

## Carers (Scotland) Act 2016 – Communications Plan

<b>Date</b>	<b>Activity</b>	<b>Handling</b>
Early/Middle/Later March	<i>Carers Act Countdown</i> : Using social media and website of both SG to promote awareness of the Act. External stakeholders encouraged to assist.	Social media
March 14	Ministerial Engagement: Ms. Campbell attending a morning meeting with carers from MECOPP & Vocal at The Braidwood Centre.	Local news release Social media
March 19	Respite and Beyond Event (St Andrews). Aileen Campbell and Fiona Hyslop speaking.	Quote in Shared Care NR Social media
March 19	Ministerial Engagement: Ms. Campbell attending a Young Carers Roadshow at Baldragon Academy, Dundee.	Social media package to use in advance of commencement
Mid/late March	Publish carers charter – summary of carers’ rights under the Act.	Social media graphic
April 1	Formal commencement of Act.	News release Social media Video message from Minister
Post-commencement	Utilise videos from above case studies to highlight the diversity of carers.	Social media

### **Additional Information**

The Carers Branch Twitter will be using the hash tag #carersact over the next month and we would ask that you incorporate this into as much as you can to get this trending as well as retweeting our awareness-raising messages to your networks.