

Opportunity to share carer insights and shape future products

The National Innovation Centre for Ageing (NICA) at Newcastle University, is working with a multinational consumer goods corporation to develop solutions to existing pressures with laundry that may be experienced when caring for someone with incontinence.

To better understand these challenges we are interested in hearing from people who are aged 50+ who is currently caring for (or previously cared for) someone who has experienced incontinence and who would be willing to talk about sensitive topics relating to the care process.

There two opportunities for carers to share their experiences:

Face to Face interview

You will be asked to take part in a one-to-one interview to discuss existing frustrations you have with laundry as a carer. You will be asked about problems that you experience daily and you will be asked to explore possible service or product solutions to these issues. The interview will last up to 2 hours.

The interviews will take place **during the week commencing 14th January 2019** in Newcastle upon Tyne. Date, time and location will be arranged with you directly.

You will receive a £50 voucher for taking part. Travel expenses will be reimbursed.

Workshop

You will be asked to take part in a group workshop to discuss existing frustrations you have with laundry as a carer. We would be interested to hear about any problems that you experience daily and your ideas for possible service or product solutions to these issues. The workshop will last approximately 4 hours. There are two dates for the workshops but carers would only be required to attend one session.

Thursday 31st January 2019 – (10am – 2.30pm)

Friday 1st February 2019 – (10am – 2.30pm)

The workshops will take place in the Urban Sciences Building, Newcastle Helix.

You will receive a £60 voucher for taking part. Travel expenses will be reimbursed.

If you are interested in signing up to one or both of these opportunities you can register at <https://www.voice-global.org/> or send an email to catherine.butcher@newcastle.ac.uk