



Carers Week 2017 Report



1. Context

Carers Week is an annual campaign to raise awareness of caring, highlight the challenges carers face and recognise the contribution unpaid carers make to families and communities throughout the UK. The focus of the week was, as it has been previously, on **Building Carer Friendly Communities**. Care for the Carers is commissioned through the commissioning Grant prospectus to coordinate the local delivery of the Carers Week Campaign on behalf of all services for unpaid carers across the county.

This reports looks at:

- The planning of the campaign;
- The delivery over the month of June;
- Monitoring & Evaluation of countywide activity;
- Learning for future campaigns and
- Next steps.

2. Planning

A special meeting was held for the Information Advice and Training Sub Group in April 2017 to ensure stakeholders were part of an inclusive planning process, discuss and share ideas and encourage partnership working between services and carers to ensure an effective campaign which made best use of limited resources.

Those attending were informed about the national Carers Week website and requested to share details of their events with CftC to support with promotion. Based on learning from past campaigns the benefits of sharing resources and good monitoring were also discussed.

Low attendance at the meeting meant that additional effort was put in to further communication via targeted emails and promotion through CftC e-Newsletter over the following months

An email was sent to all network partners to inform how they could be involved, with a follow up email.

Care for the Carers added a pledge on the national Carers Week website on behalf of all partner organisations.

Care for the Carers is the Carers Centre for East Sussex. We are a charitable organisation and we are part of the Carers Trust network. Care for the Carers pledge to work with our partners to make East Sussex a Carer Friendly County We will reach out to raise awareness of unpaid caring and the impact it has on people's lives. We will identify new carers and ensure they get the support they need. We will recognise 'carer friendly initiatives' in our towns and villages and encourage local business and service providers to take into account the needs of carers they are in contact with. We will support them to implement small changes that make a big difference to carers' lives.

, Association of Carers also made a pledge as follows:-

"We pledge to support unpaid carers throughout East Sussex by providing free volunteer led services that help Carers to continue in their caring role. We will also raise the profile of Carers in our local community by promoting the needs and challenges of Carers throughout the whole of East Sussex. We are committed to being a user-led organisation that provides services that are flexible and adaptable to suit the needs of the individual."

A **Carers Week Action Plan** supported the effective planning and organisation of the week across all local partners that were engaged in the campaign:

- **Letters were enclosed with all CareLine packages** delivered to community contact points across the county offering information about Carers Week, resources available and promoting events. Local carer friendly initiatives were also mentioned.
- **Carer Friendly Awards** (certificates) were designed and sent out to nominated services and East Sussex Carer Card businesses. With the certificate was a letter thanking them for their support and with an offer to nominate them on the national website and promote them on our social media if they sent us a photo of them or their team with their certificate.
This offer was taken up by some of the businesses who were 'delighted to have been nominated'.
- **The 'How carer friendly is your community?' survey** was launched with a draw prize of £50 Argos vouchers (donated). Surveys could be accessed online (Care for the Carers - Survey Monkey) and paper format were available at the CftC forum, CftC reception and at various events.
- **Monitoring and Evaluation** – Care for the Carers sent monitoring and evaluation forms to partners with a request to share information for the purposes of Carers Week reporting and future learning for all.
- **Joined up working on information stands** – Arrangements were made for a joint event in Eastbourne Arndale Centre and negotiation of attendance at other events across the county.
- **Sainsbury's** – agreed to have information displays in some stores across the county.
- **Kamsons** – Communication with Kamsons provided an agreement for Care for the Carers leaflets and a note about Carers Week to be added to prescription bags during Carers Week.
- **111 pharmacies** across the county all received a poster for Carers Week with a request to display them in their pharmacy.
- **Carers Week 2017 website** – events were added to the Carers Week website and 'Carer Friendly' nominations were made to recognised Carers Friendly organisations and businesses in East Sussex. These included: Sainsbury's, Kamsons, GP surgeries and businesses from the East Sussex Carers Card.

3. Delivery

Carers Week 2017 in East Sussex was delivered with commitment and energy from all those involved with a wide range of events and activities being held across the county. To make the most of the opportunity and resources available it was agreed that activities would be held throughout the month of June and all be badged as Carers Week events.

Events

- 26 events in East Sussex were promoted on the Carers Week website (this included 1 from Slough Carers Centre and 1 from Greenwich Carers Centre whose events were being held in the county)
- 34 events were promoted on the Care for the Carers Website (this included information stands as a daily count)

During Carers Week:

Care for the Carers – organised 7 events: The Conquest Hospital (info), Coffee/info morning at the Hersmonceux Integrated Health Centre, Arndale Centre (info), Sainsbury's Hampden Park (info), White Rock Theatre (Entertainment for carers' event), Satellite Carers Centre Open Day. Open Day, a Young Adult Carers Q & A evening with pizza. Care for the Carers also attended a further 5 events: The Phoenix Centre (info), The British Lung Foundation event (engagement & info), Time for Carers event



(info), Caring for Carers Conference Brighton University (networking and learning from research), The Macmillan Event (info).

Carer Awareness training was delivered across the county to 40 attendees. This included bespoke training for Better Together Frailty Practitioner Team and AGE UK East Sussex Information and Advice workers and volunteers.

Quotes from the training:

'Just to say a massive thank you for your session yesterday. We all gained so much from it and felt inspired'

'Brilliant session - really useful information which will improve my practice and ultimately improve outcomes for carer and their loved ones'

'It has unblocked some obstacles and given options for improving carers support'

'Absolutely fabulous session, I have learned so much'

The Arndale Centre was a very successful event as it has proved to be in the past. It was supported by: **Ice Pro, Alzheimer's Society, Southdown Ambitions, East Sussex Young Carers, Eastbourne Health Champions** and **FACT (Cranstoun)**. There was good footfall which identified new carers and brought forward carers already known to the organisations. The multi-agency approach allowed for instant referrals amongst the organisations present. There was a visit during the morning from the **Eastbourne Mayor, Pat Hearn** who met everyone and discussed 'carer friendly communities'. The event was featured in the Eastbourne Herald.

In comparison the CftC Conquest Hospital information stand was disappointing due to the location provided by the hospital having low footfall from visitors. Even the Association of Carers Information stand, located in the hospital foyer had less contacts than they had anticipated. Other events varied in success, feedback from evaluations received inform this report.

Plans had been made for **Amber Rudd, Home Secretary and MP for Hastings**, to visit the open day at the Hastings Satellite Centre. This was unfortunately cancelled the night before when she was required to return to London due to pressing political matters. Numbers coming into the centre were lower than hoped but those who came in where all carers and appreciated the refreshments provided alongside the friendly welcome and information and support.

Association of Carers – held 5 information events across the county. Little Gate Open Farm, Conquest Hospital, Lewes Hospital, Sainsbury's St Leonards & Newhaven. Sainsbury's were identified as good events and Lewes had a lot of interest from staff taking information to pass on to colleagues. Association of Carers identified that the Meridian Mature Citizens Forum & Know Dementia – Time for Carers event and the Sussex Caring for Carers conference identified less new carers but did provide good networking opportunities.

An outing for their Rye & District Carers Lunch Club members to Tic Tockery in Pett for a cream tea was very successful, nine people attended and it also raised awareness within the shop. A Plus Carers promoted the services of Association of Carers as part of their Carers Week at Sainsbury's in Bexhill.



Other events included:

- **Headway** held a 'Focus on your wellbeing' event for female carers providing complimentary therapies.
- **Macmillan** held a coffee morning for carers and a Horizon Centre Event – This provided an information market place for carers. This event was disappointing with the lack of attendance by carers. Estimate given of people attended including stall holders = 30.
- **Meridian Mature Citizens Forum & Know Dementia** held a Time for Carers Event. This event was held at the Meridian centre with 26 organisations in attendance 'To celebrate building Carer Friendly Communities'. It was a chance for carers and the people they care for to come along and enjoy a day of information, support and refreshments in a relaxing and social environment with free admission, animal therapy, live music, taster sessions and refreshments.
- **Ice Pro** held events across the month of June in locations across the county. During Carers Week they and SCDA jointly hosted 2 coffee morning/Info events.
- **The University of Brighton** held a Sussex Caring for Carers Conference – This event provided an opportunities for carers and professionals to hear about the work that has been undertaken by researchers around carers' issues, it also provided networking for professionals and information for carers from across East and West Sussex. Feedback indicated that few carers attended from East Sussex but it was a good networking and learning opportunity. Estimate given of people attending = a total of approx. 100.
- **NHS Eastbourne, Hailsham and Seaford CCG and NHS Hastings and Rother CCG** celebrated Carers Week with a 'think carer', wear purple day and a bake off/cake sale. The activities also raised money for carers (donated funds to Care for the Carers).
- **East Sussex Healthcare NHS Trust - Staff Engagement & Wellbeing** held a Carers Week coffee morning/afternoon tea and Information event for staff.
- **Crossroad** held a coffee morning.
- **British Lung Foundation** held an event to recognise 'Breathe Easy Week' (the same week as Carers Week). Care for the Carers attended and spoke to many carers. 117 including 22 carers
- There was also involvement from:
- **Sainsbury's** – Hampden Park, Arndale Centre, Bexhill and Newhaven all hosted unstaffed information tables. Sainsbury's are always very keen to support Carers Week. Hampden Park Sainsbury's feedback that there was a lot of interest at the information table, they commented that it would be good to have it staffed more than it was.
- **Downlands Medical Centre** – Polegate had a large Carers Week Window display.

Carer Friendly Community Survey

The 'How Carers Friendly is your Community' survey prize draw took place on the 30th June, the winner was Jade Evans, a young adult carer. There were a total of 114 entries and the results from the survey will inform and support development of Carer Friendly Communities work across East Sussex.



Promotion

Care for the Carers put in place a 'Communication Plan' that ensured effective promotion prior to, during and following Carers Week.

Care for the Carers promotion included:

- **Website** – The Care for the Carers website had a designated page for Carers Week with a link to a 'Calendar of events', for the month of June.
- **Social Media** - Care for the Carers shared lots of Carers Week content on Facebook and Twitter including promotion of events, photos taken from events, and we engaged with other local and national partners across the country. Photos were also taken and posted in the run up to Carers Week of carers, staff and partners holding 'Carers Week' and 'Carer Friendly Communities' signs.
 - Tweets were seen 9,693 times and posts reached the Facebook feeds of 1,491 people.
- **CareLine article** – A full page spread was placed in the spring 2017 edition of CareLine which included how people could get involved in Carers Week.
- **Newsletters** – Information was provided in three Care for the Carers newsletters and the 3VA newsletter.
- **Advertisements** – Event ads were placed in the Friday Ad.
- **Press release** – Carers Week coverage was in the Hastings Observer, Bexhill Observer and Eastbourne Herald on Friday 26th May and an article about the Mayors visit to the Eastbourne Arndale Centre appeared in the Eastbourne Herald.
- **Radio interviews** – Jennifer Twist, Chief Executive of Care for the Carers was interviewed by Seahaven FM, Conquest Hospital Radio and More Radio about Carers Week, these interviews were aired throughout Carers Week. Jennifer also spoke to Uckfield FM live on air. Jennifer spoke about Carers Week, events happening locally and how we can make East Sussex a Carer Friendly county.

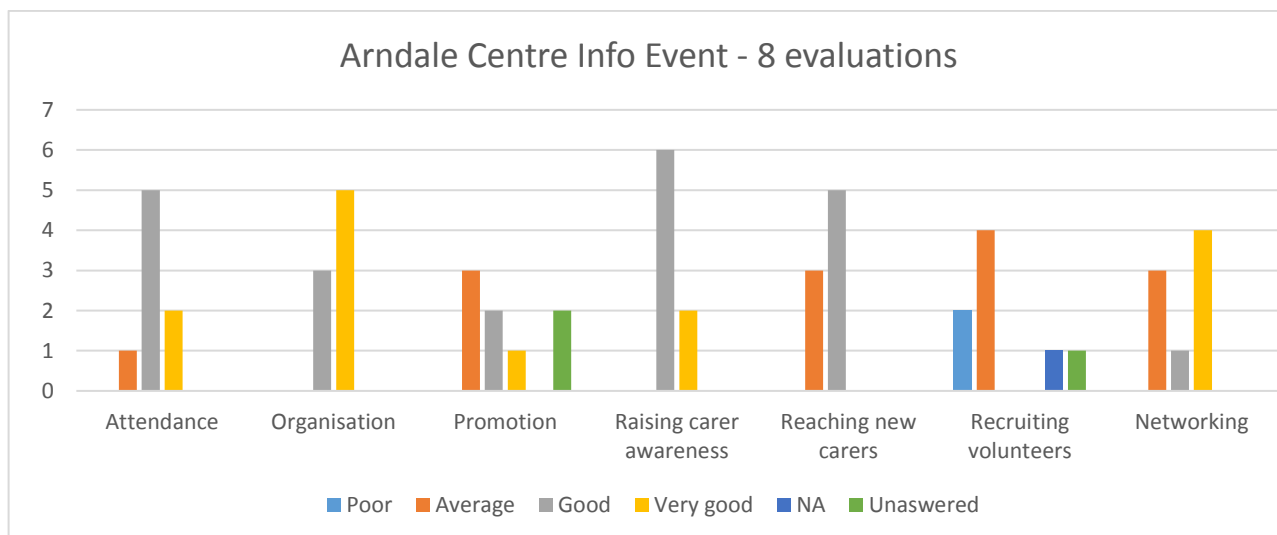
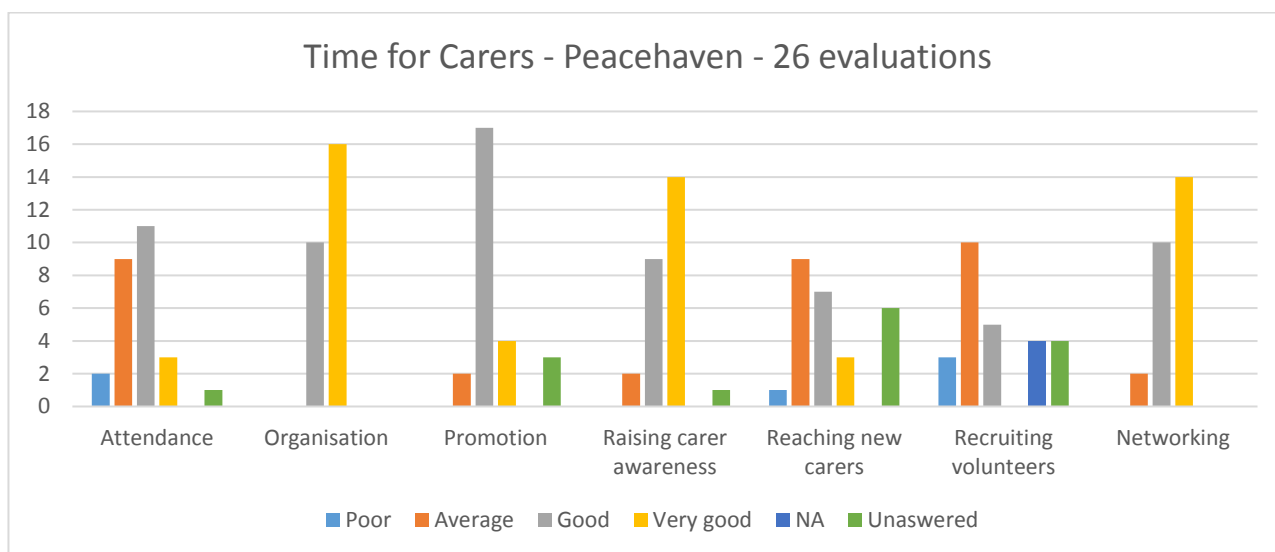


Other events were promoted through websites, emails, posters in shopping centres, libraries and GP surgeries, Facebook and local press.

4. Monitoring and Evaluation

To monitor and evaluate Carers Week 2017, Care for the Carers sent all partners a monitoring form and evaluation form prior to Carers week, with a request to complete and return for each event. However, while 46 evaluation forms were received + three emails with written comments monitoring information was thin on the ground

Monitoring forms were designed to enable those at information stands to note how many people they engaged with and referred on, the low number of returns inhibits statistical reporting on the impact of events in relation to identifying new carers, referrals etc. The evaluation form asked attendees for their opinion on how successful the event was in relation to: attendance, organisation, and promotion. It also asked about raising carer awareness, reaching new carers, recruiting volunteers, networking, promotion and what worked. . Graphs shown below are from the 2 events that provided most evaluations.



5. What we have learnt

The evaluations have proved valuable in informing us around what works and the challenges faced.

What they show is:-

- Many events were not attended by large numbers of carers.
- While events were recognised as good or very good for networking, the key objective of the week was to reach out to carers.
- Partners are keen to build upon the communication and working together that has taken place around Carers Week this year.
- Early planning with involvement from partners, health and businesses, link workers, (Carer friendly Communities) is crucial.
- Promotion needs to be improved and used more effectively by all – particularly social media.

Questions to be considered and addressed for future campaigns include:

- How do we attract new carers - especially when they are not already aware they are a carer?
 - Why do we not get more carers attending events?
 - How do we encourage the recognition of the value of completing and sharing monitoring information to inform future practice?
 - Why was the publicity that was undertaken apparently not seen by some partners?
 - Do we underestimate the effectiveness of what we are doing, carers may not engage at that time but perhaps they do see the promotion and make contact at another time?
 - Are events and information stands the best way to engage carers taking into account what we know about the pressures carers face and the challenges of resourcing?
 - Should we consider big celebration events which recognise known carers and identify new carers by raising interest through promotion?
- They are also generally good for media coverage – involving many.

Slough Carers Centre held an evening at the Copthorne Hotel, a meal and entertainment, tickets were £5. This attracted 120 people, carers already known to them and new carers. The hotel supported the event. We could consider doing linking with a big hotel (The Hoteliers Association) a golf clubs or a theatre might support?

It is recommended that next year we should consider:

- Engagement in more rural areas across the county – Uckfield/Heathfield/Crowborough/Forest Row lacked involvement this year
- Ensure working carers, diverse groups of carers, Young Carers and YAC's are included in the planning.
- Seek businesses to support/sponsor a big event or a bus tour across the county
- Continue to increase promotion and encourage everyone to take the challenge of 'spreading the word' - individuals, businesses, services providers elected members and more.
- Increase supermarket involvement (who are generally happy to support). Could every store promote in some way and get their staff involved in helping?
- Build on this year's recognition of Care Friendly Community work through awards and certificates
- Build on partnership working which is crucial encourage partners to lead their own events with the knowledge they will be supported thus enabling wider coverage across the county
- Stress the importance of monitoring returns and identify why returns were so low this year.

6. Next steps:

- Care for the Carers will share this report with network partners and present finding to the Carers Support Services Network meeting;
- Care for the Carers will involve partners and carers in Carers Rights Day planning and take into account the learning and questions that have been identified through this campaign – planning meeting organised for mid-September 2017;
- Care for the Carers to develop a social media pack/toolkit to support partners to make more effective use of social media;
- Care for the Carers will undertake an online survey of carers to gather their thoughts, experiences and ideas to inform Carers Week 2018;
- Planning for next year's Carers Week campaign will start early in 2018;
- A joint 'plan of action' developed with all partners will be compiled to identify what, when, where and who is involved and to ensure full support and coverage is achieved;
- Partners, ambassadors, health professionals and carers to be invited to future planning meetings.

Date for Carers Week **2018 - Monday 11th - Sunday 17th June**