

Comms Pack

This year's Care Experienced Week is taking place from **26th October to 1st November**.

The first Care Experienced Week was held in October 2018. It was launched and initially celebrated by Who Cares? Scotland but is now celebrated globally. Care Experienced Week was inspired by National Care Leavers' Week, however, our members told us that although they may leave care, they never leave their care experience behind and that they identify more as 'Care Experienced', plus this allowed us to celebrate every stage of care experience, including those still living in care settings.

This year's theme is 'Forward to the Future' as we want to celebrate all of Scotland's Care Experienced community, where they are now and what they are looking forward to in the future. We are asking everyone to look ahead, encouraging organisations and corporate parents to demonstrate how they are contributing to creating these futures for Care Experienced people.

Outlined below are captions, that you and/or your organisation can use to acknowledge Care Experienced Week and celebrate how you are looking forward to the future. These captions can directly copied or personalised. Don't forget to tag us on Instagram, Facebook, Tiktok or LinkedIn!

Short form

Option 1- General

This week is Care Experienced Week and we are celebrating all of Scotland's Care Experienced community!

Care Experienced Week is the world's biggest celebration of children, young people and adults with experience of care. This year's theme is #ForwardToTheFuture, celebrating the hopes and ambitions of Care Experienced people and looking ahead to the future.

We're proud to stand alongside the Care Experienced community and play our part in supporting them to achieve and shape the futures they want for themselves.

Option 2 - Corporate Parenting

This week is Care Experienced Week and we are celebrating all of Scotland's Care Experienced community!

Care Experienced Week is the world's biggest celebration of children, young people and adults with experience of care. This year's theme is #ForwardToTheFuture, encouraging us to all look ahead and think about how we can support Care Experienced people to achieve their ambitions and shape the futures they want for themselves.

As a Corporate Parent, we have a legal duty to support Care Experienced people. We're proud to stand alongside the community and champion their hopes and ambitions.

Longer form

Option 1 - General/ Personalised

This week is Care Experienced Week and we are celebrating all of Scotland's Care Experienced community!

Care Experienced Week is the world's biggest celebration of children, young people and adults with experience of care. This year's theme is #ForwardToTheFuture, encouraging us to all look ahead and think about how we can support Care Experienced people to achieve their ambitions and shape the futures they want for themselves.

At [organisation name], we're proud to be part of this by [insert organisations role e.g. "we work alongside Care Experienced people every day" etc.]

Option 2 – Corporate Parenting/ Personalised

It's Care Experienced Week and we're celebrating all of Scotland's Care Experienced community!

This year's theme is #ForwardToTheFuture, encouraging us all to look ahead and think about how we can support Care Experienced people to achieve their ambitions and shape the futures they want for themselves.

We're proud to be a Corporate Parent. Under The Children and Young People (Scotland) Act 2014, all Scottish public bodies have a legal duty to support Care Experienced people.

At [organisation name], we are doing this by:

✅ [Example]

✅ [Example]

✅ [Example]

This week, we celebrate the Care Experienced community and our role as Corporate Parents in supporting people to pursue their aspirations and shape the futures they want for themselves.