Time Counts

Embracing Carers™
2019 Advocacy Toolkit

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Time Counts …Giving Back to Caregivers Around the World

Time Counts is an Embracing Carers™ call to action which increases visibility of the caregivers' role in supporting a loved one and raises awareness of how one can best support them.

This toolkit is intended to provide you with the tools to incorporate Time Counts in your communities. Thank you for your commitment to caregivers!

EMD SERONO

About
Time Counts

Why is time important?
At some point in your life you may be responsible for caring for a loved one – a responsibility you take on in addition to a number of other roles you already play in your life. The people in a caregiver's life are often the first to recognize when time is spent on others over themselves.

Why should I give my time?
Whether it's letting someone know you are thinking about them and willing to help, grabbing someone a much-needed cup of coffee or picking up some groceries while you're already out, your time can make a huge difference in the life of a caregiver.

Once I give my time, what do I do next?
Once you've given your time, it's time to take action. Connect with the caregiver in your life and speak with them about how your time can help and support them in their daily activities. It's also important to help others get involved. You can do this by sharing on social media using the #EmbracingCarers hashtag in your posts.

How can organizations become involved in Time Counts?
The following information provides resources and tips on how to engage. Additionally, visit www.embracingcarers.com for ideas on how your organization can get involved with Time Counts.

Join
Time Counts

Visit **EmbracingCarers.com** to give your time by entering the number of minutes you wish to give.

TIME COLLECTED

1,890,004,000

EMD Serono's goal is to collect a total of 1 million minutes to help caregivers in need, so please, give your time and then spread the word.

Every minute that you give will be a huge help — not just for caregivers, but for the people who rely on them.

GIVE YOUR TIME

Your time can make a huge difference.
Give your time to grocery shop, help prepare meals or just spend time together.
Every minute counts!

GIVE YOUR TIME

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How Your
Connection Can Help

As little as 5 minutes of your time could make a real difference to someone who is caring for a loved one.

A **5-minute connection** gives someone an email or text message letting them know you are thinking about them and willing to help if needed.

A **15-minute connection** gives a phone call to check in and make sure someone's okay or help scheduling an appointment.

A **30-minute connection** gives time to respond back to texts or missed phone calls.

A **60-minute connection** gives time for a cup of coffee/tea or time preparing a meal.

A **120-minute connection** gives time for a grocery shop or time for a walk or trip to the gym to help with both mental and physical health.

A **half day connection** gives time for running some errands or tidying up around the house.

A **one-day connection** gives time to catch up on well-needed sleep.
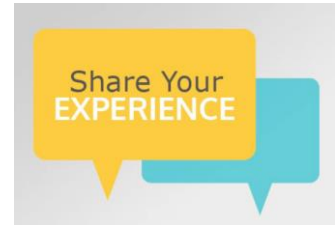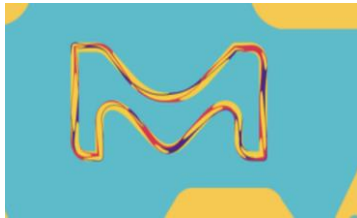
Ways to
Connect

Use our minutes tracker to give your time then share on your social media channels

Link to Time Counts materials from your website/social channels

Share your caregiving story with us via the Time Counts webpage

Follow us on Twitter (@EMDSerono) to retweet/share content

Visit Embracing Carers™ on Facebook to like and share Time Counts content

Re-post content from our social media influencers/ ambassadors

Use our GIFs to create your own social media posts

Download info from our Embracing Carers™ 'Facts' page

Share our videos on your social channels

Sean Hayes and caregiver ambassadors were compensated as part of the Embracing Carers™ initiative.

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carers

Use our pre-drafted social media posts to share on your own channels and spread the word about Time Counts

Facebook

Sample Post #1

From five minutes to an hour, the time you spend supporting #caregivers can make a difference. Is there a caregiver in your life you want to support, but you're not sure what to do? Then join Time Counts, a call to action led by #EmbracingCarers. As part of Time Counts, EMD Serono is supporting caregivers by trying to raise a total of 1 million minutes globally!

Give your time to a caregiver at http://bit.ly/2W8N9wp. Challenge your friends and family to a minute competition by sharing this post and see who can give the most minutes!

Sample Post #2

Comedic actor Sean Hayes makes 'em laugh on Will & Grace, but in real life he has a serious story to tell: he was a caregiver. Sean is partnering with #EmbracingCarers to launch the Time Counts call to action.

Provide support to #caregivers like Sean by giving your time through Time Counts. Time Counts is a call to action led by #EmbracingCarers. As part of Time Counts, EMD Serono is supporting caregivers by trying to raise a total of 1 million minutes globally!

Show caregivers like Sean that you care by giving your time at http://bit.ly/2W8N9wp. Like and share this post!

Twitter

Sample Post #3

From 5 minutes to an hour, time you spend supporting #caregivers can make a difference. Join #EmbracingCarers Time Counts at http://bit.ly/2W8N9wp. As part of Time Counts, @EMDSerono is supporting caregivers by trying to raise a total of 1 million minutes globally!

Sample Post #4

@SeanHayes was a #caregiver for his mother. He is partnering with #EmbracingCarers to launch the Time Counts call to action. Give your time at http://bit.ly/2W8N9wp. RT and challenge your friends/family to a minute competition!

Sample Post #5

People can give time back to caregivers by taking some of the responsibility of caregiving off their shoulders. Will you give time back to a #caregiver in your life? Join #EmbracingCarers Time Counts at http://bit.ly/2W8N9wp. RT and give your time!

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How to Self-Tape
for Social Media

Share your connection to caregivers! Film a cell phone video to tell others about how you're committing time to caregivers.

- Pay attention to background, and de-clutter any distractions for the viewer.
- Shoot horizontal, not vertical, using a 1:1 aspect ratio.
- Use a tripod if you can.
- Light your video. Use existing overhead light, lamps, and natural light.
- Make sure the microphone is close to you.
- Frame it right. Don't use the zoom and shoot from the chest- or waist-up.
- The first 3 seconds are the most important. Hook viewers from the start with something that sparks their interest or inspires their curiosity and end your video with the Time Counts call to action.

Consider the following:

At some point in your life, you may be a caregiver. We're asking you to join Time Counts and give your time to someone you know is caring for someone else. Visit **www.EmbracingCarers.com** to give your time to a caregiver in your life. Join Time Counts today.

Upload your video to social media using #EmbracingCarers.

Embracing Carers™

Embracing Carers™ seeks to build connections and implement practical solutions to support caregivers.

Embracing Carers™ is a global initiative led by EMD Serono in the U.S., in collaboration with leading caregiver organizations around the world, to increase awareness and discussion about the often-overlooked needs of unpaid caregivers.

In 2019, Embracing Carers™ will continue to activate with innovative projects aligned to the four key aims of the initiative including:

- Increasing Global Awareness
- Broadening Stakeholder Engagement
- Activating Policy
- Engaging Healthcare Systems

The success of Embracing Carers™ is through a collaborative effort by many. Thank you for supporting caregivers in your country.

Contact Us

On behalf of Embracing Carers™, we thank you for your support.

Questions and requests for additional information should be directed to:

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