of talks and discussions appears later in the programme. They will be held in discussion rooms. But most of the subjects covered in the talks can also be explored at one or other of the stalls at any time during the day.

DIRECTORY OF ORGANISATIONS

A directory of organisations exhibiting will be available at a small charge. Please ask at reception.

Note: information in this programme is provided in good faith and is correct to the best of our knowledge at time of going to press. The organisers reserve the right to make changes at any time.



HELP AND FACILITIES AVAILABLE

3

RECEPTION / ENQUIRIES

If you cannot find what you want, please ask at reception. This is also the contact point for all queries about assistance and transport.

Please fill in an attendance form when you arrive, and a feedback form before you leave. These will help us monitor the success of the day and keep in touch with those who would like more information.

SITTING AREA AND REFRESHMENTS

Seats and tea, biscuits & sandwiches, etc, are available in the area connecting the two exhibition halls. Ask at reception if you want someone to assist you.

QUIET ROOM

A small quiet room is set aside for people who want to sit down away from noise and bustle. Tea will be available, and help will be on hand. This room will be suitable for elderly people.

PLAY AREA

A supervised play area for children with disabilities is provided. Trained leaders are in attendance.

Under-5s may share the same play area. Additional supervisors are on hand.

Note: these facilities may only be used by those whose carer or responsible adult is attending the exhibition. The organisers reserve the right to admit people at their discretion, and to limit numbers to ensure an adequate ratio of assistance or supervision.

VIDEO SOAPBOX

If you feel strongly, or have something to say about carers, you can take part in the video we are making of the Carers Information Exhibition.

We will be filming a number of interviews with carers, so please contact reception if you want to take part. It will all be friendly and informal. But it is a good way to get your views on record.

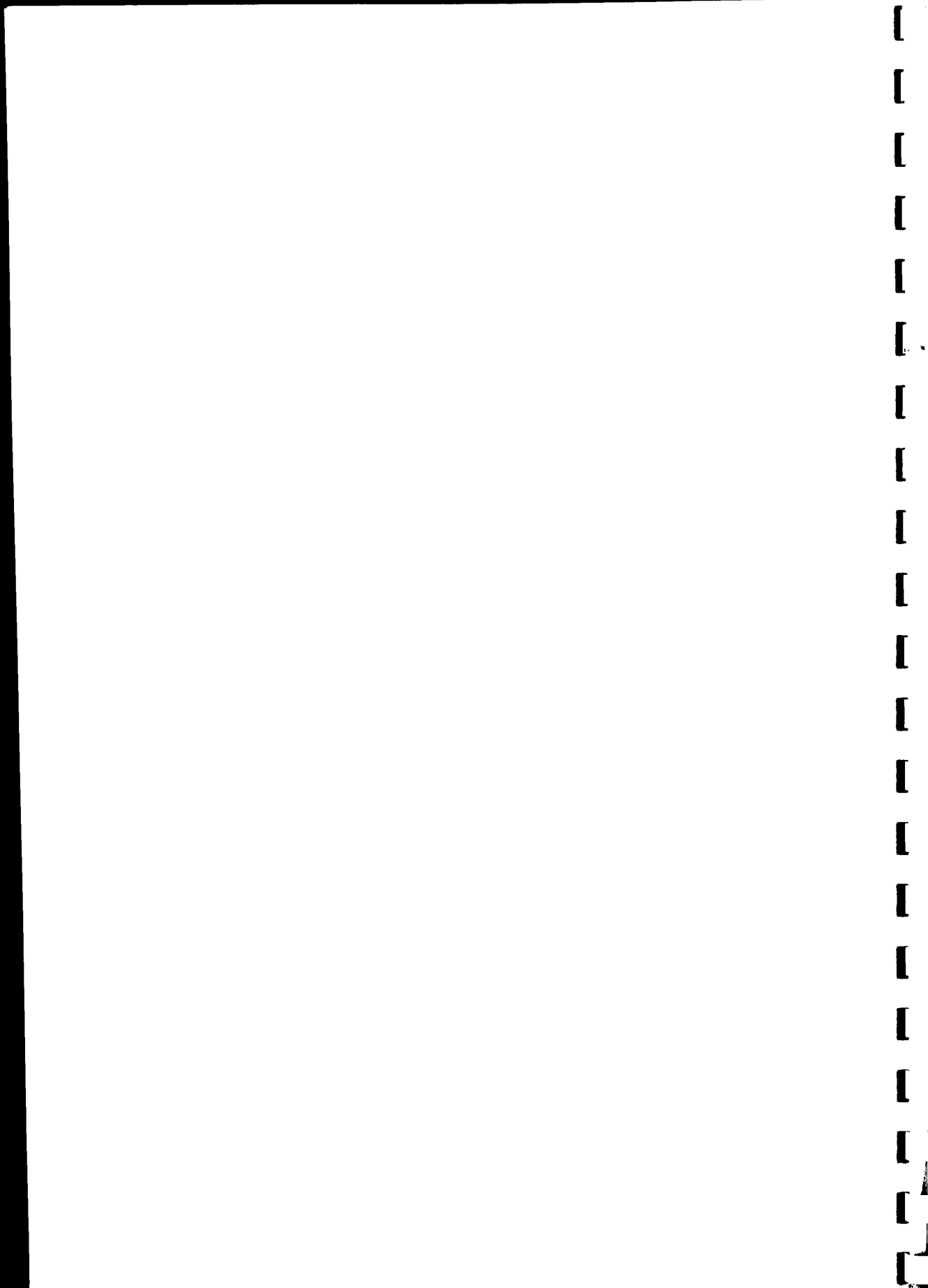
We will be asking:

- * what is it like to be a carer
- * was it easy to get the help you wanted
- * what do you think should be done to improve things for carers

We also want to interview some representatives of the organisations which exist to help carers.

The video will be edited to about half an hour and will be available for use by local groups and organisations.

If you would like to be interviewed, contact reception or approach the video team on the day. If you see this beforehand, you can contact Martin Bould on 01 267 6111 ext 247. no later than Thursday 2nd April



ORGANISATION OF THE EVESHAM CARERS INFORMATION EXHIBITION

Thanks are due to:

Steering Committee Members

Sue Wagner (chair)
 Pearl Barker (Treasurer)
 Brenda Staines (Secretary)
 Jenny Everton (Secretary)
 Annette Adams
 Chris Brazil
 Helen Bristol
 Gill Carr
 Margaret Cross
 Kim Diespecker
 Daphne English

Nick Greenhalgh
 Ron Mackenzie
 Tony Mann
 Eileen Potts
 Sue Richardson
 Tome Richardson
 Frances Rudd
 Mary Sharp
 Martin Bould (Kings Fund Centre)
 Myra Shurmer

Help with Resources

Evesham Day Centre
 Evesham College
 Education Department
 Social Services Department

Evesham Health Centre
 Health Promotion Team
 Gateway Club
 Vale of Evesham Volunteer Centre

Thanks to all organisations taking part, all who helped with publicity and in other ways, group leaders, and all volunteer helpers on the day.

Financial Help

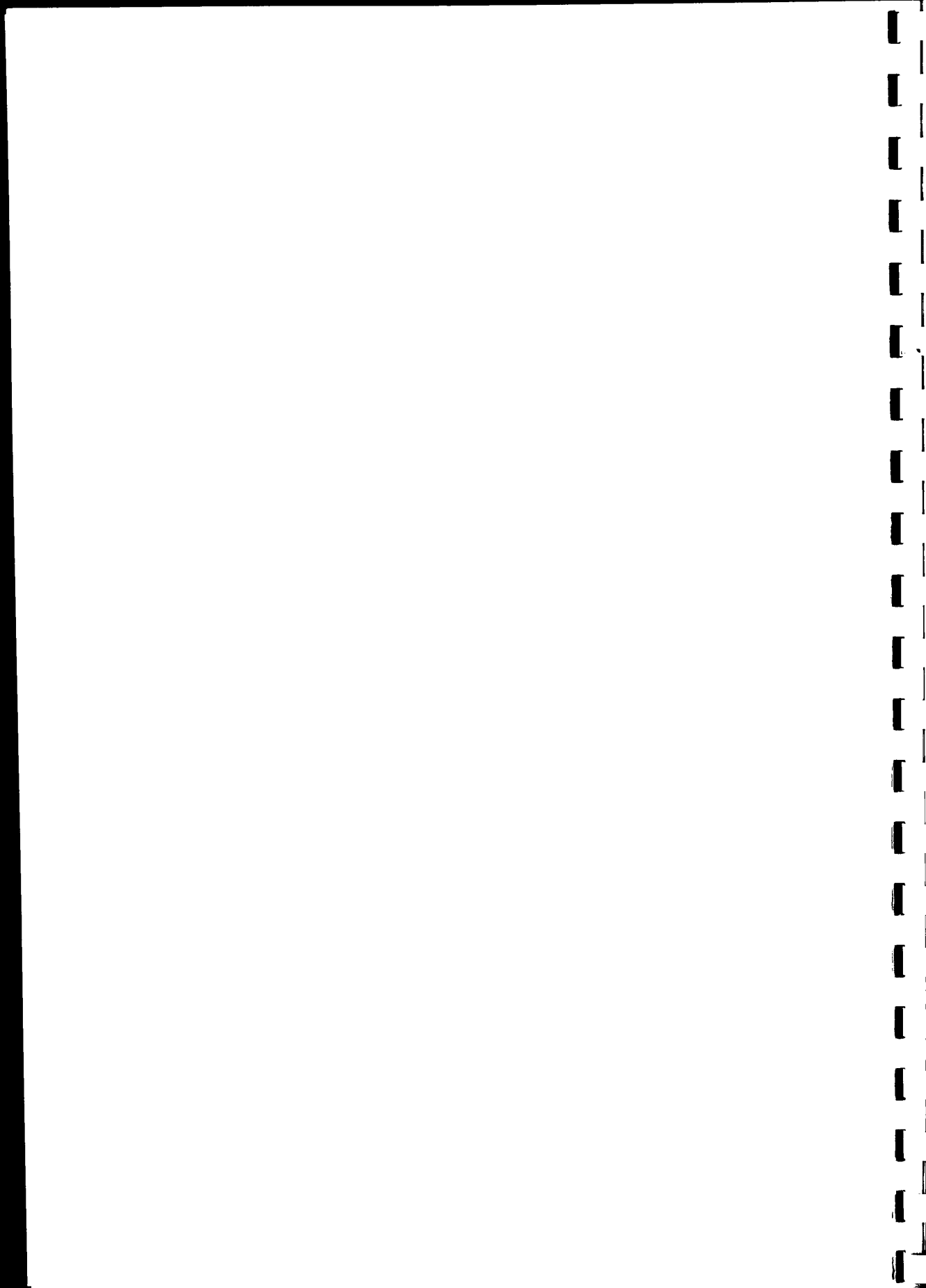
Thanks for donations:

Evesham Ladies Circle, Evesham Town Council, Rotarians, Evesham Mencap, and others whose donations have not been received at time of going to press.

Evesham Carers Information Exhibition has been organised in conjunction with the Kings Fund Centre, a charity based in London. The Kings Fund Informal Caring Programme aims to improve information and support to carers nationally. It is funded by the DHSS and the Health Education Council.



HEALTH EDUCATION COUNCIL



WHAT NEXT?

After the Evesham Carers Information Exhibition, what happens next for the future support of carers in Evesham and surrounding districts?

We hope that as a result of coming together, organisations will be more aware of carers needs and give them high priority in their future work. But the group of carers who initially suggested today's event would like to put forward for consideration the idea of a **carers centre** for Evesham. This would be a single point where carers could go for information, advice and support on all aspects of caring (instead of having to go from pillar to post in search of the help they need.)

A carers centre would work like this:

- * a base open to the public (with access for disabled people, a reception office and private area)
- * telephone enquiry service
- * extended opening hours
- * an information bank
- * counselling (including support from other carers)
- * outreach work - spreading information about carers
- * skilled staff to advise carers and make links with other agencies

Time, effort and money would be needed to set up and run such a centre. No detailed plans are being worked on at the moment. But when reviewing the Carers Information Exhibition, the steering committee will consider the idea.

If you think Evesham should have a permanent carers centre, make sure you fill in the feedback form on reception, or get in touch with Martin Bould, Kings Fund Centre, 126 Albert Street, London, NW1 7NF tel 01-267 6111 ext 247

FREE MINIBUS SERVICE

Will pick up passengers outside the Clifton cinema near the bus depot at

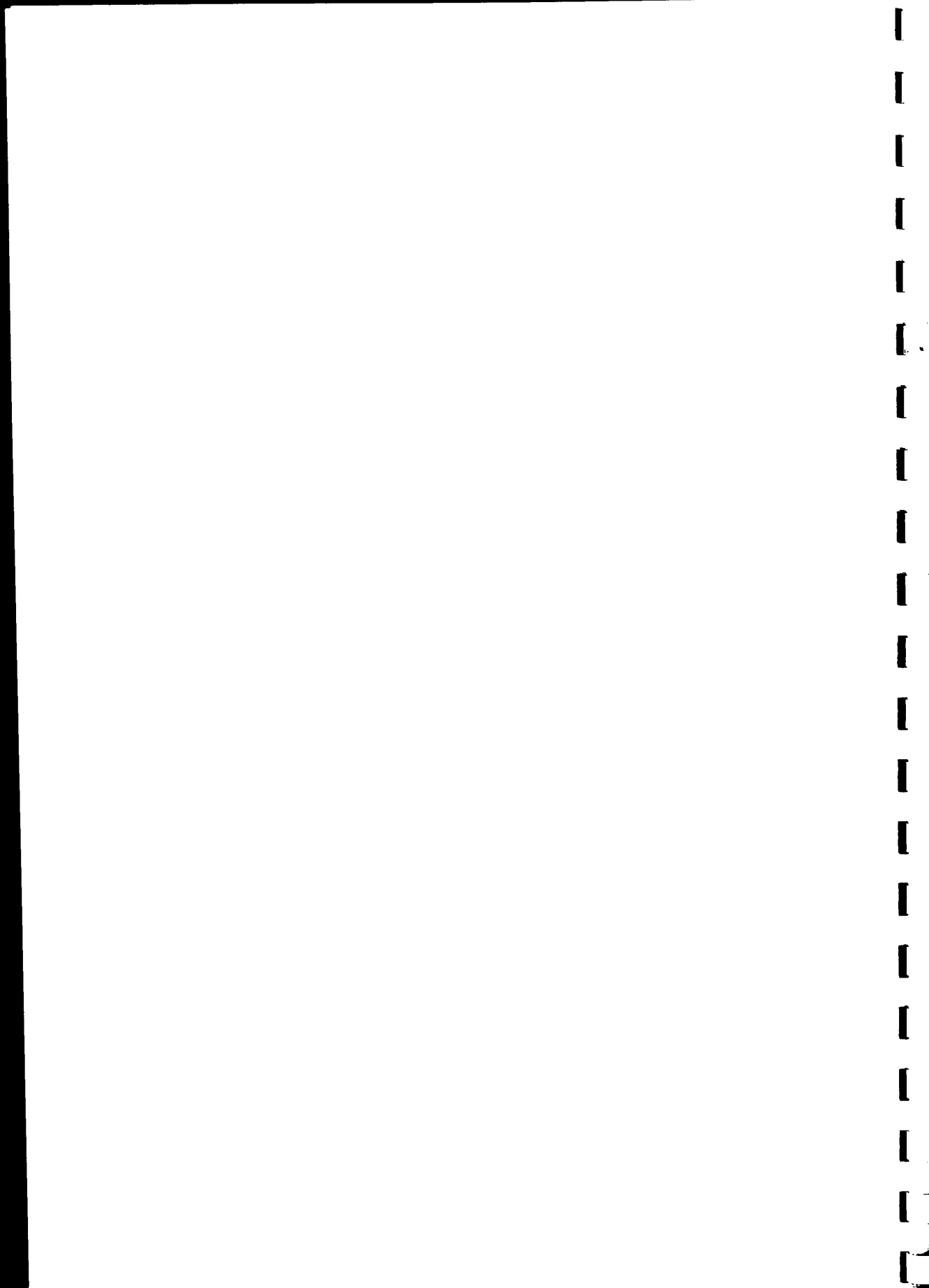
10.00 am	11.00 am	12.00 noon	1.00 pm	2.00 pm	3.00 pm
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Return from Evesham Day Centre at

10.45 am	11.45 am	12.45 pm	1.45 pm	2.45 pm	4.00 pm
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Look out for the Evesham Gateway Club minibus and our poster.

If you cannot use a bus or minibus, and need help with transport, please contact Vale Community Car Scheme at Evesham Volunteer Centre, tel Evesham 45035



KINGS FUND INFORMAL CARING PROGRAMME

Evesham Carers Forum

Meetings are held every three months to consult carers about the King's Fund programme of information, education and training for carers.

If you would like to attend the next meeting, fill in the form at reception, or the form below, or contact Barbara Fretwell, Kings Fund Centre, 126 Albert Street, London NW1 7NF. (tel: 01 267 6111 ext 248)

TAKING A BREAK - A guide for people caring at home

This is a booklet of information and advice for carers which will be published in June 1987 by the Kings Fund Informal Caring Programme.

It describes the services which may be available for carers to 'take a break' (whether for two hours or two weeks) and gives advice on how to use them.

If you would like a copy to be sent to you, please complete the form below and hand it in at reception or send it to the address shown. You will not receive a copy until the end of June.

REPLY FORM

Name

Address

.....

.....

☐ I am interested in receiving more information about Evesham Carers Forum

☐ I would like to receive a copy of the booklet TAKING A BREAK

☐ I am a carer or former carer

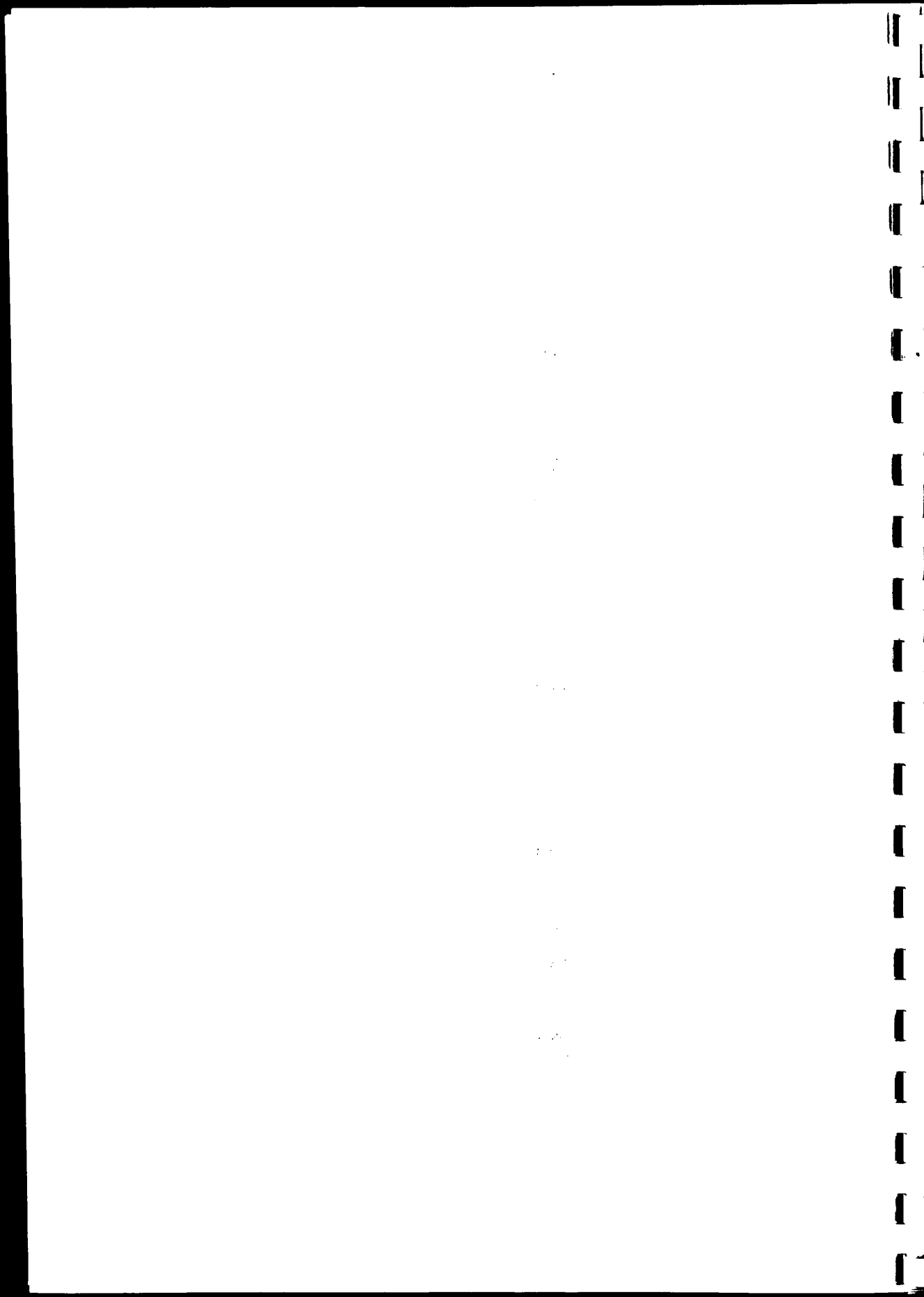
☐ I want the information for a friend

☐ I am interested because of my work

☐ Other reason (please state)

☐ I would like to receive further information about the Kings Fund Informal Caring Programme

Please return to: Barbara Fretwell, Kings Fund Centre, 126 Albert Street,
London NW1 7NF or hand in at reception



ACQUIRED APHASIA UNIT

Evesham College of Further Education, Cheltenham Road, Evesham WR11 6LP
Tel: Evesham 41091 ext 153

ACTION FOR EPILEPSY - PERHSORE/EVESHAM DISTRICT

Miss A Jackson, 52 Loughmill Road, Pershore, Worcs WR10 1QB
Tel: Evesham 554499

ALZHEIMERS DISEASE SOCIETY

Dr D G J Battin, Consultant Psychiatrist, Elgar Unit, Worcester Royal
Infirmary, Newtown Branch, Worcester WR5 1HN

ARTHRITIS CARE

Miss D Howell, 124 High Street, Broadway, Worcs WR12 7AJ
Tel: Evesham 858255

ASSOCIATION FOR ALL SPEECH IMPAIRED CHILDREN (AFASIC)

Mrs J Thomas, 7 Cockshot Road, Malvern, Worcs WR14 2TT

ASSOCIATION FOR THE BLIND, EVESHAM AND DISTRICT BRANCH

Mr L Tarplee, 69 Lichfield Avenue, Evesham
Tel: Evesham 41405

ASSOCIATION FOR DISABLED PEOPLE, WORCESTERSHIRE

1 St Marys Street, Worcester WR1 1HA
Tel: Worcester 27581 (Tues & Thurs 2-4pm Friday 10-12 noon)

ASSOCIATION TO COMBAT HUNTINGTON'S CHOREA (COMBAT)

Mrs Doreen Spiers, 23 Spenser Road, St Marks, Cheltenham GL51 7EA

CITIZENS ADVICE BUREAU

29 Cowl Street, Evesham WR11 4PL
Tel: Evesham 3737

COMMUNITY HEALTH COUNCIL, WORCESTER

Mr B L Essex, Secretary, Community Health Council, 10 The Moors, Worcester
Tel: Worcester 22715

**COMMUNITY OCCUPATIONAL THERAPY, WORCESTER & DISTRICT HEALTH
AUTHORITY**

Mrs C B Gater, Head Community Occupational Therapist, Isaac Maddox House,
Shrub Hill Road, Worcester WR4 9RW

CROSSROADS CARE ATTENDANT SCHEME

Mrs Sue Magner or Mrs Myra Hutchings, Parish Office, St Martins Church,
London Road, Worcester WR5
Tel: Worcester 358083

CRUSE, THE NATIONAL ASSOCIATION FOR THE WIDOWED & THEIR CHILDREN

Mrs C North, 14 Chamberlain Road, Worcester
Tel: Worcester 356504 for counselling (also on answering machine)
or Worcester 424128

DIABETIC ASSOCIATION, BRITISH - EVESHAM BRANCH

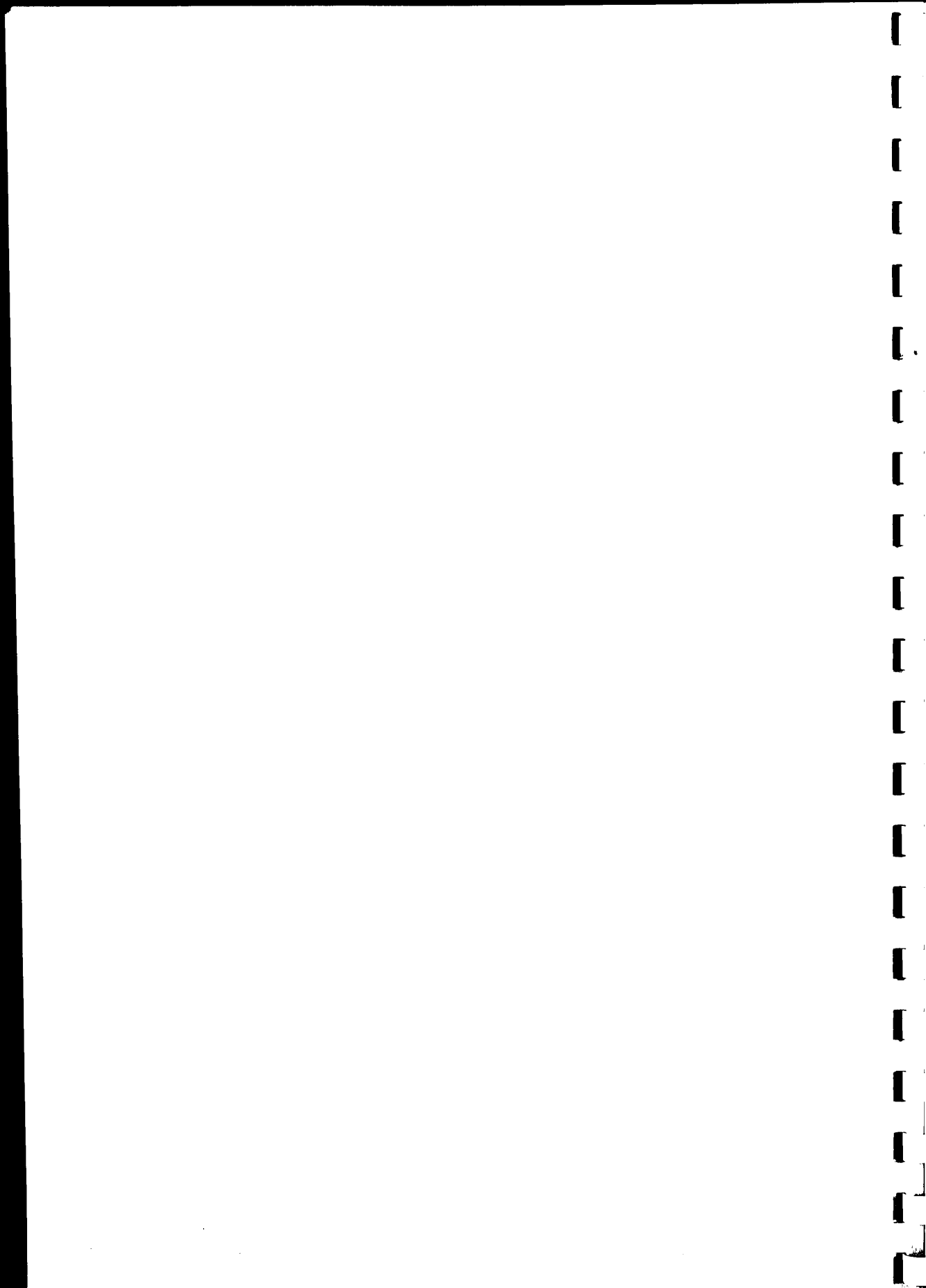
Miss Sadie Read, 2 Greenhill Cottages, South Littleton, Evesham, Worcs WR11 4LP
Tel: Evesham 830986 (Home) Evesham 47277 (Office)

ECZEMA SOCIETY, NATIONAL

Mrs Anne Fantozzi, 9 Croft Road, Evesham, Worcs WR11 4NE
Tel: Evesham 47799

GATEWAY CLUB, EVESHAM

Miss Janice Kinchin, 84 Kings Road, Evesham, Worcs WR11 5BS
Tel: Evesham 47453



• **HEADWAY**

200 Mansfield Road, Nottingham

HOLIDAY CARE SCHEME

2 Old Bank Chambers, Station Road, Horley, Surrey RH6 9HW

HOME CARE SCHEME - AVONSIDE GENERAL HOSPITAL

Evesham General Hospital, Avonside Branch, Evesham, Worcs WR11 6JT

Tel: Worcester 353507 ext 32282 Sister Kathleen Johnston

HOME HELP SERVICES AND HOME CARE (SOCIAL SERVICES)

Mrs Stow or Mrs Nettell, Home Help Office, Oat Street, Evesham

Tel: Evesham 3180

or

Mrs G Clifford

Social Services, Ombersley Street, Droitwich

Tel: Droitwich 775504

MENCAP, EVESHAM, PERSHORE & DISTRICT SOCIETY

Mrs Sylvia Emson, 59 Overbrook, Owletts End, Evesham

Tel: Evesham 45839

MIND, EVESHAM & PERSHORE GROUP

Mr & Mrs P Averis, 24 Moat Farm Lane, Bishampton, Pershore, Worcs WR10 2NJ

Tel: Bishampton 323

MULTIPLE SCLEROSIS SOCIETY

Mrs P M Lewin-Poole, 27a Victoria Avenue, Evesham, Worcs WR11 4QQ

Tel: Evesham 3466

NATIONAL COUNCIL FOR CARERS & THEIR ELDERLY DEPENDANTS

Mrs Buckett, Room 41, Princes Chambers, 6 Corporation Street, Birmingham B2 4RN

Tel: 021 643 5804

NATIONAL SCHIZOPHRENIA FELLOWSHIP

Eve Thompson, 7 Saxon Close, Stratford upon Avon CV37 7DX

Tel: Stratford upon Avon 297759

PARKINSON'S DISEASE SOCIETY

Mr Hyran Goodman, 25 Park View, Abbey Road, Great Malvern, Worcs WR14

Tel: 06848 63409

RED CROSS SOCIETY, BRITISH - GROUP AND SENIOR RESIDENTS CLUB

Mrs Freda Baldwyn, Ambleside, 14 Worcester Road, Evesham, Worcs WR11 4JU

Tel: Evesham 6156

ST RICHARDS HOSPICE

9 Castle Street, Worcs

SAMARITANS

Mrs Ling, 9 Sansome Place, Worcester WR1 1UA

Tel: Worcester 21121 or 28355

THREE SPRINGS DAY CENTRE (SOCIAL SERVICES)

45 Three Springs Road, Pershore, Worcs WR10 1HR

Tel: Evesham 553889

VOLUNTARY HELP CENTRE; PERSHORE & DISTRICT

16 Priest Lane, Pershore, Worcs WR10 1EB

Tel: Pershore 554299

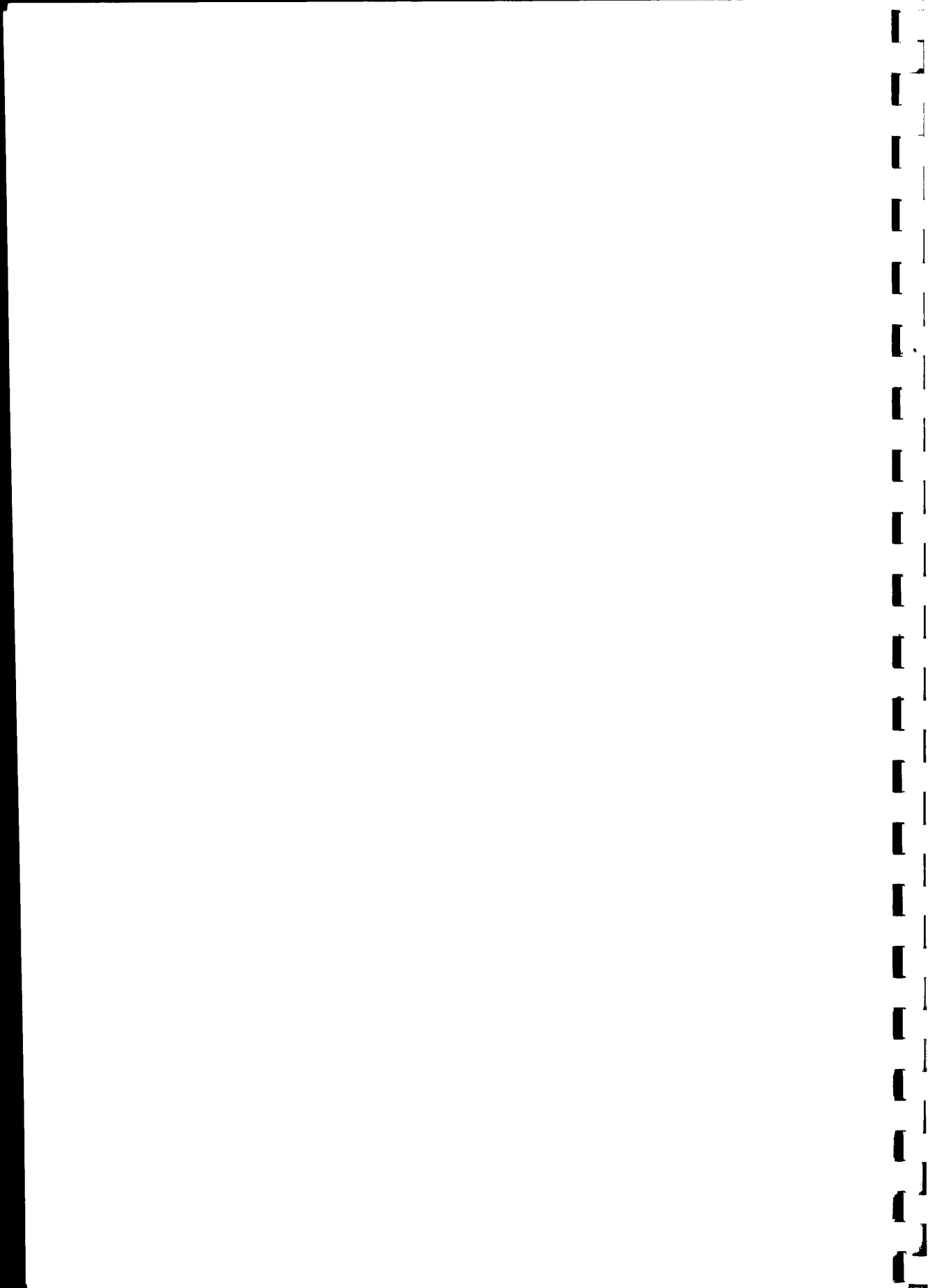
VOLUNTEER CENTRE, VALE OF EVESHAM

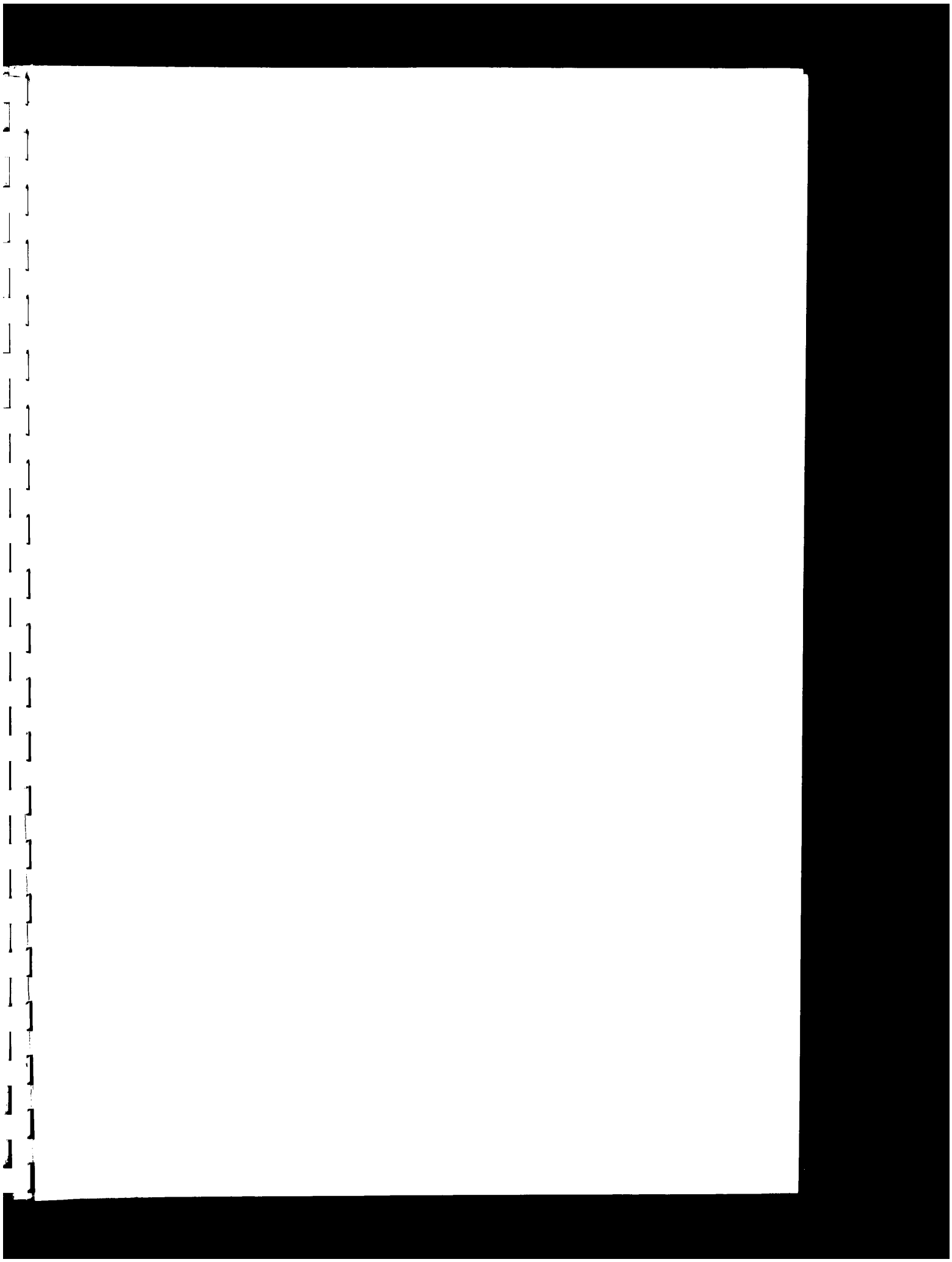
Aronwen McKenzie, Oat Street, Evesham, Worcs WR11 4HJ

WYCHAVON DISTRICT COUNCIL, TECHNICAL & ENVIRONMENTAL SERVICES

Lansdowne, Port Street, Evesham, Worcs WR11 6AU

Tel: Evesham 45151 (J Clarke ext 3278 or J. Icke ext 3216)





daily labour of love



Judith Hall with her children, Matthew, Kate and Ben and helper Clare Baldwin.

Although multiple sclerosis has affected Christian Aylward's capacity to do things for himself he is a lively, witty 15-year-old with a definite penchant for Cacharel after shave (taken from his older brother Martin) and Duran Duran.

He cannot be left alone. Most people have cared for a sick relative or friend at some point — rushing to the chemist's, making hot drinks and maybe quite enjoying the role of Florence Nightingale for a while.

But supposing like Christian, that person never gets better and the carer is no longer playing at nurse but doing the job full time?

About one-and-a-quarter million people in Britain have taken on the responsibility of community care, choosing to keep their

relatives or friends at home instead of in hospitals or institutions.

The Government is keen to encourage community care and although financial aid is limited, benefits, grants and help are available to those who know how and what to claim.

A Carers Information Exhibition has been organised to let the public know what they are entitled to as local Social Services and care relief organisations say people are often unsure of their rights.

"We are well aware that money provided by the Government is inadequate but cut backs have affected the Health Service right across the board", said Social Services relief care co-ordinator Kim Diespecker. "Obviously we want people to have what there is."

One couple with few complaints about help they have had are Doreen and Harry Stakes from Kemerton.

Mr Stakes became tetraplegic after an accident three years ago, confining him to a wheelchair and limiting the use of his hands. His wife was suddenly faced with the choice of leaving him in hospital or caring for him in their own home.

"There was no question of Harry not coming home", said Mrs Stakes. "I learnt how to look after him over the ten months he spent at The Duke of Cornwall Spinal Treatment Centre in Oddstock, and a social worker got in touch to let us know about relief help."

Mrs Stakes said they had been told about grants for adapting rooms in the house and of possible help from both the community nursing and Crossroads independent care schemes.

"I would never have known about any of these things" she said. "I couldn't manage lifting Harry from his chair to the bed on my own so the nurse and home helps who visit during the week are indispensable. Weekends can be a problem though as the community nurses don't work."

Help also came in the form of a live-in carer from the Spinal Injuries Association when Mrs Stakes went into hospital.

"As I am over retirement age I would have had to stay in the geriatric ward at Tredington", said Mr Stakes. The SIA was absolutely marvellous and I think it most unfortunate the Government has now refused to continue funding their home care scheme."

The Aylward family in Beckford were not so fortunate when their then 12-year-old son Christian was diagnosed as having multiple sclerosis.

"Things have got a lot better lately as more people become aware of the difficulties of handicapped people but at the time we had to fight for everything and I felt labelled as a trouble maker", said Christian's mother Gina Aylward. "Even now, equipment for



Christian Aylward with his mother Gina. Social Services relief care co-ordinator Diespecker.

the handicapped takes ages to come and by the time some things arrive they are no longer any use as the disability has altered in some way."

At the start of her son's illness Mrs Aylward knew little or nothing about her right to benefits and the help offered from Crossroads care attendants scheme, but she now has a home help and an attendant for a few hours during the week.

"Looking after Christian is a full-time occupation", she said. "I sometimes feel tied to the house but I have plenty to occupy myself and a relief carer stays with Christian one afternoon so I have the chance to go out."

Christian's illness has not stopped him from enjoying life — he has written a book of poems, goes to the cinema and looks forward to Saturdays when his

leaves him alone with relief attendant Emma Byrd.

Four years after he was born, Mrs Hill who was also handicapped but she was better off with the ins and outs of the system and could organise things sooner.

Both boys are laughing, although Ben has qualms about letting his father know when he is bored. He loves the country and thoroughly enjoys taken for a walk. Matthew prefers to take comfort in indoor partial to a cuddle.

In between the two, Hall gave birth to daughter, Katie, says keeps the balance.

Mrs Hall said of most frustrating the family had to go were the DSS testing consultants she took Matt to in an attempt to get equipment.

"It's a Catch-22", she said. "You can piece of equipment you can demonstrate a child can use it, can he know how unless he's had a go?"

The family nurse who lives in Hall said she felt she had been very less supported manager.

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FACING

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'Everything is a battle. You don't know what to do'

CARE CRISIS



Renee Lloyd-Morris with her mother Edith Hill — outings now

THE pressures get so great and you begin to think you are an island and forgotten by everyone. That is a cry that will ring a familiar bell with carers around the country.

The speaker is Mrs Renee Lloyd-Morris of Callow End, who for the past three years has looked after her 85-year-old mother Edith Hill.

Severe arthritis and constant pain forced Mrs Hill to abandon her independence.

After she moved in the Lloyd-Morris's had to demolish a garage and build her a bungalow, and their lifestyle has changed dramatically.

"She is a fighter and she is fun, but it is difficult because mother has had her own home once," said Mrs Lloyd-Morris.

"My day starts at 7 a.m. and mother goes to bed at 11 p.m. I am not with her all the time but she is never off my mind and it can get very wearing."

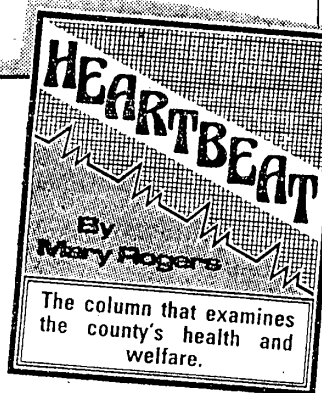
employed husband Brian on trips but that is hardly ever possible now. The once spontaneous shopping excursions and outings now have to be carefully planned with a wheelchair in tow.

One of Mrs Lloyd-Morris's greatest problems was finding out who could help her and what allowance and benefits she was entitled to. There was a long struggle over getting a wheelchair and endless frustration trying to sort out the financial position.

"Everything seems a battle and you don't know where to turn to when suddenly you have someone to care for. But when you get to the right people they are so helpful."

Anyone in a similar plight should find some of the answers at a major Carers Information Exhibition in Evesham tomorrow.

It is the first to be staged outside a big city and is sponsored by the Kings Fund, a London based charity. Over 30 organisations will be on hand to offer practical advice and support to



relative.

The exhibition opens at the Evesham Day Centre in Davies Road from 10 a.m. to 4 p.m.

A free minibus service will run on the hour from the High Street, and there will be a supervised play area for children and a quiet area for frail visitors.

Anyone with transport difficulties should ring — Evesham Volunteer Centre on Evesham 45035.



Mr Harry Stakes at his converted home in Kemerton.

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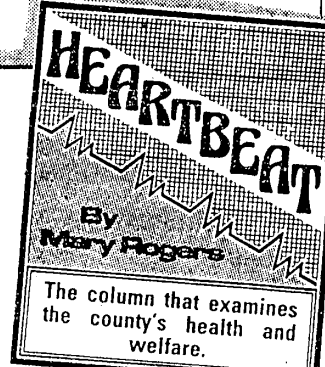
Above EVESHAM JOURNAL
26 March 1987

Below WORCESTER EVENING NEWS
3 April 1987

Examples of publicity for
Evesham Carers Information
Exhibition - 4 April 1987

FACING THE CARE CRISIS

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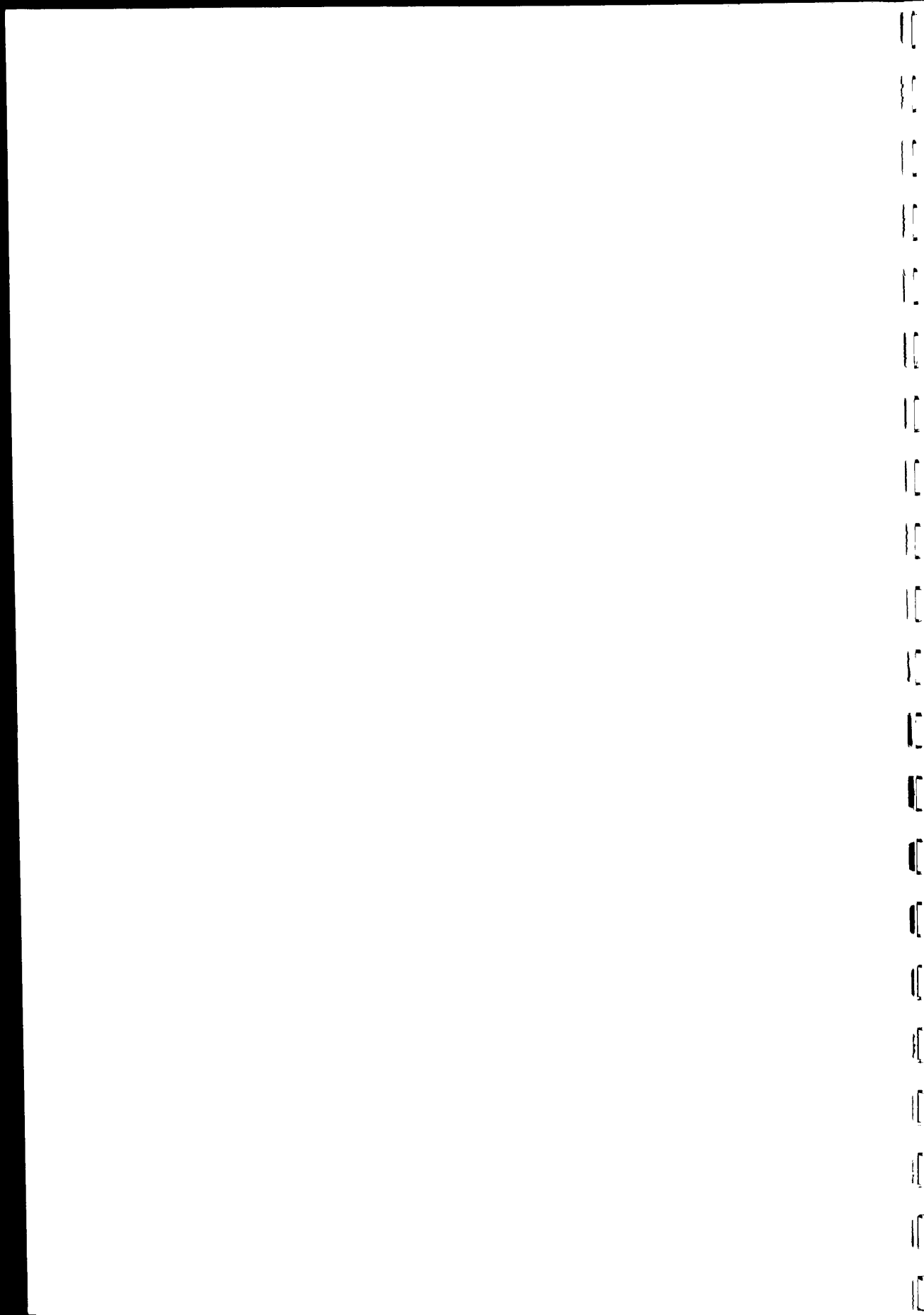
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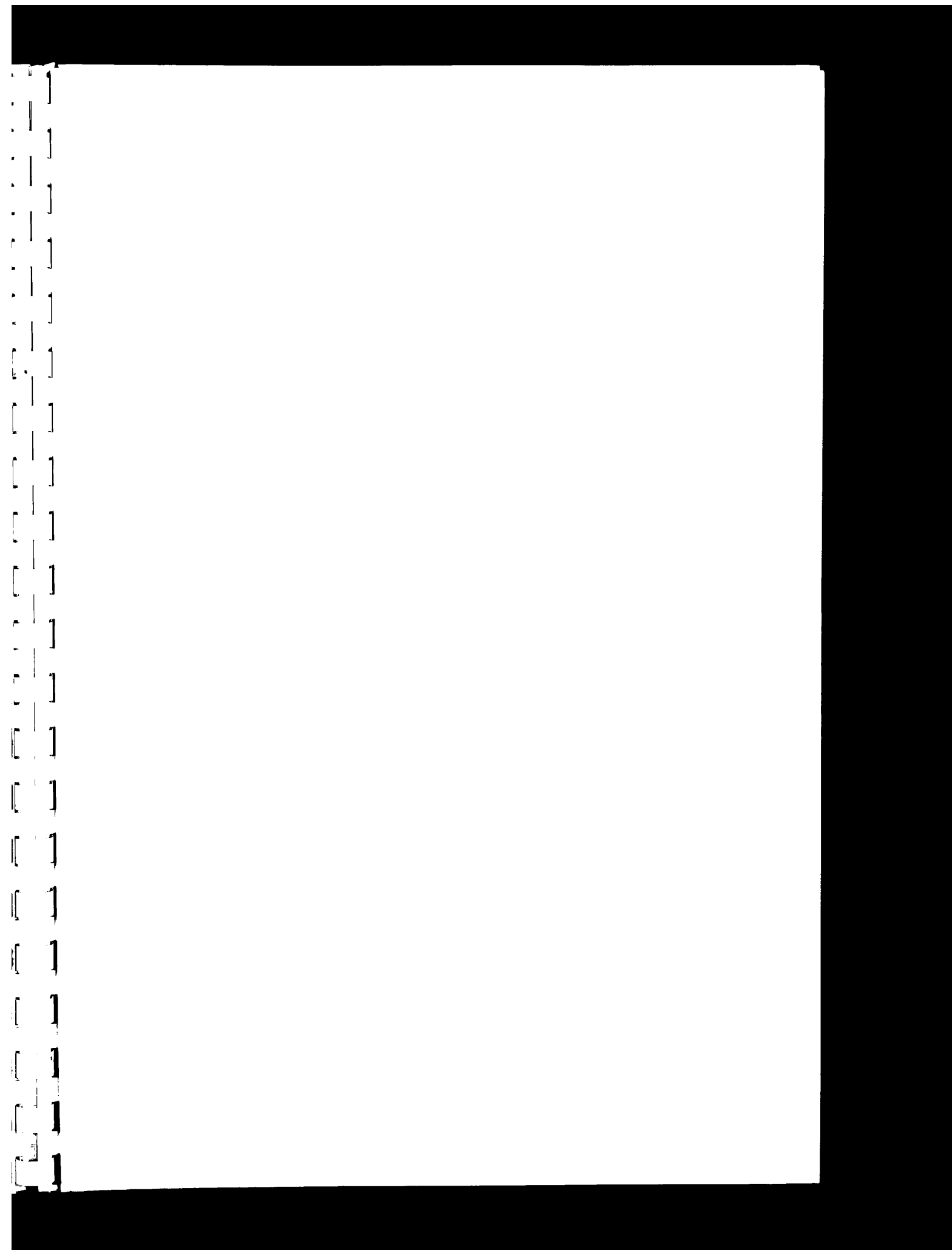
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ILL, OR DISABLED?

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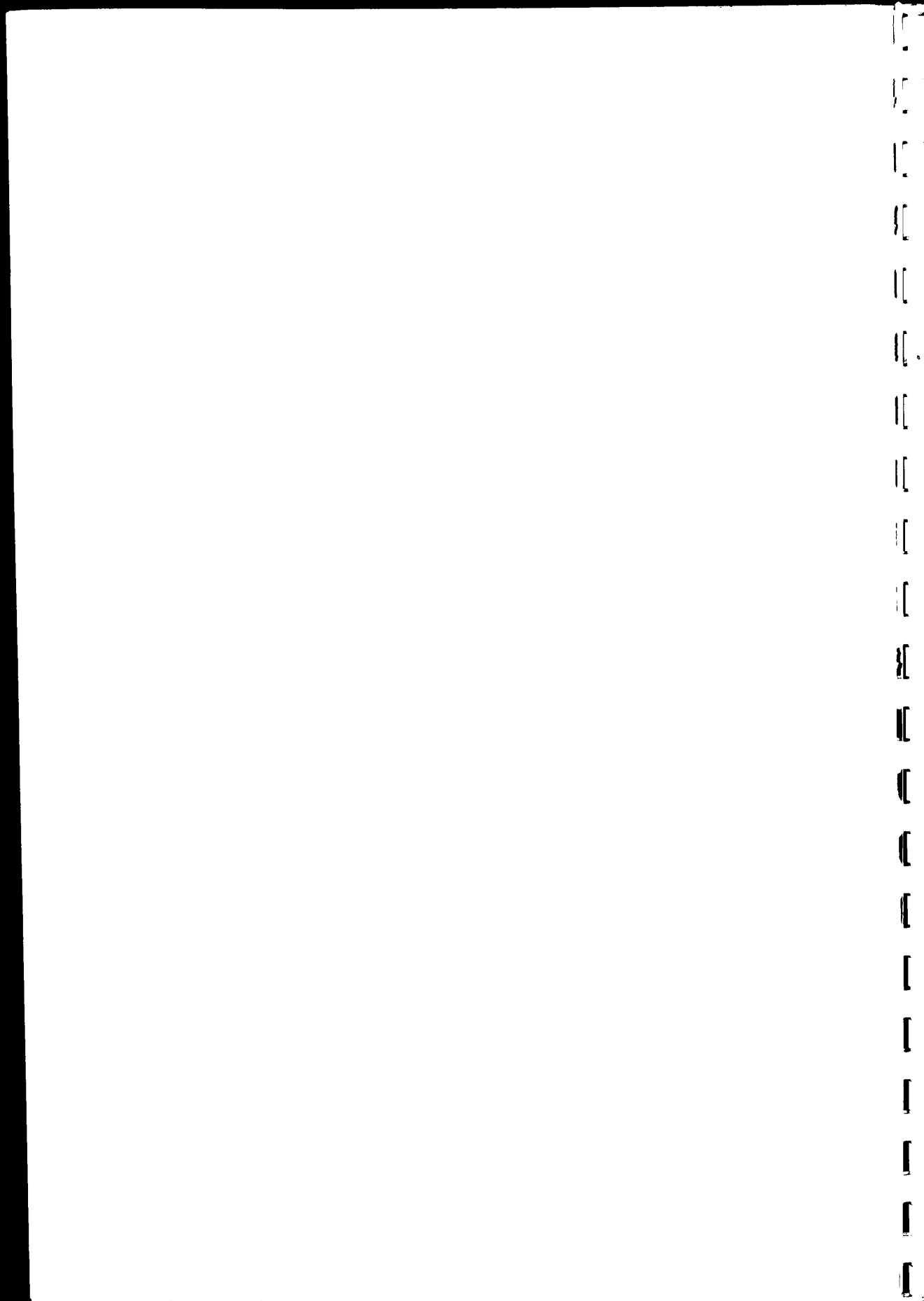
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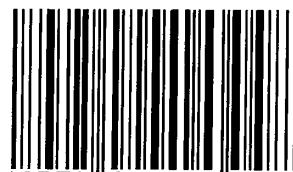




King's Fund



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