**A logo for care for the carers

Description automatically generated**

**Care for the Carers Equalities Action Plan (last updated April 2023)**

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|  | **Objective** |
| 1. | Continue to focus on frontline staff obtaining monitoring data from carers, a shared objectives for all frontline staff and focus area for line managers to measure when undertaking case dip-sampling. |
| 2. | Develop diversity and inclusion refresher training for all staff (in addition to existing training incorporated into mandatory induction programme). |
| 3. | Continue to engage with relevant organisations and community groups to promote access for hidden carers and minority groups, including, but not exclusively, engagement with Bourne Out, FFT, DRI, substance misuse services, GP surgeries, mental health services, social prescribing services, and Job Centres. |
| 4. | Deliver services from accessible locations wherever possible and ensure that referral pathways promote and enable access. |
| 5. | Provide interpreting and translation services to those carers that need them and promote awareness of the interpreting and translation booking process amongst frontline staff. |
| 6. | Adapt service provision wherever possible to address access barriers for minority groups and hidden carers, including delivery of a Young Adult Carers group, and targeted activities to engage carers from ethnic minority backgrounds and male carers. |
| 7. | Locate services and resources within community locations to increase visibility amongst hidden carers and minority groups, including participating in Pride events/parades, and delivering services in mental health wards, community cafes, GP surgeries, community advice centres, farmers markets, Job Centres, and hospices. |
| 8. | Make use of the Carers Card as a tool to engage with businesses likely to attract customers from under-represented groups, such as Halal grocers, Polish cafes, and sports clubs. |
| 9. | Deliver activities outside of office hours, in order to enable access for working carers (e.g. counselling, telephone outreach, carers groups, social activities). |
| 10. | Engage with equality and inclusion forums, with the dual aims of building positive working relationships with organisations representing hidden carers and minority groups and to ensure that carer issues are raised within forums, including participation in the Inclusion Advisory Group, Cultural Involvement Network, and Equality and Fairness Stakeholder Group. |
| 11. | Maximise use of technology to increase access to services, such as providing online access to support, and using search engine optimisation and pay per click marketing to reach hidden carers. |
| 12. | Use a wide range of communications, distributed widely, to promote awareness of Care for the Carers’ services, in order to reach under-represented carers, including print media, website, social media, face-to-face promotion in community locations, CareLine quarterly newsletter, e-newsletter, posters, and leaflets. |
| 13. | Build and maintain a library of diverse carer imagery and content to be used in our communications, such as photographs and stories regarding carers from under-represented groups. |
| 14. | Contribute to a range of communications which will raise the profile of caring and our services to a diverse range of carers in East Sussex and the wider population. |
| 15. | Continue to seek fundraising opportunities to support further activities which will increase reach to under-represented carers. |
| 16. | Take proactive measures which seek to increase the proportion of staff, trustees, and volunteers from ethnic minority backgrounds or who identify as LGBT to a level that is consistent with the East Sussex population, including advertising opportunities widely and maintaining a focus on inclusion throughout our planning. |
| 17. | Grow opportunities to increase diversity of our workforce in the longer term, by developing volunteering, work experience, and apprenticeship opportunities. |
| 18. | Continue to facilitate an equalities working group to oversee this action plan and propose or plan activities which support its objectives. |