

care home
open week



Starter Pack

Care Home Open Week 2021 partners



What is Care Home Open Week?



Care Home Open Week is about connecting people! We want to enrich the lives of the UK's care home residents by reminding people that the care homes in every community are filled with unique, intelligent and charming characters, and run by special people that really do care.

This year's Care Home Open Week will take place from the **28th June – 4th July 2021**.

Care Home Open Week is a great opportunity to showcase the incredible facilities, care and services available at your Care Home, and 'virtually open' the doors to these wonderful communities.

In an increasingly uncertain world, we will be preparing Care Home Open Week activities this year as a COVID secure event, which will engage communities online!

For far too long the care home sector has been unfairly characterised by the negative press associated with a minority of care services in the sector. We are determined to show people that the vast majority of care homes provide excellent care and connect really well with their local communities.

Care Home Open Week is also a fabulous opportunity to give individuals considering a career in the sector a first-hand opportunity to sample working life in a care home and to talk to staff about how rewarding the sector can be as a care worker.

We're making some positive noise – and we want you to be part of it!

How to register?



Register your event today!

For your event to appear on our interactive map and to access additional materials and tips, register your Care Home Open Week event on our website!

Sign up to start receiving additional materials today:

www.championingsocialcare.org.uk/care-home-open-day

Branding and promotion.



A few tips are highlighted below when promoting your Care Home Open Week events:

- Put the date of your event(s) clearly and visibly on all your marketing material. Care Home Open Week is planned to take place between 28th June to 4th July, however your events may fall on specific dates during this week.
- When hosting a virtual event, share details of how to log on clearly in your flyers / invitations. If your website allows, you can often create a URL that takes participants directly to your hosted event, so it may be worth checking with your IT support to see if this is something that can be created. It also drives people to your website to look around too.
- There are lots of ideas of activities that can be planned for your Care Home Open Week event(s), many of which are shared in this pack. Do use this as opportunity to showcase the great things that take place in your care home.
- Social Media is a great tool to build the presence and excitement around your Care Home Open Week events. There is a handy timeline guide below to help you plan your Care Home Open Week posts. As the event dates draw closer, the posts can help build the atmosphere and highlight some of the key features of your events.
- Dignitaries and special guests – Care Home Open Week is a great opportunity to invite dignitaries, prominent individuals and groups, and special guests. There is a section on our website to help guide how to invite local dignitaries, and when they are confirmed, it is always great to highlight them in your promotional material.
- Videos are a great way to bring your home to life, and a few clips of residents, team members and relatives speaking about your Care Home Open Week events are always a great way to promote.

Planning your event.



This year, Care Home Open Week will be held virtually with a range of activities that will showcase the fantastic care homes across the country in a COVID secure manner to ensure the safety and comfort of all is maintained.

There are many activities that can be organised when planning your virtual event(s), with a few ideas shared in the next section.

Care Home Open Week is there to encourage care homes to showcase what they have to offer, promoting facilities, activities and services. This year's event is also an opportunity to celebrate and thank the incredible care workers which have remained on the frontline throughout the pandemic, as well as giving individuals considering a career in the sector a first-hand opportunity to find out how rewarding working in the sector can be.

When planning your event, there are a few useful considerations:

- **Choosing a date** – Care Home Open Week runs from 28th June to 4th July, with care homes encourage to host one or multiple events during this specific week. With it being virtual this year, it is worthwhile considering which days would gain the greatest participation.
- **Choosing a time for your event(s)** – as much as the day is important, the time of your event on the chosen day is just as important. It is always good to choose a time that will encourage maximum participation.
- **Maximise engagement** – while technology has allowed us to bring the Care Home Open Week through the comfort of our own homes, we should be mindful of not extending our programmes to develop online fatigue. A well engaged programme in a concise timeframe can leave a lasting positive impression. There is also the opportunity to choose a series of timings rather than just one, allowing the Care Home to be Open for longer with a rotation of visitors throughout the day.
- **Registering your guests** – You might need to consider if you will need a booking system, and how you will promote your event if you are aiming to reach people from outside of your care home. There are simple ways to do this, and many free tools to help you capture your guests' details. For example through setting up a free Google form, or an Eventbrite event.

-
- **Showcasing the best of your home** – while it may be difficult to get a physical sense of the care home, a virtual tour of the home can be a great way to show the facilities on site. To do so it is always good to use a good video capturing device and steady hand.
 - **Not everything has to be live** – a benefit of virtual events is that some of the tours or content can be recorded before the event and shown during the event. The benefit of this may be that you are able to capture moments that may not necessarily have been shown when live.
 - **Take Photographs** - We love to see Care Home Open Week come to life and images provide wonderful memories to share with your residents' friends and families. Share them on social media using the hashtag #CareHomeOpenWeek.
 - **Most importantly of all – have fun!** You are amazing for the work you do every day caring for older people. We hope taking part in Care Home Open Week will bring you and your colleagues just as much happiness as the residents in your Care Home.
 - **Choose your virtual platform** - While Zoom and Google hangout are fantastic free platforms for interactive virtual events, you could also consider live streaming onto your Facebook page. For your virtual event to be successful you will need clever ways for your virtual guests to interact with your team and residents, this could be through live video streaming or a typed chat feature. Encouraging this interaction will be the key to success!

Activity Ideas!



Care Home Open Week is an opportunity for care services to shine a spotlight on the incredible services and facilities on offer to help live life to its fullest. As above, your Care Home Open Week event(s) could be spread over a few days with time slots for each activity/event so members of the community can choose when to attend.

Your virtual event or activity can be anything you think your residents will enjoy, and which caters to the mobility, ability and the interests of residents. It could be something that teaches a new skill, or just something fun that they may not have had the opportunity to try before.

Care Home Open Week events come in all shapes and sizes. It could be a larger-scale event which runs across multiple homes, or a morning/ afternoon of simple activities in one setting.

Below are some ideas that you can consider for your virtual Care Home Open Week event:

Cook a-longs

Bring out the baker or chef in everyone and run a series of cook a-long sessions where residents and attendees alike can put the apron on and join in the fun. There could even be a prize for the best dish or cake, and for the more competitive ones out there, a grand Bake Off or MasterChef finale. Make sure to let participants know what ingredients they'll need before the event!

Art therapy

With a dash of colour and stroke of the brush, bring a series of artistic creations out with an easy to follow art tutorial that can be followed from the comfort of their own homes. There could even be a virtual gallery displayed of all creations. By choosing items most people will have around the home you will maximize the number of people who can participate

Tea Party

Host a fabulous virtual tea party with cakes, music and dancing! Give it a fancy dress theme with a prize for the winner. Popular themes include the swinging 60s, Bollywood, and the Wild West. Do craft sessions with residents and attendees, or ask local volunteers to help make the decorations and costumes. This could also be a great opportunity for residents and service users to share their experiences of living in the Care Home over some nice tea and cake.

Drop in sessions

Those interested in a career or volunteer opportunity in care could join a drop in session where team members from the Care Home can share their experiences, career progressions and passions to work in social care. It could also be an opportunity to have a 'Meet the Manager' session or even get a glimpse of a day in the life of a carer through a virtual diary.

Virtual Tours

Why not record in advance ask a team member, or perhaps resident if they able to do so, to give a virtual walkthrough of the Care Home. Bring the home to life and showcase the comforts, activities, dining and friendly care and support provided in your Care Home.

Sing-a-longs / Virtual concerts

Invite a local performer or choir to join virtually for a musical extravaganza! It could be a recorded performance or an interactive live stream residents and guests could watch on a TV screen or tablet. Provide instruments and microphones for participants and maybe event contact a local celebrity to be the host.

Educational Talks

By picking an engaging topic you may attract other members of your community keen to learn more! Bring in an external speaker or showcase the expertise of the team with a series of bitesize talks on various aspects of care and maintaining wellness. These could include dementia awareness, understanding autism, keeping active in older age etc.

Interactive Entertainment

Find the quiz master among your team or even from the residents, and host the ultimate 'Pub Quiz'. There are many online tools to make it exciting and interactive including the website 'Kahoot'. For the more active communities, why not develop the ultimate Care Scavenger Hunt and test the skills of your attendees.

Silver Sunday.



Care Home Open Week is working in partnership with Silver Sunday, The National Day for Older People. For those Care Homes supporting older people, the Open Week is a great opportunity to host Silver Sunday events tailored for older people throughout the UK on the last Sunday (4th July 2021) of Care Home Open Week.

Silver Sunday is a celebration of older people where local communities and organisations come together to host free events to help combat loneliness and reduce isolation. Silver Sunday itself is on the first Sunday in October, but this year Silver Sunday events will also be taking place during Championing Social Care's Care Home Open Week too.

Since it first began in 2012, hundreds of care homes including Bupa, HC-One, RCH, Anchor Hanover, Bluebird and Sanctuary Care have taken part in Silver Sunday. Part of the biggest celebration of older people in the country, these events bring huge amounts of joy to residents and are also an opportunity to build long-lasting relationships with the wider local community.

For further information about Silver Sunday, please visit:
www.silversunday.org.uk

Social Media.



Social media can be a fantastic tool to promote and widen the audience for your event, especially when being hosted virtually.

When it comes to social media event promotion, it's helpful to make a plan. Social media tools let you engage with your audience in creative ways that boost attendance and make for a better experience. An effective social media event strategy will involve **connecting with your audience before, during, and after an event.**

Below are a few tips to help you along with your social media promotion:

1. Facebook event page - there are many social media channels that are available to push your event.

We have found Facebook and Instagram have generally worked best with audiences looking at care, support and careers in care. Why not create Facebook Event page that includes all the details your guests will need and tag the official pages of your invited speakers or special guests. The discussion area of the event is a great space to post announcements or answer questions. If you choose to have people register for your event, you can link Eventbrite to your Facebook Event page allowing people to register more easily from the event page.

2. Instagram stories - these are a great way to build up momentum and enthusiasm for your event.

The countdown sticker on Instagram Stories lets you set an end date and time and have a customised clock. Viewers can subscribe to receive a notification when the clock runs out, or add the countdown to their own Story. This feature is essentially a branded calendar notification and a great tool for driving registration for your event.

-
- 3. Use the hashtag** – a lot of promotion will be going out from the Championing Social Care Team, and the hashtags #championingsocialcare and #carehomeopenweek will be used widely. Include these in your posts which will allow your audiences to also find all content related to Care Home Open Week across social channels, and help build the excitement. Why not also create a #hashtag that is short and easy to spell and specific to your event too, which you can include alongside the ones above and include them in all your marketing collateral to get maximum coverage.
- 4. Teasers and Sneak Peeks** - share relevant details in the time leading up to the event as these teasers help build the excitement for your event and can also provide your audience members with useful information. They are also a way to 'show off' your guests of honour, or get a behind-the-scenes sneak peek through photos and videos of your preparation, interviews with some of the team or residents, and a glimpse of some of the fun activities planned.
- 5. Live Tweeting / Posting** – on the event day, use social media to capture live snippets from the event to encourage those that have joined yet, to join in and not miss out on the fun. It also provides a great wall of content showcasing the best parts of your excellent event. You can also use this as an opportunity to capture reactions from the attendees or perhaps post a video testimonial from the special guests in attendance. It's always good to have one member of the team dedicated to this action on the event day.
- 6. Audience participation** – while the care home team can be active in live reporting, you can also engage your audience to also help with this by asking them to post themselves with the hashtags. You can also make it part of your fun activities by creating a game around sharing your best moments from the event with the most engaging winning a prize!

7. Post event promotion – while a lot of focus may be on getting promotion out there to build up the attendance for your event, sharing event highlights, bitesize summaries for those that couldn't attend as well as audience reactions after the event are all just as important to continue to build the traction and engagement with the care home following the event. When posting on Facebook and Instagram, be sure to save content to your Story Highlights rather than just the Stories section, as it will allow you to share these highlights for longer rather than them disappearing after 24 hours when posted on Instagram or Facebook Stories. Social media can also be a useful tool to gather feedback on the event. Take a look at the feedback section of this starter pack to get some ideas on what questions you can ask on your channels.

8. AR Filters and Frames - for those that want to be more creative, most social media channels also allow you to create personalised frames and AR filters using their studio software. Another fun way to get your audience engaged and join in the activities.



Have fun and be social!

Collecting Feedback.



After hosting your Care Home Open Week activities, it is essential to find out how your guests found your event. This will both enable you to next time and make your guest feel valued. We, of course, hope this is the start of a fantastic relationship so it is important to make it meaningful!

We have provided a few examples questions to get you started:

1. How did you find out about our Care Home Open Week event?
2. Why did you attend our Care Home Open Week event?
3. Having attended our Care Home Open Week event, do you think you would be more likely to apply for a job at a care home?
4. Having attended our Care Home Open Week event, do you think you would be more likely to volunteer at our care home?
5. Do you know more about our services having attended our Care Home Open Week event?
6. What was your key take away from the event?

Top Tips for collecting feedback: Don't delay – the sooner you can ask people for feedback the more accurate it will be! People will remember most about your event as soon as it happened so move quickly to guarantee the best quality information.

Collect measurable data- to collect measurable data

you can compare with future years, consider using a 5 point Likert scale!

Say thank you – remember to thank those who complete your feedback form and explain how you will use their feedback, this will encourage them to fill the form out again next time!

care home
open week



For more information visit:
www.championingsocialcare.org.uk

Hosted by



Charity Number 1182567 Company Number 11651094