

# How to tell great stories on Young Carers Action Day

**CARERS TRUST**

Telling great stories is key to connecting with your audience and helping them to understand young carers. Personal stories can be a really powerful way to show the needs of young carers and the challenges they face. Here are some useful hints and tips to help make your stories shine.



## Know your audience

Understanding your audience is crucial to storytelling. First, think about who they are – carers, teachers, employers, politicians or the general public. Then think about what you want your audience to think, feel and do. Once you've done that, you can make sure your stories reflect their interests, emotions and values.



## Focus on individuals

Personalise your stories by highlighting your own unique experiences as a young carer. People like to read something that sounds real. Talk about struggles and achievements. Be honest about the challenges faced by young and young adult carers. Share stories of how the right support at the right time can make a huge difference on young carers' lives.





## Put some direction into your story

Give your stories a clear structure. Introduce the challenge or issue you faced as a young carer, highlight the support you received, and conclude with the positive impact this had on you and your life.



### Don't be afraid to use emotion

The way you tell a story is as important as what happens within it. Think about the words you are using and the emotions you want to get across. Stories that make the watcher/reader feel a connection and compassion are more likely to make them want to help.



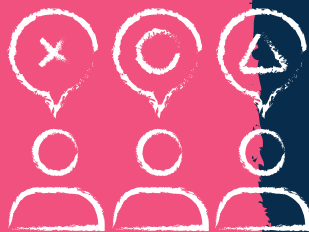
### Authenticity matters

Share authentic stories that reflect the real experiences of young carers. Authenticity builds trust and credibility with your audience, so it is important to always use your own voice, and the voice of other young carers, when telling stories.



### Include diverse perspectives

Showcase a variety of voices and perspectives from other young carers you know. This diversity enriches your narrative and helps a broader audience relate to the cause.



### Give them something to do

Clearly state how your audience can help or get involved. Whether it's making a donation, volunteering or spreading awareness, guide your audience on the next steps. For this Young Carers Action Day, some of the things we're asking people to do are:



- Register their support for - and call on local businesses, councils and other organisations to sign up to - the [Young Carers Covenant](#) (the first UK-wide commitment to young and young adult carers).
- Call on education providers to ensure they have a young/student carers lead and policy - helping to make sure there is awareness and support within each school, college or university.
- Call on local employers to help give young adult carers better access to employment and training opportunities.
- Call on local organisations to support opportunities for young carers to have breaks from their caring role.
- Call on colleges and universities to undertake the Going Further/ Going Higher award so that young adult carers can be identified and supported throughout their studies (Scotland).
- Call on professionals working with young carers - such as teachers, pharmacists, GPs or social workers - to support young carers to access and use a Young Carer ID to aid recognition of their caring role (Wales).

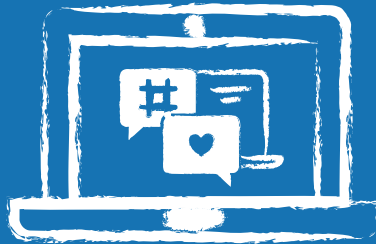
## Visual storytelling

Illustrate your narratives with visual elements such as photographs, videos, and infographics. Visuals help people connect to your story. Create your own stories: whether it's a self-filmed video on your phone, photos of you caring for your family member, or TikToks of you and other young carers you know. Generating content yourself adds authenticity and creates a sense of community on social media.



## Use multiple channels

Share your stories far and wide across a range of social media channels. Consistent storytelling across channels reinforces your message. Think about the channels that your target audience use, and therefore how best to reach them. E.g. If local politicians in your area use X/Twitter, consider using this as a platform to prioritise if they are your target audience.



## Tell them what helps

Highlight the immediate and long-term impact that support can have on your life. This reinforces the importance of ongoing support for young carers.



## Celebrate key moments

Use storytelling to celebrate key milestones and achievements. This can include anniversaries, successful campaigns or significant advancements in young carer support e.g. 20-year anniversary of a young carers group.



For info on how to keep yourself safe online, visit: [Childline's website](#)

## Seek feedback

Encourage feedback on your stories. This not only helps in refining your storytelling approach but also shows that you value your audience's opinions.

Remember, the goal of storytelling is not just to inform, but to inspire action and create a sense of community. By weaving powerful stories, you can build a stronger connection with your audience, and help them to understand the challenges young carers face and why they need more support.

