



Connecting carers  to support services

CALD Stakeholder Kit

www.carergateway.gov.au

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Introduction

Many people care for someone close to them. In fact, there are more than 2.65 million unpaid carers in Australia. That's 1 in 9 people.

Every caring situation is different. Carers may:

- Look after someone living with disability, a medical condition, mental illness, or someone who is frail due to age
- Care for a parent, spouse, partner, child, sibling, friend, or neighbour, or any other loved one
- Help their loved one with shopping, housework, cooking, transport, or providing emotional support.

Sometimes looking after someone else can be hard and demanding, and many carers find it difficult to ask for help. This can be because they:

- Do not think of themselves as a carer
- Do not think it's acceptable to ask for help
- Do not think they need support or services
- Do not know about the in-language or culturally appropriate services available.

It is okay to ask for help, and it is never too early or too late to get support.

Carer Gateway can help carers understand what support is available and right for them. Carers can access Carer Gateway in person, online and over the phone.

What is Carer Gateway?

Carer Gateway is a free Australia-wide service that provides a range of support and local services to carers.

This includes culturally sensitive and in-language services to improve carer wellbeing, skills and knowledge. Skilled and professional staff are available on the confidential phone line at 1800 422 737 Monday to Friday, between 8am and 5pm to provide carers the support they need.

The types of services offered through Carer Gateway include:

- Tailored support packages
- Peer support
- Counselling and coaching

- Online skills courses
- Planned and emergency respite
- Information on additional government support including payments to support carers and the people they care for

Carers can also go to www.CarerGateway.gov.au for more information.

The Carer Gateway campaign

The Australian Government is launching a national advertising campaign on 16 October 2022 to grow awareness about Carer Gateway amongst CALD communities. This campaign also seeks to help unpaid carers recognise that they are carers and that there is a range of supports available to help them.

Overarching CALD communication goal

- Drive CALD carers to Carer Gateway through carefully tailored and culturally sensitive communication that challenges cultural norms.

CALD communication objectives

- Build awareness among broader CALD communities
- Build trust and influence CALD carers to take action
- Challenge cultural norms to raise awareness and understanding of Carer gateway
- Position Carer gateway as the trusted place for culturally appropriate carer support
- Enable people to identify carers around them and encourage them to seek support
- Influence self-identification as a carer
- Reassure carers that it is OK to seek support for yourself outside the family or community.

Key messages

Overarching Messages:

- Carer Gateway is here to support you.
- Carer Gateway provides carers with access to in-person, online and phone-based support and services.
- Go to Carer Gateway for practical information and advice, and to connect with services in your local area.
- Carer Gateway provides information developed by carers from your community. They understand you.

- Carer Gateway provides information that is culturally relevant and in-language.
- As loved ones age, Carer Gateway can assist you in continuing to provide care that your loved ones can trust.

Campaign languages

Translated materials that help CALD carers are in the following languages:

- Arabic
- Chinese Simplified / Mandarin
- Chinese Traditional / Cantonese
- Croatian
- Greek
- Italian
- Turkish
- Vietnamese

Resources

<p>Fact sheets</p>	<p>English and 8 languages Arabic, Chinese Simplified (Mandarin), Chinese Traditional (Cantonese), Croatian, Greek, Italian, Turkish, Vietnamese</p>	<p>https://www.carergateway.gov.au/translated-resources</p>
<p>Facebook video and image links</p>	<p>1 x 15 sec video image and link ad Arabic, Chinese Simplified (Mandarin), Chinese Traditional (Cantonese), Vietnamese</p>	<p>https://www.carergateway.gov.au/translated-resources</p>
	<p>1 x 15 sec video image and link ad Arabic, Chinese Simplified (Mandarin), Chinese Traditional (Cantonese), Vietnamese</p>	<p>https://www.carergateway.gov.au/translated-resources</p>

Testimonial videos	1 x 15 sec testimonial video – Tracey Chinese Simplified (Mandarin), Chinese Traditional (Cantonese), Vietnamese	https://www.carergateway.gov.au/translated-resources
	1 x 15 sec testimonial video – Aakriti English	https://www.carergateway.gov.au/translated-resources
Case studies	Elaine who cares for Carmen and James Chinese Simplified (Mandarin), Chinese Traditional (Cantonese), Vietnamese	https://www.carergateway.gov.au/translated-resources
	Robina who cares for Ismail Arabic	https://www.carergateway.gov.au/translated-resources
	Nidhi who remotely supports her friend English	https://www.carergateway.gov.au/translated-resources

<p>Weibo ad Static post</p>	<p>Tracey Chinese Simplified (Mandarin)</p>	<p>https://www.carergateway.gov.au/translated-resources</p>
<p>Posters</p>	<p>Poster featuring Tracey: 1 x Chinese Simplified (Mandarin) and English 1 x Chinese Traditional (Cantonese) and English 1 x Vietnamese and English</p> <p>Poster featuring Aakriti in English</p> <p>Poster featuring Elise: 1 x Arabic and English 1 x Croatian and English 1 x Greek and English 1 x Italian and English 1 x Turkish and English</p>	<p>https://www.carergateway.gov.au/translated-resources</p>

Copy for publication in
newsletter
and other appropriate channels

Do you provide care or support for someone close to you?
Across Australia there are more than 2.65 million unpaid carers, that's 1 in 9 people!

Unpaid carers can look after someone who lives with disability, a medical condition, has a mental health condition or is frail due to age.

You can become a carer at any time. Many people don't consider themselves a carer. They are simply children, parents, partners, relatives, or friends supporting someone close to them.

A carer might look after someone 24 hours a day and help with daily activities. Or, they might look after someone who only needs a little bit of help. Responsibility, care, compassion, and love are all reasons why someone will step forward to provide unpaid care. Most unpaid carers primarily help with tasks like shopping, housework, cooking, home maintenance and providing transportation.

Carer Gateway is here to support you.

Carer Gateway was designed by carers for carers. It offers a national approach to providing reliable services, support and advice to carers in Australia. Services available include coaching, counselling, emergency respite, community building, online skills courses and tailored support packages.

Call Carer Gateway on 1800 422 737 or go to CarerGateway.gov.au to find out more.

Further information - for unpaid carers

- Website: CarerGateway.gov.au
- Facebook: <http://www.facebook.com/carergateway/>
- Phone: 1800 422 737 Monday – Friday, 8 am – 5 pm local time, or 24 hours, 7 days a week for emergency respite.

Further information - for service providers, community leaders, intermediaries

- Website: www.dss.gov.au/disability-and-carers/carers
- Email: carersupport@dss.gov.au

Additional Social Media Content Generated by Stakeholder

A short piece to camera can be a powerful way of appealing to unpaid carers to seek support and help through Carer Gateway.

If you are happy to record a short video message and post through your social media / digital channels, simply select one of the options below and use the hashtag #CarerGateway. You are welcome to record in English or your language.

<p>Script one</p>	<p>If you're looking after a loved one, who's looking after you?</p> <p>Carer Gateway is a free, discrete, support service, especially for you. So, if you could use some help, call 1800 422 737 or visit the website today at CarerGateway.gov.au</p>
<p>Script two</p>	<p>There isn't much you wouldn't do, while caring for a loved one. So, reach out for help when you need it.</p> <p>Carer Gateway is a free, discrete, support service, especially for you. So, if you could use some help, call 1800 422 737 or visit the website today CarerGateway.gov.au</p>
<p>Script three</p>	<p>If you're caring for a loved one, who's supporting you? Carer Gateway is a free support service especially for carers, just like you.</p> <p>If you could use some help, call 1800 422 737 or visit the website today CarerGateway.gov.au</p>
<p>Script four</p>	<p>You learn a lot while caring for family. Like learning there's help available, if you need it.</p> <p>Carer Gateway is a free, discrete, support service, especially for you. So, if you could use some help, call 1800 422 737 or visit the website today CarerGateway.gov.au</p>