



*Tom O'Flaherty of Exeter Chiefs
in partnership with Devon Carers*



Supporting unpaid carers in Devon – how you can help



The Campaign

61% (79,300 in Devon) of unpaid carers said they had suffered physical ill health as a result of caring, and 80% (104,000 in Devon) of unpaid carers have felt lonely or socially isolated.

The number of unpaid carers in the UK has nearly doubled since the start of the Covid-19 pandemic, with an estimated 130,000 now providing care in Devon.

This campaign aims to raise awareness of, and identify, as many unpaid carers in Devon as possible. The campaign will support you to link carers into the help available from, and register with, Devon Carers. We need you to help us improve identification and registration of harder to reach unpaid carers in the following groups:

- Carers in ethnic minority communities
- Male carers
- LGBT+ carers
- Working age carers

The campaign will run November '21 – March '22 and each month will focus on a different group. Every month we'll send you an update with easy ways for you to get involved to help us identify unpaid carers and encourage them to register with Devon Carers for support.

You can find out more about each month below or visit www.devoncarers.org.uk/campaign to download resources such as pre-created social media posts, postcards and leaflets that you can use to help raise awareness.

**We want you to help us.
Together we will make a difference...**



1 in 2 unpaid carers suffer from depression

(Source: CarersUK)

You can help



I can't tell you how much better I feel in myself from the support

Unpaid carer in Devon

The campaign by month:



November Carers in ethnic minority communities

In partnership with all stakeholders, we shall deliver a careful communications campaign that recognises the challenges and differences individuals from ethnic minority communities face in identifying as an unpaid carer, as well as accessing and accepting support. Across the UK 11% of carers are from ethnic minority communities, based on this, the figure for Devon could be as high as 13,000, and most are of working age.

Activities will include:

- Carers Rights Day awareness (25 November), supported by activities throughout the week, each day focussing on our diverse ethnic minority communities
- Multi-language information cards
- Social media engagement
- Community engagement.



December Staying well through winter

In December we take a break from focussing on a specific group, instead we recognise the importance of staying well over the late-autumn and winter period. The Covid-19 pandemic is still with us as well as the growing concern over the impact of seasonal flu. We know Covid-19 has already resulted in a 50% increase in the number of unpaid carers in the UK.

Recognising this, our focus for December will be around the health and wellbeing support from Devon Carers and the wider health and social care system.

Activities will include:

- Radio, press & media coverage
- Articles in community publications
- Google optimised targeted search
- Social media posts and real-life experience videos
- Promoting Covid-19 and seasonal flu vaccinations.



January Working age carers

January is a time many people consider how they want their work-life balance to look for the coming year, and how their role as an unpaid carer may impact this. Employers and employees are the focus for this month.

Things you need to know:

At least 1 in every 9 employees is a carer

Activities will include:

- Workplace support pack
- Partnerships with local business networks
- Organic and paid social media content focusing on LinkedIn
- Website content of support, promotion of 'Live Chat'.



February LGBT+ carers

February marks LGBT+ History Month and our focus this month will be to reach out to as many unpaid carers in our LGBT+ communities as possible. We know that the impact of caring on our LGBT+ unpaid carers is often hidden to a greater degree than the impact of caring on other communities.

Things you need to know:

There is an estimated 4,000+ unpaid carers from LGBT+ communities in Devon, however many feel that the support available is 'not for them' or they worry about people's reactions or potential discrimination.

Activities will include:

- Partnerships with local LGBT+ organisations
- Video content
- Social media
- Real life stories.

Each month visit www.devoncarers.org.uk/campaign to download new resources such as social media artwork, postcards and leaflets that you can use to help us raise awareness.



March Male carers

In the final month of the campaign we will focus on male carers as they are frequently overlooked. Activities across previous months will have raised awareness amongst male carers within other identified groups, this month will focus on the wider population of male carers.

Things you need to know:

A Carers Trust survey of male carers indicated that the needs of male carers were significantly different to female carers.

Activities will include:

- Influencer partnerships
- Sport & social club partnerships
- Live chat promotion
- Social media & videos.

Each month visit www.devoncarers.org.uk/campaign to download new resources such as social media artwork, postcards and leaflets that you can use to help us raise awareness.

Campaign audiences

This campaign will target unpaid carers and anyone who thinks they know an unpaid carer, those from the identified target groups, and the people and teams who support them in the community. Now follows our target audience profiles.



BRANDON
40, Male Carer

BACKGROUND

Job: Mortgage Advisor
Study level: A Level
Relationship: Married
Children: 2

Brandon has been gradually increasing the amount of time he spends helping to care for his father as his condition worsened. Initially he was happy to help, but he is finding it difficult to keep up with work and family and is currently considering his options as to how to cope with his Dad.

DEMOGRAPHICS

Income: £35k / year
Gender: Male
Age: 40
Location: Barnstaple

PAIN POINTS

- Struggling to manage time
- Resistance to putting his Dad into care but struggling to cope
- Trying to make difficult decision about what to do

GOALS

- Feel confident and in control of the situation
- Have more knowledge and resources
- Spend more time with his kids and helping them learn and grow

HOW DEVON CARERS HELP

- Personal guidance and support
- Ideas as to how to balance time
- Direct resources and knowledge relevant to his situation

ACTION

- Register as a carer
- Engage with Peer Support
- Utilise online resources

COMMON CHALLENGES TO DEVON CARERS

- Unsure if he classes as a carer so doesn't know if it's relevant to him
- Feels independent and doesn't want to rely on the support of others



ASHLEY
28, LGBT+ Carer

BACKGROUND

Job: SEO Specialist
Study level: Degree level
Relationship: In a relationship
Children: 0

Ashley's sexuality was a point of tension within her family; her and her partner had to remember what they should and shouldn't say or how to behave. Her mother now needs caring for so she has moved her in to her home alongside her and her girlfriend, where they have converted the living room into a bedroom.

DEMOGRAPHICS

Income: £28k / year
Gender: Female
Age: 28
Location: Exeter

PAIN POINTS

- Feels like a minority in the caring community and that there's a stigma
- Family tension due to her sexuality, had previously drifted away from family relationships before now

GOALS

- To get online support for both herself and her girlfriend
- Go to events and meet ups to get out the house and talk to people like her
- Feel comfortable in her own home again

HOW DEVON CARERS HELP

- Direct resources and knowledge relevant to her situation
- Community support

ACTION

- Register as a carer
- Referral to NHS HOPE Programme
- Utilise online resources

COMMON CHALLENGES TO DEVON CARERS

- Feels the support services are 'not for her and won't understand her needs
- Access support late or not at all, because she anticipates stigma or discrimination



ADHAR
38, Carer from an ethnic minority community

BACKGROUND

Job: Sales Manager
Study level: College
Relationship: Married
Children: 3

Adhar has been caring for his mother for 4 years following a surgery which left her unable to perform a lot of tasks independently. Adhar's family have always lived very closely and supporting older family members is a part of his culture. He struggles with the emotional impact as well as feeling like his family is reliant on his income, in addition to him caring for his mother.

DEMOGRAPHICS

Income: £32k / year
Gender: Male
Age: 38
Location: Totnes

PAIN POINTS

- Feels like a minority in the caring community and that others wouldn't understand the cultural differences in family dynamic
- Feels guilt that reaching out for help is recognising that his mother's condition is a burden to him
- Feels his work and personal life are suffering due to the time his caring commitments take up

GOALS

- To speak to people online who empathise with his situation
- Find people who relate to him and have similar family dynamics

HOW DEVON CARERS HELP

- Direct resources and knowledge relevant to his situation
- Direct support

ACTION

- Register as a carer
- Utilise online resources

COMMON CHALLENGES TO DEVON CARERS

- Feels the support services are 'not for him' and won't understand their needs
- Access support late or not at all, because he anticipates stigma or discrimination
- Sees caring for parents as part of his culture and worries that accepting help will be frowned upon in his community



JANE
43, Police Officer

BACKGROUND

Job: Police Officer
Study level: College
Relationship: Married
Children: 2

Jane has been in the police force for 12 years. She regularly works with members of the public who are in disadvantaged situations in life. She has 2 children who help her empathise with the situations of people she works with, envisioning them having to take roles of carers. She wants to be able to provide as much knowledge and resource in order to help them.

THROUGH HER PROFESSION JANE IS IN TOUCH WITH UNPAID CARERS EVERY DAY

PAIN POINTS

- Feels like she lacks knowledge
- Feels emotionally connected to the members of the public she is trying to help

GOALS

- Needs to know information about unpaid carers as she comes into contact with the public
- To inform unpaid carers of support at Devon Carers; could be drug or alcohol addiction, or mental health issues when they've had to do a home visit

HOW DEVON CARERS HELP

- Provides a hub of informational resources, specific to the region
- Has ability to support members of the public

ACTION

- Find information on how to support unpaid carers
- Find information on how to encourage referrals to Devon Carers
- Have easy access to direct contact details

COMMON CHALLENGES TO DEVON CARERS

- Isn't sure how she would get a direct point of contact to refer members of the public to
- Thinks the people she is helping are put off by the term 'carer'

Who are unpaid carers?

Many people may not see themselves or another person as an unpaid carer. An unpaid carer is someone who gives their time to support or look after a family member, friend, or neighbour. This may be due to an illness, condition, frailty, disability, Covid-19 or post hospital care. It could be on a regular basis or occasionally.

Things to say or ask a person that can help establish if they are an unpaid carer:

- Do you help out a friend, relative or neighbour who couldn't manage without your support?
- Are you unable to spend time doing things you enjoy because you are supporting someone else?
- Do you miss or delay medical appointments as you are putting someone else first?
- Are you doing the shopping or collecting prescriptions for someone else?
- Are you juggling work with looking after someone?

If the answer to any of these is 'yes', consider following up with:

- Do you know about the support that Devon Carers provides?
- Do you need support to stay well? Devon Carers can help.
- Did you know you may be able to get help to access information and advice around your finances and benefits?

These conversation starters/questions will help unpaid carers open up about their caring responsibilities and enable you to give them Devon Carers contact information.

For more conversation starters please visit: www.devoncarers.org.uk/campaign

Example postcards to download

We need your help

Passing the information on is simple... everything you need is here:

www.devoncarers.org.uk/campaign

How?

- When you meet someone who you feel may be an unpaid carer, put them in touch with Devon Carers.
- Download the artwork and messages and share on social media, tag @DevonCarers or use #DevonCarers.
- Check the Devon Carers' monthly email for updates, initiatives, awareness days, community engagement and insights of campaign impact.
- Share information with colleagues, other professionals, customers, family and friends.
- Put up a postcard in your workplace, local shops, cafes, hairdressers, barbers, surgeries, community centres, places of worship and town halls.



☎ 01392 307720
✉ info@devoncarers.org.uk
🌐 www.devoncarers.org.uk

What Devon Carers do

Support for carers in Devon

We provide carers with information, advice and support. We also help carers find support in their community, from local community organisations, from Devon County Council and the NHS in Devon. This includes personal budgets and replacement care.

Digital Resources

Our website is a great source of information, news and what's on across Devon, including access to the Carers UK Digital Resource via the Devon County Council website.

Helpline

Our Helpline team can provide information, advice, and support throughout all stages of the caring journey. Carers can speak to an adviser on the telephone 01392 307720 or via webchat on our website. Our helpline is open from 8am-6pm Monday to Friday and 9am-1pm on Saturdays.

Carers Passport

This is a handy passport-style wallet to keep a personalised carers' ID card, alert card and information booklet. It identifies a person as an unpaid carer, opening doors to recognition and support.

Training

We run a variety of free face to face and online training courses. These help carers to develop new skills and knowledge that they may need to become more confident in their caring role. We are also able to support carers to access the HOPE Programme which has been developed to help people cope better with long-term medical conditions.

Peer Support

We understand that carers can sometimes feel lonely or isolated because of their caring role. This can affect their health and wellbeing. Our Peer Support offer brings carers together for mutual support by offering regular groups, one to one or small groups and activities.

Money

Working out what benefits or tax credits carers might be entitled to can feel overwhelming and getting the right information and support can make a huge difference. Working with Citizens Advice Devon, Devon Carers can support carers to access specific advice on finance, debt and benefits.

Hospital Services

An award-winning service offering one to one practical help, support, advice and signposting to ensure the carer and the person they look after can cope if either at risk of being admitted to or following a stay in hospital.

For further information visit:
www.devoncarers.org.uk/support

☎ 01392 307720
✉ info@devoncarers.org.uk
🌐 www.devoncarers.org.uk





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