

Carer Friendly Business Checklist

This checklist provides some ways in which your business can ensure it is 'CARER FRIENDLY'.

The aim is to promote and raise carer awareness ensuring carers (whether they are customers or staff) are supported and that they know where they can go for information and support.

Review what you currently do and consider how you could make some positive changes with the help of the checklist.

- **Sign up to the East Sussex Carers Card scheme** – offer a discount, not only does this support carers, it promotes your business and encourages carers to shop local.
- **Carer Awareness Training** - for all staff - to inform and raise awareness.
- **Promotion** - display information: a poster, leaflets, cards.
Display the East Sussex Carers Card sticker to show you are supporting the scheme.
Advertise the East Sussex Carers card offer on your website.
Share a link to Care for the Carers on your website: www.cftc.org.uk
- **Ambassadors** – stay in touch.
Identify who the 'go to person(s)' in the business is/are.
Wear a Carers Ambassador badge - Care for the Carers can provide badges.
- **Make a difference - Be a carer friendly employer** – recognise and value your employees who may be in a caring role. Understand your obligation and ensure they are aware of support available to them and their rights (Care Act 2014). Implement Carer Friendly policies and practice.
Refer or encourage carers to make contact with Care for the Carers to access information and support; consider developing a referral protocol with Care for the Carers.
Monitor your work with clients – are opportunities to identify and refer carers being taken up? Is everyone 'thinking carer'?
Evidence the good work you do with carers and gain 'Carer Friendly' recognition.
- **Spread the word and keep up-to-date**
'Carer Friendly' logos on email footers and website.
'Carer Friendly' window stickers displayed in public-facing locations.
Stay in touch - Sign up to receive Care for the Carers E-newsletter, CareLine and Updates; share information with all staff.
Social media – follow us and share our posts/tweets/Instagram.
Support carer awareness campaigns - Carers Week (June) and Carers Rights Day (November) – raise awareness and get involved e.g. display a poster, hold an event, use social media.
- **Support local carers through fundraising**
Have a Care for the Carers collection pot.
Make Care for the Carers your Charity of the Year.
Hold a fundraising event – or encourage customers or friends to.
Challenge yourself – run a marathon or jump out of an aeroplane?
Donate –prizes.
Sponsor – events or pampering/activities opportunities.

Remember to contact Care for the Carers if you have any questions or need further resources

No one left to care alone



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