



Perth & Kinross Health and Social Care Partnership

Communications & Engagement Plan: Carers Programme & Strategy 2023-26

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1. Introduction

- 1.1 Unpaid carers play a vital role in our society; providing care and support to family members or friends, supporting them to stay at home and within their communities for longer. Many carers fulfil a caring role without identifying as such and therefore may not be aware of the support that is available. Having a Communications Plan is necessary to ensure that carers are aware of the range of information and support which is available locally and nationally, that can support them with their caring role, as well as to enjoy a life alongside that role.
- 1.2 Following the reviewed governance framework for the delivery of services as agreed in February 2020 by IJB, the Carers Programme Board was replaced by the Carers Strategy Group, which is supported by the Strategy Steering Group to ensure good governance around the improvements for carers. The role of the Steering group is to provide oversight and direction to ensure the implementation of the Carers Strategy. Legislatively, the Carers (Scotland) Act 2016 (the Act) was implemented in April 2018 giving carers new rights to ensure that they were supported to sustain their caring role if they so wish, and have a life alongside that role. The Act places a duty on the local authorities and health boards to provide information, advice and develop local Eligibility Frameworks for young and adult carers for the provision of support.
- 1.3 A further requirement of the Act is that each local authority and health board publish a Carers Strategy to align with the Strategic Commissioning Plan indicating how it would ensure that carers were supported and to improve the level of support in the area. The Carers Strategy will be in place from 2023 to 2026 and this Communications Plan will apply during the lifetime of the Strategy.
- 1.4 Since the last Strategy we have developed different ways for communicating with carers including more digital communications. Much of this is born out of our experiences throughout the pandemic but we still use more traditional forms like poster and banners and newsletters. Communication is still required within the Partnership to ensure shared understanding of the legislation and the outcomes of the Strategy and outwith the Partnership in our wider communities to ensure Carers receive the support that they need and are entitled to.
- 1.5 This Plan and the Carers Strategy link to the Strategic Commissioning Plan and other strategies operating to inform the work of the Partnership in achieving its aims.

2. Communication Aim

- 2.1 To raise Carers awareness and uptake of the range of supports that are available to them.
- 2.2 To raise awareness of the Carers Strategy and our work to improve support for carers.

3. Communication Objectives

The communications objectives for this project are:

1. Increase the number of carer referrals by 10% in each year of the Plan; for both Young and Adult Carers;
2. Increase the number of carers receiving support from the Partnership or Carers Centre by 10% in each year of the plan;
3. Increase the number of Adult Carer Support Plans by 10% in the first year of the Plan, by 10% of the second year of the Plan and by 10% in the third year of the Plan;
4. Increase the number of Young Carer Statements by 10% in the first year of the Plan, by 10% in the second year of the Plan and by 10% in the third year of the Plan;
5. Maintain the percentage of admissions to long-term or permanent residential care due to carer breakdown at 20% or below through the lifetime of the Strategy;
6. Increase the number of businesses who are recognised as Carer Positive at level 1 (Engaged) by 10 through the life of the strategy;
7. Perth & Kinross Council to achieve Carer Positive Level 3 – Exemplary.

4. Stakeholders

- 4.1 We will communicate and engage with the following internal and/or external audiences:

Carers
 People who are Cared For
 Carer Representatives
 All staff working for the Health and Social Care Partnership (HSCP)
 Integration Joint Board (IJB)
 Perth & Kinross Council
 NHS Tayside
 Voluntary/Private and 3rd Sector Groups
 Commissioned Services
 Elected members
 Chamber of Commerce
 Local Businesses

Trade Unions
 Scottish Government Carers Leads
 Public members of Perth and Kinross

5. Key Messages

5.1 The key messages for this project are:

- i. Information and support for all carers is available from PKAVS;
- ii. Carers should be supported to enable them to sustain their caring role, to have a life alongside caring;
- iii. Young carers should be children first;
- iv. Carers have a right to be offered or to request an Adult Carer Support Plan or Young Carer Statement;
- v. Carers' opinions matter and we will take account of their wishes and ambitions to help develop how we work;
- vi. By supporting unpaid carers, people will be able to stay at home for longer and so families will be able to stay together;
- vii. Carers should not be disadvantaged due to their caring role.

6. Tactics

6.1 A wide range of communication channels will be used to ensure we reach all of our stakeholders.

- Information Stalls/leaflets – based on Coalition of Carers literature
- Conference (Central Event)/ local events
- Advertising – radio – electronic media
- Briefings/meetings with Elected members/partnership/ IJB/Carer Representatives/local community groups supporting carers/Employers/
- Press Releases
- Conversations with Carers
- Training sessions to support Carers
- Outreach for Young Carers
- Community Engagement Newsletters
- Social Media Messages inc. PKAVS & PKC social media
- Plasma Screens in PKC buildings/libraries/ PKAVS/Health Centres/
- Council website – for new resources/updates
- PKAVS website – new resources
- NHS Website – to confirm details
- Partner Publications
- Training Sessions with Staff
- Consultation questionnaires/user surveys

7. Design and Branding

- Leaflets relating to the resources for carers will use the Partnership's colour palette, Partnership logo and, where commissioned services are involved, PKAVS logo.
- Communication will include "Translation / Other Formats" panel where appropriate / available
- Posters for events through commissioned services – included in commissioned services budgets – need clarity on use of the Partnership logo.
- Digital platforms: Social Media/Plasma screens as above
- Upright Banner for events / info booths – Supporting Unpaid Carers using Health & Social Care Partnership brand
- Young Carers may want further branding
- A range of materials have been printed based on literature from the Carers Coalition.
- Distribution of communication leaflets / posters will be through Community Engagement and commissioned services

8. Budget

This communications plan will be delivered in-house by existing employees. Additional budget may be required for engagement and printing activities. This will be funded by the Carer's Programme Budget for 2023/24 of which the budget for information and promotional materials is £5,000 (repeated for 2024/25 and 2025/26).

Examples of types of spend covered by this budget are detailed below:

- Events during Carers Week & Carers Rights Days
- Carers Week brochures
- Printing to supplement existing leaflets as and when stocks are exhausted
- Promotional Materials

Consideration should be given to ensure that costs of communications and engagement undertaken by PKAVS commissioned services are properly branded and costed as part of the Service Level Agreement.

9. Milestones

Date	Key milestone
5-11 June 2023	Carer Week activities to promote and engage with carers of all ages across

	communities
21 June 2023	Presentation of Strategy to IJB
24 August 2023	Presentation of Strategy to Learning & Families Committee
30 November 2023	Carers Connect Event
10-15 June 2024	Carers Week 2024 activities to promote and engage with carers of all ages across communities
28 November 2024	Carers Rights Day – virtual conference
9-15 June 2025	Carers Week 2025 activities to promote and engage with carers of all ages across communities

10. Risks

Risk Description	Impact (Scale 1 to 5)	Probability (Scale 1 to 5)	Action Plan to mitigate risk
There is a risk that the Strategy will not be completed in sufficient time for further consultation prior to presentation to Integration Joint Board and Learning and Families Committee	4	5	A timeline has been prepared for use by officers responsible for submissions for the Strategy.
There is a risk that a clear and consistent message about the help that is available to support carers is not presented to Carers in the area.	3	3	This Plan Partnership planning and working together with commissioned services, voluntary and community groups will ensure that a clear and consistent message is presented, raising awareness across the area and care groups, so that carers are aware of the help that is available and how to access it.

11. Review & Evaluation

- 11.1 This Communications and Engagement Plan will be reviewed and evaluated by the Health and Social Care Partnership Communications and Engagement Group periodically and the Carer's Strategy Steering Group at each meeting.

12. Equality Assessment

- 12.1 An equality impact assessment needs to be carried out for functions, policies, procedures, or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies. The Carers' Strategy has been subject to an Equalities Impact Assessment which ensures that supports have

been put in place to minimise the impact of a caring role on people with protected characteristics.

13. Strategic Environmental Assessment

- 13.1 Strategic Environmental Assessment (SEA) is a legal requirement under the Environmental Assessment (Scotland) Act 2005 that applies to all qualifying plans, programmes, and strategies, including policies (PPS). Further information on strategic environmental assessment is available on ***eric***.

A Strategic Environmental Assessment is not required for this Strategy.

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14. **Communications and Engagement Stakeholder Activity Plan**

This **Communications & Engagement Stakeholder Activity Plan** aims to achieve the following objectives:

1. Engaging with stakeholders who have an interest in and/or are affected by the Strategy.
2. Providing clear current reliable information in a range of formats so that unpaid carers of all ages can self-identify and be aware of the support that is available to them when they need it.
3. Professionals who support carers of all ages have sufficient training and reliable information to ensure that they treat carers fairly and empower them to access all appropriate support;
4. Our carers feel valued, listened to, and understood through positive communication, consultation and engagement.
5. Promote the key themes of the Strategy to ensure all stakeholders understand and can fully engage.
6. Provide useful opportunities for key stakeholders to comment on and contribute to key aspects of the Strategy as appropriate.
7. Build and maintain relationships throughout the Strategy period.

- i. Information and support for all carers is available from PKAVS;
- ii. Carers should be supported to enable them to sustain their caring role, to have a life alongside caring;
- iii. Young carers should be children first;
- iv. Carers have a right to be offered or to request an Adult Carer Support Plan or Young Carer Statement;
- v. Carers' opinions matter and we will take account of their wishes and ambitions to help develop how we work;
- vi. By supporting unpaid carers, people will be able to stay at home for longer and so families will be able to stay together;
- vii. Carers should not be disadvantaged due to their caring role.

Outcome 1: Carers can expect: clear, reliable, accessible information about local and national support

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officer(s)
1.1	Review of presentation of Carers Information on pkc.gov.uk for accuracy and relevance	2	Website	i, ii, iv, vi, vii	Carers, Cared For	Sep 23	Nov 23	K Sharp
1.2	Digital videos created for use at pkc website and external hostings	2	Video	i, ii, iii, iv, vi, vii	Carers		Nov 23	A Gallacher
1.3	Provision of information for carers on social media on ongoing basis	2, 7	Social Media Facebook Twitter	i, ii, iii, iv, vi, vii	Carers	Jun-23	Ongoing	K Sharp
1.4	Emergency Planning information for carers to be made available to	2, 3, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers, Cared For	Aug-23	Dec 23	V Riddell

	support carers							
1.5	Anticipatory Care information for carers to be made available to support Carers	2, 3, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers, Cared For	Aug-23	Dec 23	V Riddell
1.6	1.6.1 Distribution of printed material across area in health and community locations	2, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers. Cared for	Jun 23	Jun 23	K Sharp
	1.6.2 Creation of Easy Read Version of leaflet for online presentation	2	Website	i, ii, iv, vi, vii	Carers, Cared For	Jan 24	Ongoing	A Gallacher
1.7	Review of content of Carers Hub website information on ongoing basis	2, 7	Websites	i, ii, iii, iv, vi, vii	Carers	Jun 23	Jun 23	R Jamieson
1.8	Design of specific Plasma screens for use in public buildings on ongoing basis*	2, 7	Plasma Screens	i, ii, iii, iv, vi, vii	Carers, Cared For	Dec 23	Dec 23 6-month review	A Gallacher
1.9	Identification of new outlets for information	2						
	1.9.1 PKC Council Tax letter -ongoing	2, 7	Letter	i, ii, iii, iv, vi, vii	Carers	Jan 24	Apr 24	A Gallacher

	1.9.2 Community Engagement newsletters	2, 7	Newsletter	i, ii, iii, iv, vi, vii	Carers	Jun 23	Ongoing	Community Engagement Team
	1.9.3 Translations and in variety of formats to be made available regarding carer support	2,7	Video	i, ii, iii, iv, vi, vii	Carers, cared for, carers with protected characteristics	May 23	Ongoing	R Jamieson
	1.9.4 Potential to use TV advertising explored	2, 7	Video/ advertising	i, ii, iii, iv, vi, vii	Carers, cared for	Feb 24	Jun 25	Community Engagement Team

Outcome 2: Carers can expect: Promoted awareness about the Carers Act in the community and workplaces to improve early identification and support of carers.

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officer(s)
2.1	Training to health, social care and wider partners to support carers and to help carers to self-identify more easily.	3	Online/ in person training sessions	i, ii, iii, iv, vi, vii	Integrated Teams	Jun 23	Ongoing	F Matthews
2.2	Develop network of workers across various organisations to share information about the different types of support available to	2, 3	Online Community Participation and Engagement activity	i, ii, iii, iv, vi, vii	Carers	Dec 23	Ongoing	R Jamieson

	carers.							
2.3	Work with employers in Perth & Kinross to recognise carers in the workplace	1, 2, 5, 7	Online/ in-person meetings	i, ii, iii, iv, vi, vii	Chamber of Commerce/ Individual employers or groups	Jun 23	Ongoing	K Sharp R Jamieson
	2.3.1 Presentation to Commissioned Providers to engage and increase uptake of Carer Positive accreditation.	1, 2, 5, 7	Presentation	i, ii, iii, iv, vi, vii	Employers	May 23	Ongoing	S Jenkins D Henderson
	2.3.2 Link with Carer Positive to develop strategies to engage with local employers	1, 2, 5, 7	Emails Online Meeting, Plans, events	i, ii, iii, iv, vi, vii	Employers	Jun 23	Ongoing	K Sharp
	2.3.3 Social networking to be used to develop Carer support in PKC	1, 2, 5, 7	MS Teams	i, ii, iii, iv, vi, vii	PKC employees	Jun 24	Ongoing	F Thomson
2.4	Work with GPs Practice Managers, and other health professional teams for the early identification of carers.	3	Meetings, events, information cards, leaflets	All	GPs lead groups/ Practice Managers, Health Teams	Dec 23	Ongoing	R Jamieson A Taylor
	2.4.1 Social Prescribers to present to GP clusters with Carer Support	3	Meetings, events, information	All	GPs lead groups/ Practice Managers	Jun 24	Ongoing	Locality Team Leaders

	Workers		cards, leaflets					
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Outcome 3: Ensure carers are listened to and have their opinions valued by professionals.

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officer
3.1	Develop hospital discharge planning awareness to include carers	3	Booklets, videos. meetings	i, ii, iv, vi, vii	Health professionals	Oct-23	Ongoing	R Jamieson A Gallacher
3.2	Provide information and training to: Health, Social Work Education professionals with respect to the health needs of the individual and the support needs of the carer.	3, 4	Online, booklets, online/ in=person training events	i, ii, iv, vi, vii	Health, Social Work and Education professionals	Oct 23	Ongoing	F Matthews
3.3	Provide training for professionals to improve communication with carers with regard to changes in support to cared for	3	Online , & in-person training events	i, ii, iv, vi, vii	Professionals	Aug-23	Ongoing	F Matthews
3.4	Programme of support for carers who are	2, 3		v, vi, vii	Carers	Nov-19	Ongoing	S Thomson

	bereaved or when the person they care for enters long-term care							
3.5	<p>Consultation and Engagement events with carers around:</p> <p>Eligibility frameworks</p> <p>Short breaks services statement,</p> <p>to ensure relevance and consistency</p> <p>Provide Easy Read</p>	1, 3, 4, 6	Consultation events, surveys	i, ii, iii, v, vii	Carers/ Carer Representatives	Oct-19	Ongoing	K Sharp R Jamieson
3.6	Presentation to Strategy Group regarding Charging Policy Review	1, 3, 4, 6	Presentation	ii, v, vi, vii	Carers/ Carer Representatives	Feb 19	Feb 19 Apr 21 Apr 24	C Barnett
3.7	Presentation to Carer Strategy Group for Care @ Home	1, 3, 4, 6	Presentation	ii, v, vi, vii	Carers/ Carer Representatives	Mar 21	Ongoing	S Maclean
3.8	Presentation to Carers Strategy Group for Eligibility Framework	1, 3, 4, 6	Presentation	ii, v, vi, vii	Carers/ Carer Representatives	Jul 21	Sept 23	G Morrison/ I Paterson

Outcome 4: Provide opportunities for carers to participate as active partners to the planning and shaping of carer services in their local areas including services for the people who are cared for.

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officers
4.1	Invite Carer representatives to relevant steering and working groups.	1, 4, 6	Meetings Online	v, vii	Carer Representatives	Apr-19	Ongoing	K Sharp R Jamieson S Cooper A Taylor
4.2	Opportunities for carers to recognise their own contribution in the life of those they care for, to receive updates on current developments, and to give feedback on future changes, such as at the Carers Conference, during Carers Week and the Young Carers Consultation event.	1, 4, 6	Events, Newsletters,	I, ii, iii, iv, vi, vii	Carers/ Carer Representatives	Jun-19	Ongoing	R Jamieson
4.3	Support for carers will be developed including support from social enterprise providers and volunteers	1	Consultation, meetings, surveys	ii, iii, vi, vii	Carers, Carer Representatives	Apr-19	Ongoing	K Sharp R Jamieson R Pollock
4.4	Develop carer satisfaction survey for	1, 4, 6	Consultation, survey	i, ii, iv, v, vi, vii	Carers	Jun-19	Oct 19	A Gallacher

	carers to obtain information about the care they provide and their experiences of carers services used, to review effectiveness and efficiency of resources used.							
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Outcome 5: The development of wider carer networks to enrich peer support.

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officers
5.1	Develop & support Carer Peer Support Groups	1, 4	Social media, press releases, information stalls/leaflets	i, ii, iii, v, vi	Carers Carer Rep Groups Voluntary Organisations Statutory Services	Apr 19	Ongoing	R Jamieson K Sharp
	5.1.1 Virtual Peer Support groups established	1, 4	Zoom, press releases, newsletters	i, ii, v, vi	Carers Carer Rep Groups	Jun 20	Ongoing	R Jamieson
	5.1.2 Work to establish or re-establish previous	1, 4	Social media, press releases,	i, ii, v, vi	Carers	Apr 21	Dec 24	A Gallacher

	peer support groups in localities with community engagement, social prescribers,		information stalls/leaflets		Carer Rep Groups Voluntary Organisations			Community Engagement Carer Support Workers
5.2	Support to Carers Voice for adult carers	1, 4	Social media, meetings, events, press releases, information stalls/leaflets	i, ii, v, vi	Carers Carer Rep Groups Statutory Services	Apr 19	Ongoing	R Jamieson K Sharp
	5.2.1 Support for Coalition of training Carers Pilot on representation to Social Care Partnership	1, 4	Presentations, MS Teams meetings,	i, ii, v, vi	Carers Carer Rep Groups	Dec 20	Feb 21	Carers Voice R Jamieson F Johnstone A Gallacher
	5.2.2 Confirm policy in place for all volunteer expenses	1, 4	Policy	i, ii, v, vi	Carers Carer Rep Groups	Jul 21	May 23	R Pollock
5.3	Establishment of Young Carer Forum	1, 4	Social media, Plasma screens, school information /leaflets	i, ii, iii, v	Carers Carer Rep Groups Charity Groups Statutory Services	Apr 19	Apr 20 & ongoing	R Jamieson S Cooper

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Outcome 6: Improve provision of flexible and personalised support to support the emotional/physical wellbeing of carers and to support them to have a life alongside caring

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officer
6.1	Provide training opportunities for carers to develop confidence and skills.	1, 2, 3	In-person meetings Online meetings (Zoom)	i, ii, iv, v, vi, vii	Carers	Nov 19	Ongoing	R Jamieson
6.2	Provide opportunities for carers to be active partners in planning and shaping supports that promotes better emotional/physical wellbeing and life balance.	1, 4, 5, 6, 7	Working groups, discussions, surveys, feedback	ii, iv, v, vi, vii	Carers	Nov 19	Ongoing	K Sharp
6.3	Review provision to support carers of different cultural backgrounds and communities.	All	Working groups, discussions, feedback, meetings	ii, iv, v, vi, vii	Carers, Community leaders	Nov 19	Ongoing	K Sharp
6.4	Improve the range of person-centred support across Perth & Kinross	1, 2, 4, 5, 6, 7	Working groups, discussions,	ii, iv, v, vi, vii	Carers	Nov 19	Ongoing	K Sharp

	for accessibility availability, relevance and sustainability		feedback, meetings					
6.5	Explore improvements to reduce social and financial exclusion for carers	All	Meetings, working groups. consultations discussions	vii	Carers	Nov 19	Ongoing	K Sharp
6.6	Presentation to Carer Strategy Group on Charging Policy	All	Meetings	vii	Carers Carer Rep Groups	Nov 19	Ongoing	C Barnett
6.7	Presentation to Carers Strategy group on Eligibility Framework for Adult Care	All	Meetings	vii	Carers Professionals Carer Rep Groups	Nov 19	Ongoing	K Sharp

Outcome 7: Young Carers will be supported to achieve their educational potential to have similar opportunities as to peers and to enjoy their childhood.

No	Activity	Objective No	Channel	Key Messages	Audience	Start	End	Lead Officer
7.1	Complete a Young Carer Statement when requested by a Young Carer/Parent /guardian	1, 2	Conversations, meetings	All esp. iii, iv,	Young Carers, Cared For, Professionals, Commissioned Services	Apr-18	Ongoing	S Cooper
7.2	Support young carers where their caring role is having an impact on their attainment.	1, 2, 3	Conversations, meetings	All esp. iii, iv,	Young Carers, Cared For, Professionals	Apr -19	Ongoing	S Cooper R Jamieson
7.3	Support young carers to improve their emotional and physical wellbeing of young carers by accessing a variety of resources and respite opportunities.	1, 2, 3	Conversations, meetings, activities	All esp. iii, iv,	Young Carers, Cared For, Professionals	Apr-19	Ongoing	S Cooper R Jamieson
7.4	Work with schools to identify young carers to provide preventative support, as early as possible (Level 1).	3	Conversations, meetings	All esp. iii, iv,	Young Carers, Cared For, Professionals	Apr-19	Ongoing	S Cooper R Jamieson

7.5	Increase opportunities to creatively engage with learning and identify what support is needed at home to improve attendance in school.	1, 2,	Conversations, tutorials, meetings	All esp. iii, iv,	Young Carers, Cared For, Professionals	Apr-19	Ongoing	S Cooper R Jamieson
7.6	Provide Mind of My Own training to Young Carers who would benefit from this.	1, 2	Conversations, meetings, training sessions	All esp. iii, iv,	Young Carers, Cared For, Professionals, Commissioned Services.	Apr-19	Ongoing	S Cooper R Jamieson

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