

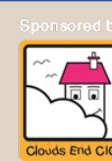


# HOARDING AWARENESS WEEK 2023

## Involvement Pack

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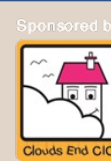


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### **About UK Hoarding Awareness Week:**

The original week was in 2014 and was devised by the Chief Fire Officers Association (CFOA) now the National Fire Chiefs Council (NFCC) and strongly supported by Cherry Rudge – Rainbow Red as part of APDO UK, Clouds End CIC and other stake holders.

It is now sponsored and run by Clouds End CIC.

It is a stakeholder awareness campaign across the political, health and social care communities to raise awareness of the risks associated with hoarding. The week will run from 15<sup>th</sup> – 19<sup>th</sup> May and is the 9<sup>th</sup> annual campaign to raise awareness of the issue.

The website [www.hoardingawarenessweek.org.uk](http://www.hoardingawarenessweek.org.uk) is run by Clouds End CIC.

### **Hoarding Awareness Week has three key objectives:**

- Spread more widely an awareness of hoarding facts.
- Promote greater understanding and acceptance across those who can influence change through education.
- Encourage key influencers to support and promote at key moments.



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**UK Hoarding Awareness Week 2023 is a week of stakeholder engagement and activity, which aims to raise awareness.**

**Theme for National Hoarding Awareness Week 2023 :**

## **INNOVATION AND NEW APPROACHES**

Change is hugely key for people with hoarding behaviour but it has to be embraced by agencies supporting people with the issue too. Keeping an open and curious mind helps us all. Changing mindsets might be harder though as sometimes we don't see our 'habits' working on our thinking.

Hoarding Awareness week is a time for a new think and hopefully a reset in our approaches.



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## Other main focuses -

### Education

Understanding that being educated about the condition will help collaboration between supporters and those who hoard. Educate as many people as possible.

### Multiagency Approaches

Create and develop partnerships that encourage multi agency approaches and working together as a team. Supportive Intervention developed by Clouds End is testing this in a large citywide project in Birmingham called Chaos to Order and will be sharing findings later this year.

**Working together and sharing information is important in reducing the risks that are presented.**

Hoarding Awareness Week will:

- Highlight the need for finding and training those who can support people who hoard in the community
- Find new sponsors in the corporate world
- Encourage greater partnership working to assess, support and resolve cases where people who demonstrate a tendency to hoard or clutter are identified.



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**We are trying to raise the profile of Hoarding Disorder to society as a whole but particularly to make the following groups aware of the risks:**

- Central and Local Government
- Social Housing landlords
- Adult Social Care Agencies
- Mental Health Agencies
- Local Authority housing providers
- Any agency or organisation that, during the nature of their business activities, comes across people that display a tendency to hoard or clutter
- Any agency or organisation that positions themselves to help people that display a tendency to hoard or clutter
- Blue light services, such as the Fire Service & Police Force.

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# Stay Connected

**Make sure to connect with us online for constant updates on the run up to Hoarding Awareness Week.**

**We also want to hear all about how you are supporting Hoarding Awareness Week, make sure to tag the official accounts and #HAW2023 in all content posted online!**



[@HOARDINGAW](https://twitter.com/HOARDINGAW)



[@HOARDINGAWARENESSWEEK](https://www.instagram.com/HOARDINGAWARENESSWEEK)

**Email Updates –**

**Sign up to our email marketing list to get regular updates about Hoarding Awareness Week**

[http://eepurl.com/h\\_F5kT](http://eepurl.com/h_F5kT)



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## Your goals for Hoarding Awareness Week

To provide some structure on how you support HAW and to ensure your agency benefits the most from it, it is important to think of a few things..

- What is your **main aim** for supporting? What impact do you want it to have on your workforce? Or the local area/agencies?
- How does Hoarding affect your agency ( what support do you provide to individuals) and why is it important to raise awareness from your perspective?
- How many people would you like to educate? The whole agency or just certain teams?
- How much time do you have to allocate to running an event, providing activities, training for staff?
- What facilities could you use to your advantage? A free room for an event, contacts to provide media coverage etc



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## Free Online Seminars

Each day there is a seminar focused around a different topic, available to book via the links below -

**Monday 15<sup>th</sup> May – 3.00 – 4.30pm**

**Hoarded homes – are they a Fire Risk? Alan Swift**

<https://www.eventbrite.co.uk/e/hoarding-awareness-week-2023-hoarded-homes-are-they-a-fire-risk-tickets-578808330297>

**Tuesday 16<sup>th</sup> May – 3.00 – 4.30pm**

**The Hoarded Brain – Sam Wainman**

<https://www.eventbrite.co.uk/e/hoarding-awareness-week-2023-the-hoarded-brain-tickets-579249981287>

**Wednesday 17<sup>th</sup> May – 3.00 – 4.30pm**

**Resilience and Hoarding - Sharon McLoughlin**

<https://www.eventbrite.co.uk/e/hoarding-awareness-week-2023-resilience-hoarding-tickets-579268978107>

**Thursday 18<sup>th</sup> May – 3.00 – 4.30pm**

**Approaches to Trauma Informed Practice with people who hoard – Kayley Hyman**

<https://www.eventbrite.co.uk/e/hoarding-awareness-week-2023-approaches-to-trauma-informed-practice-tickets-579226832047>

**Friday 19<sup>th</sup> May – 3.00 – 4.30pm**

**Open Forum – Let's talk about Hoarding – what are your new experiences and approaches?**

<https://www.eventbrite.co.uk/e/hoarding-awareness-week-2023-lets-talk-about-hoarding-open-forum-tickets-578671310467>



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## Promotion & Social media



Making sure that everybody is kept updated about Hoarding Awareness Week is very important, this ensures that information is shared as far as possible to raise awareness.

Identify the people most likely to be able to help you to publicise your participation in UK Hoarding Awareness Week 2023 and enlist their knowledge and experience to help you. For example, do you have a dedicated social media team who could help run an online campaign?

If you intend to post content on social media in the lead up to, or during, UK Hoarding Awareness Week then please tag us and use the following hashtag-

**Twitter – @hoardingAW**  
**Instagram - @hoardingawarenessweek**

**#HAW2023**

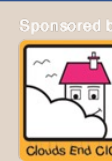


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## MyHAW Campaign –



National Hoarding Awareness Week is everybody's event.

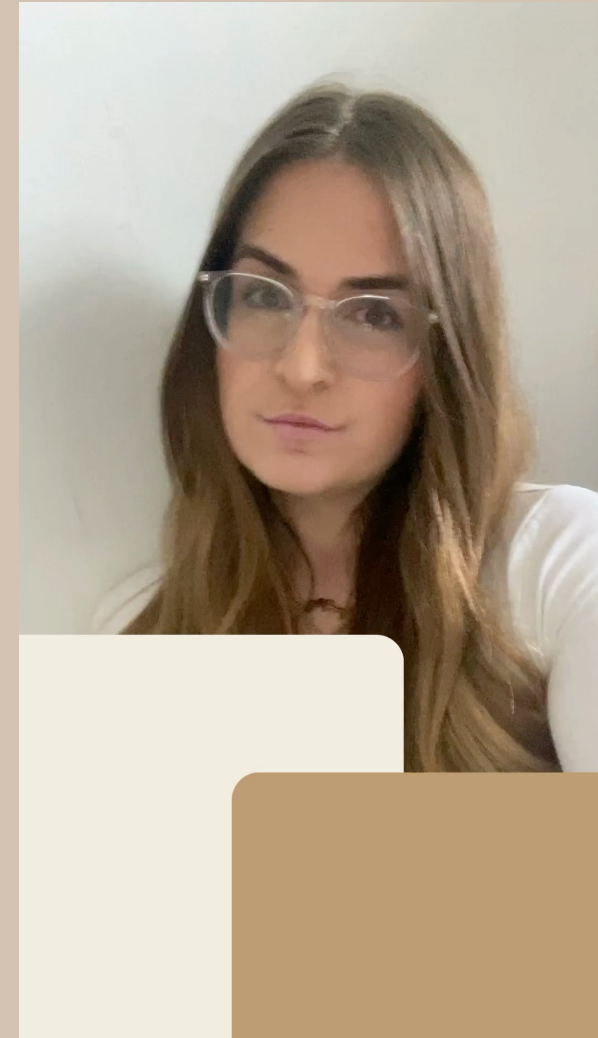
On the run up to HAW we are running a campaign called MyHAW

**We want as many 1/2 minute video or written email submissions outlining what your current involvement is with hoarding (whether it be a personal journey, your job role, family/friend experience) and why you think HAW is important.**

**Watch the video** →

Full details on submissions & taking part can be found here:  
<https://hoardingawarenessweek.org.uk/my-hoarding-awareness-week/>

Email examples on the following pages.

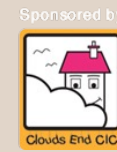


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[www.foardingawarenessweek.org.uk](http://www.foardingawarenessweek.org.uk)



## Promotion & Social media Written submissions



To: Knowledge Space ▾

Cc:

Subject: myHAW2023

From:

Good Morning,

My involvement around Hoarding Disorder/Behaviour -

I am a social worker based in Manchester and supporting individuals who display hoarding behaviour is becoming more common within my job role

Why I think National Hoarding Awareness Week is important -

When I started my career as a social worker, my knowledge of Hoarding Disorder & Behaviour was very limited, it has only since working with individuals who display such behaviour that I realised how much of an affect it can have on peoples lives. I also was unaware of the fact you could take part in specialised training, unlike other areas of mental health it is not a condition that gets spoken about enough in social work. I think Hoarding Awareness Week is vital for opening up public services to how important the correct education is towards the disorder and knowing what paths to follow to get appropriate support for clients. |

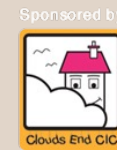


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## Promotion & Social media Written submissions



To: Knowledge Space ▾

Cc:

Subject: myHAW2023

From:

Good Morning,

My involvement around Hoarding Disorder/Behaviour -

My sister suffers from Hoarding Disorder and I have supported her through her journey

Why I think National Hoarding Awareness Week is important -

I had very limited understanding of Hoarding Disorder before my sister started receiving professional support. If I had known there was specialist services out there maybe she could have got help a lot sooner. I think it is also very reassuring that more and more professionals are getting the proper education on the subject as it is more likely to be picked up and treated correctly.



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**Promotion & Social media**



**Your social media pages**

**We also want to encourage you to post your stories on your own social media pages too.**

Tagging #HAW2023 & the official accounts, whether it be about working with clients, how training has impacted your job, why others should consider broadening their knowledge of the subject. If other well respected organisations can get involved on their own platforms it opens it to even bigger platforms.

This can be on the lead up and during HAW.

We also encourage you to share any information you find relevant. Maybe looking at how your industry links to Hoarding Disorder or by sharing content we put out.

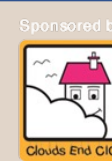


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## Promotion & Social media



## Local & National Media

If you have any connections within the media in your local area, try and get them involved. As much as HAW is focused on educating key groups involved in supporting individuals with Hoarding Disorder, we also want to work on transforming society as a whole understanding of Hoarding.

If you can get space on a local radio station during HAW to discuss how your agency supports those with Hoarding Behaviour or get an article put in the local paper or on their website/social media.

If you plan on running an event ( ideas on following pages ), see if you can get any local news coverage. It is all about who you know, if you can help us get any form of media coverage concentrated around the topic of HAW it would be amazing.

Please update on us on any successful media connections and coverage by emailing [knowledgespace@cloudsend.org.uk](mailto:knowledgespace@cloudsend.org.uk)



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# Work Place & Community Involvement

## Coffee Morning / Space to educate

Dedicate an hour or two one morning during HAW for an open discussion around the subject of Hoarding Disorder/Behaviour.

- How confident your staff feel dealing with individuals who hoard
- Do you have a set criteria you follow for every client
- How much training individuals within your team have taken part in
- Gaps in the overall team in terms of hoarding support
- Offer a feedback form for staff to fill in on areas they think need improvement

We can learn so much from each other, it is a great way to evaluate where you are at as a whole with your approach towards Hoarding Disorder and the support you provide.

If you have the facilities to do so, even invite some of your clients who display hoarding behaviour. This could easily be turned into a community event. Everybody loves a cup of tea and cake!

Be sure to tag us in your events using #HAW2023

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# Work Place & Community Involvement

## Community Coffee Morning

If you have the facilities to do so , for example a free space to use and a bit of funding ( for a few cakes and tea bags), you could host an open event to the whole community..

Invite everyone who experiences the affects of Hoarding, those who suffer, those who support individuals, family/friends, everybody.

Create an open space for discussions involving all areas of Hoarding Disorder to take place and allow everybody to network with each other.

The potential with this is endless.. It could then become a monthly meet you do for everybody to stay in touch.

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# Work Place & Community involvement

## ‘The Hoarding Support Checklist’

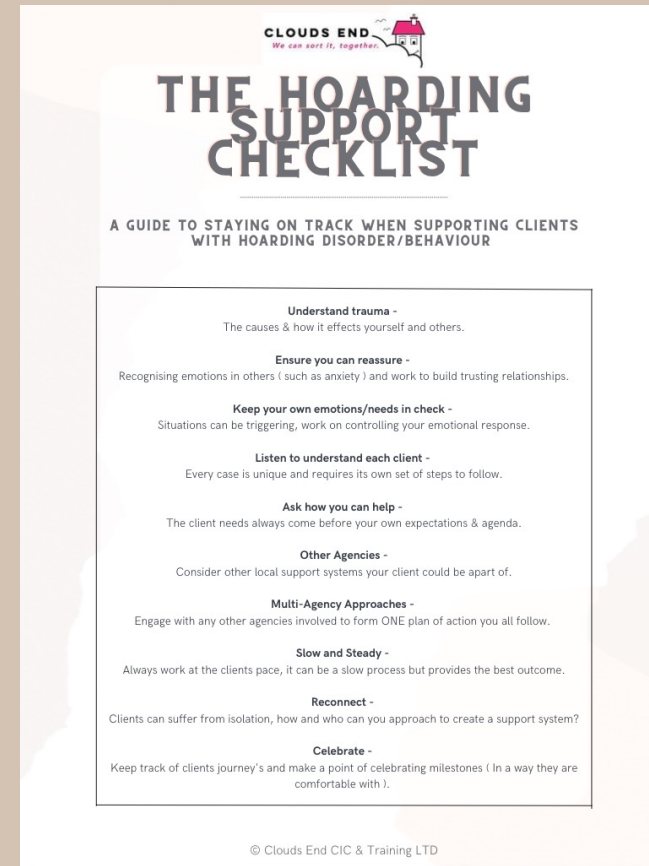
‘The Hoarding Support Checklist’ outlines key guidelines to follow when supporting clients with Hoarding Disorder or Behaviour.

Although the intention is for this to be used consistently all year round, it would be an amazing week to unveil it to team members and official launch it as part of the routine guidance you follow.

We would love to see your launch of the ‘The Hoarding Support Checklist’, make sure to use #HAW2023 & tag the official accounts

This can be downloaded **here** :

<https://www.dropbox.com/s/r91635bf0inxkq3/The%20Hoarding%20Support%20Checklist.png?dl=0>.



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# Work Place & Community Involvement

## Allow team members to attend free training seminars

Each day during HAW, there will be a free online seminar offering training on different aspects of Hoarding Disorder.

This years list of seminars can be found **on slide 7**.

We appreciate how busy everyone's the day to day workloads can be so preplanning the allocation of time for members of your team to take part in advance is really beneficial.

Following on from these seminars, organise a group catch up for those who took part to discuss with other members of the team. Or allocate everybody a buddy that they are then responsible for relaying information too as a mini challenge.



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# Work Place & Community Involvement

## Hoarding Projects in your organisation

We understand a lot of you those involved in supporting clients have workloads longer than we bare to think about, however, during HAW it offers an opportunity for you to look at the resources and funding you have to potentially set up a Hoarding Project.

This could be anything from offering a monthly support session to clients, aiming to get everybody in your team training on Hoarding Disorder throughout the next year, or simply allocating an hour or two in your diary to create an action plan for the next 12 months.

This might involve thinking about how you could work alongside other agencies to launch projects, the following slide outlines this.



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# Work Place & Community Involvement

## Partner up with neighbouring agencies

One of the aims of HAW is to promote multiagency approaches for supporting those with Hoarding Disorder, this is an area we encourage you to really put thought into.

Consider all the agencies you work alongside or know off within your area who you could approach to create networks that support Hoarding Disorder.

Supporting individuals with Hoarding Disorder can involve multiple organisations so to ensure the best service is provided it is so important that everyone is working towards the same set criteria and goals. An example of this the current Chaos to Order project taking place within Birmingham, more information can be found **here**.

If you want more specialised support on setting up a multiagency approach in your district, please email [knowledgespace@cloudsend.org.uk](mailto:knowledgespace@cloudsend.org.uk)



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# Work Place & Community Involvement

## Check out and distribute the free resources

The official Hoarding Awareness Week website has lots of free resources available, print outs, articles and videos. For promotional and educational purposes.

- Have a look through and see what you could pop up around the office
- Dedicate some time to watch the videos with your team and discuss
- Post them on your social media pages
- Utilise the links to the information focused on Hoarding Disorder and test your knowledge, create some quizzes or games to take part in during the office.

We have a lot of new resources launching as the website is being redeveloped so keep your eyes peeled on our social media pages for constant updates.



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# Work Place & Community Involvement

The list goes on..

Could you lobby a politician to raise awareness in parliament?

Do a week of lunchtime learning for staff using videos available on slide 28?

Could you hoard out an area of your office to create hoarding conversations?

Could you hoard a public area to create hoarding conversations in the community?

Could you offer free one to one support for a few hours each week?

Who might want to partner with you to create a hoarding panel?

Could you fundraise for Hoarding UK?

Could you pledge to change just one thing you do if you work with those who hoard?

Could you make badges and share them? Or wristbands with the logo on.

Could you raise money for [Hoarding UK?](#)

And any ways you can come up with yourself, think outside the box, and please let us know.



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**MOST IMPORTANTLY..**

**HAVE FUN !**

Be as creative and have as much fun as possible to help raise awareness and understanding to Hoarding.



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# Post Hoarding Awareness Week

As with everything it is good to reflect, we encourage you to consider the following points post HAW to evaluate its success and how you can make it even better next year..

**We would love to hear your feedback -**

Contact us on [knowledgespace@cloudsend.org.uk](mailto:knowledgespace@cloudsend.org.uk) with the subject 'HAW feedback'

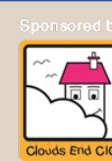


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- **What activities** did you run during the Week?
- What was your **main aim**?
- How many people did you **directly engage** with?
- How many people might you have **indirectly engaged** with (e.g. through local media coverage or through umbrella organisations)?
- **How many staff** were involved during the week?
- Did you **achieve your main aim**?
- How much **media coverage** did you achieve?
- **How useful** was information you received from Clouds End before the event?
- What **additional information or support** would have been helpful?
- What was your **main aim**?
- How many people did you **directly engage** with?
- How many people might you have **indirectly engaged** with (e.g. through local media coverage or through umbrella organisations)?
- **How many staff** were involved during the week?
- Did you **achieve your main aim**?
- How much **media coverage** did you achieve?
- **How useful** was information you received from Clouds End before the event?
- What **additional information or support** would have been helpful?

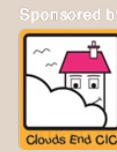


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# Resources

These are all available on the website but we wanted to detail a few that can be really beneficial for long term use, not just during HAW.



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# Hoarding Ice Breaker

This form is created for individuals who are wanting to gain support to help their behaviours but do not know where to start.

*“ If clutter, disorganisation or hoarding is affecting your health (mental or physical health) and making you feel anxious, depressed or unwell, then it’s advisable to have a chat with your GP.*

*If you don’t know what to say or how to start the conversation, then simply download, print off and complete this Ice-Breaker document, and hand it to your GP (or other medical professional).*

*They should then start asking all sorts of questions to enable them to start working out what might be causing your symptoms, and discuss some options that will hopefully help make you feel better. There could be a number of different things causing you to feel unwell, so it’s best not to assume there’s just one cause, or just one treatment.*

*Don’t be surprised if they suggest involving other people to support you or your family with practical assistance to reduce the clutter, disorganisation or hoarding affecting your life. The result should be a positive effect on your health, which should ultimately reduce the risk of ongoing health problems in the future. ”*

**Download and find out more on the official website :**

<https://hoardingicebreakerform.org>



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# Understanding Hoarding – Reclaim your space and your life

Jo Cooke, Hoarding Disorder UK, published a book focused around understanding Hoarding Disorder

*“Compulsive hoarding can make life a misery, affecting health, well-being and lifestyle, and posing a significant risk of fire, illness, infestation and other dangers. Hoarding touches the whole family and, in extreme cases, impinges on basic freedoms, such as space in which to eat, do paperwork or even sleep.*

*Packed with practical advice, ‘Understanding Hoarding’ aims to help those with hoarding difficulties and those that live with them. It is also a useful resource for friends and professionals. “*

More information : <https://hoardingdisordersuk.org/understanding-hoarding/>



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# Hoarding UK – National Hoarding Conference 2023

After success in previous years, Hoarding UK is looking to hold another National Hoarding Conference.

All details for this will be posted on their website -

<https://hoardinguk.org>



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## Useful Videos :

Heather Matuozzo, Clouds End CIC, offers a short video explaining what compassion actually is and how it is such a major part of understanding Hoarding Disorder & Behaviour and when supporting those with it.

**Watch here :** <https://www.youtube.com/watch?v=0-DouVFikks>

Making room have a collection of Hoarding Myth Busting videos

**Watch here :** <https://vimeo.com/user66669361>

**There are lots more videos and downloads in the resource section of the website – keep your eyes peeled on our social media too as we will be updating more items on the lead up to HAW!**

<https://hoardingawarenessweek.org.uk/resources/>



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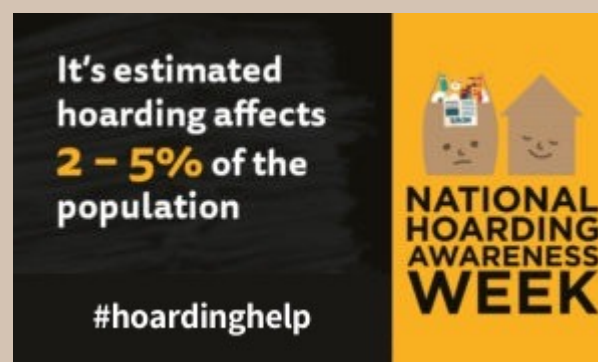


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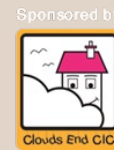
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# Images







## Useful Links:

- [Clouds End](#)
- [Hoarding UK](#)
  - [Mind](#)
  - [Hoarding.Support](#)
    - [NHS](#)
- [Life-Pod Clutter & Hoarding](#)
- [Hoarding Disorders UK](#)



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