

Perth & Kinross Health and Social Care
Partnership



Communications & Engagement Plan: Carers Strategy 2019-2022

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Project Lead: Karyn Sharp,

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1. Introduction

- 1.1 Unpaid carers play a vital but under-valued role in our society; providing care and support to family members or friends. Without carers, many people with long term conditions, illness and disabilities would not be able to be supported to stay at home. Many carers fulfil a caring role without identifying as such and therefore are not being able to access the support that is available to them. Without information and support, carers risk their own health and wellbeing and so the provision of an Communications Plan is necessary to ensure that carers are aware of the resources that are available to them to enable them to sustain their caring role.
- 1.2 The Carers Programme Board was established in September 2018, by the Health and Social Care Partnership as part of the refresh of how services are delivered across Perth & Kinross. The role of the Board is to provide oversight and direction to ensure the achievement of the Board's Strategic Delivery Plan. 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. The Act places a duty on the local authorities and health boards to provide information and advice for carers as to the Services that are available for them.
- 1.3 A further requirement of the Act is that the IJB 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 2019 to 2022 and this Communications Plan will apply during the lifetime of the Strategy.
- 1.4 A consultation process took place as part of the development of the Strategy which highlighted the importance of providing information in a range of formats at locations throughout the community. Carers wanted information in a range of locations and in a range of formats including digital. Communication is 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, the Mental Health and Wellbeing Strategy, the Keys to Life Strategy, Physical disability/Sensory Impairment Strategy, the Autism Strategy and the Alcohol & Drug Partnership Strategy.

2. Communication Aim

- 2.1 To raise Carers awareness and uptake of the range supports that are available to them.
- 2.2 To raise awareness of the Carers Strategy.

3. Communication Objectives

The communications objectives for this project are:

- Increase the number of carer referrals by 25% 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, for both Young and Adult Carers;
- 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;
- 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;
- Increase the number of TEC equipment issues for carers by 10% in each of the 3 years of the Plan;
- Reduce the number of admissions to long-term or permanent residential care due to carer breakdown by 5% in year 1, by 10% in year 2 and 10% in year 3;
- Increase the number of businesses who are recognised as Carer Positive at level 1 (Engaged) by 10 through the life of the strategy.

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
 Residents
 Voluntary/Private and 3rd Sector Groups

Commissioned Services
 Elected members
 Chamber of Commerce
 Local Businesses
 Trade Unions
 Scottish Government Carers Leads

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 and foremost;
- 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 plan and 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 Carer Coalition 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.
- Inside News Bulletins for staff.
- Conversations with Carers.
- Training sessions to support Carers.
- Outreach for Young Carers.
- Locality Newsletters.
- Social Media Messages inc. Your Community PK, PKAVS social media, and PKC FB & Twitter pages.
- Plasma Screens in PKC buildings/libraries/ PKAVS/Health Centres.
- Council website – for new resources/updates.
- PKAVS website – new resources.

- NHS Website – to confirm details.
- **Eric** Carer page for employees’ link from Carer page for Adult Care staff.
- Partner Publications.
- Training Sessions with Staff.
- Consultation Hub – on pkc.gov.uk – you said /we did.
- Consultation questionnaires/ user surveys.

7. Design and Branding

- Leaflets relating to the resources for carers that are available, using the Partnership’s colour palette; Partnership logo and where commissioned services are involved PKAVS logo. A range of materials have been printed based on literature from the Carers Coalition.
- To include “Translation/Other Formats” panel.
- For distribution through Community Engagement and commissioned services.
- Overall annual budget £5,000 for 2019/20.
- 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 – Supporting Unpaid Carers using Health & Social Care Partnership brand.
- Young Carers may want further branding.

8. Responsibilities

The diagram below illustrates who will be involved in the communication activities for this project:

Health & Social Care Partnership	
Project Sponsor	Diane Fraser Head of Adult Social Work and Social Care, Chair Carers Programme Board
Senior Responsible Owner	Karyn Sharp, Service Manager, Strategic Lead (Carers) & Sharon Cooper, Children’s Services Service Manager
Project Advisor	Paul Henderson, Service Manager, Co-chair Carers Programme Board
Project Co-ordinator	Alison Gallacher, Business Improvement Officer
Corporate Communications Lead	Caroline Vaskevicius
Service Communication Lead	Mary Begbie
Press Lead (Corporate)	TBA
Design Lead (Corporate)	TBA
ACCOUNTABLE TO: Project Lead and Communications & Engagement Group	

9. Budget

This communications plan will be delivered in-house by existing employees. However, additional budget may be required for engagement and printing activities. Costs are detailed below:

- Radio advertisement on Carers Week £816 +VAT.
- City Centre stand costs for Carers Week £60 + VAT.
- Printing to supplement existing leaflets as and when stocks are exhausted.
- 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.
- Total Carer's Programme Budget for 2019/20 is £811,488 of which the budget for information and promotional materials is £5,000.

10. Milestones

Date	Key milestone
10 – 16 June 2019	Carer Week activities to promote and engage with carers
6 November 2019	Presentation of Strategy to Lifelong Learning Committee, PKC
6 November 2019	Presentation of Strategy to IJB
29 November 2019	Carers Conference Event

11. 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 Lifelong Learning 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.
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12. Review & Evaluation

- 12.1 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 Group and the Carers Programme Board at each meeting.

13. Equality Assessment

- 13.1 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.
- 13.2 Please refer to the information that is available on the Council's Equality **Impact Assessment Toolkit** which is available on ***eric*** in the 'Equalities and Diversity Section' of the 'A-Z of Resources'.
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.

14. Strategic Environmental Assessment

- 14.1 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***.

15. Communications and Engagement Stakeholder Activity Plan

Phase 1: Strategy Development									
No	Activity	Objective No	Channel	Key Messages	Key Stakeholder(s)	Start	End	Lead Officers	Progress
1.1	Promote and engage with Carer Strategy 2019-22 stakeholders	1, 4, 5, 6		v	<ul style="list-style-type: none"> Carers 	Sep 18	Sep 19 Nov 19	K Sharp L Baillie	
1.2	Initial consultation	1, 4, 5, 6	Form online and paper	v	<ul style="list-style-type: none"> Carers 	Oct 18	Oct 18	K Sharp	
1.3	Update at Carers' conference	1, 4, 5, 6	Information stall	v	<ul style="list-style-type: none"> Carers Professionals 	Nov 18	Nov 18	K Sharp L Baillie	
1.4	Supplementary Questionnaire presented at Conference	1, 4, 5, 6	Paper	v	<ul style="list-style-type: none"> Carers Professionals 	Nov 18	Nov 18	K Sharp S Cooper	
1.5	Engagement through workshop building Action Plan	1, 4, 5, 6	Meeting	v	<ul style="list-style-type: none"> Carers Carers Representatives Professionals 	Dec 18	Dec 18	K Sharp S Cooper	
1.6	Critical Friend review groups for draft Strategy	1, 4, 5, 6	Circulation of draft to range stakeholders	v, vi	<ul style="list-style-type: none"> Carers Carers Representatives Professionals 	Jan 19	Feb 19	K Sharp S Cooper	
1.7	Feedback implemented	1, 4, 5, 6		v, vi	<ul style="list-style-type: none"> Carers Carers Representatives Professionals 	Feb 19	Feb 19	K Sharp S Cooper	
1.8	Circulated to IJB	1, 4, 5, 6	Electronic & paper version	v, vi	IJB – Public Partners	Feb 19	Feb 19	K Sharp S Cooper	

1.9	Circulate to key stakeholders	1, 4, 5, 6	Electronic version	v, vi	Wider Partnership representatives				
1.10	Arrange glossy version with Corporate Communications	1, 4, 5, 6	Paper/ electronic online	All	All	Oct 19	Mar 19 Aug 19 Nov 19	K Sharp S Cooper	
1.11	Summary, online and easy read versions to be made available	1, 4, 5, 6	Electronic online & Leaflet	All	All	Oct 19	Mar 19 Sep 19 Nov 19	K Sharp S Cooper	
1.12	Press Release to accompany	1, 4, 5, 6	Electronic	All	All	Nov 19	Mar 19 Sep 19 Nov 19	K Sharp S Cooper	

Strategy Outcome 1:

Clear, reliable, accessible information about local and national support is available across a wide range of locations in Perth & Kinross

No	Activity	Objective No	Channel	Key Messages	Key Stakeholder(s)	Start	End	Lead Officers	Progress
2.1	Range of formats and relevant language translations to be available- Polish, Mandarin, Easy Read	2, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers	Apr-19 Oct 19	Apr-19 Dec 19	K Sharp S Cooper	
2.2	Review of existing literature available regarding rights under the Carers (Scotland) Act 2016 – Short Breaks Services Statement	2	Leaflets	i, ii, iii, iv, vi, vii	Carers	May-19 Oct-19	Sep-19 Dec-19	K Sharp R Jamieson	
2.3	Review of PKC website information and resources for accuracy	2, 7	Websites	i, ii, iii, iv, vi, vii	Carers, Cared for	Jun-19	Oct-19 & 6-month review	K Sharp	
2.4	Provision of information for carers on social media on ongoing basis	2, 7	Social Media Facebook Twitter Instagram	i, ii, iii, iv, vi, vii	Carers	Jun-19	Jun-19 Monthly item	K Sharp	
2.5	Review of Your Community PK resources to ensure current and relevant	2, 7	Websites	i, ii, iii, iv, vi, vii	Carers, Cared For, Professionals	Aug-19	Oct-19 6-month review	K Sharp	

2.6	Emergency Planning information for carers to be made available to support carers to be confirmed	2, 3, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers, Cared For	Aug-19	Oct-19	K Sharp R Jamieson	
2.7	Distribution of printed material across area in noted health and community locations	2, 7	Leaflets	i, ii, iii, iv, vi, vii	Carers	Sep-19	Dec-19	R Jamieson	
2.8	Review of content of Carers Hub website information	2, 7	Websites	i, ii, iii, iv, vi, vii	Carers	Sep-19	Oct-19	R Jamieson	
2.9	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	Sep-19	Dec-19 6-month review	K Sharp	
2.10	Creation of posters for highlighting available resources	2, 7	Posters	i, ii, iii, iv, vi, vii	Carers	Oct-19	Dec-19	R Jamieson	

Strategy Outcome 2:

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	Key Stakeholder(s)	Start	End	Lead Officers	Progress
3.1	Work with employers in Perth & Kinross to recognise carers in the workplace	1, 2, 5, 7	Meetings, Business Events, internal news bulletins	i, ii, vii	Chamber of Commerce/ Individual employers or groups	Jan 20	Ongoing	K Sharp	

3.2	Develop network of workers across various organisations to share information about the different types of support available to carers.	2, 3	Meetings, Events, internal news bulletins,	i, ii, vii	Employees of range of employers	Oct 19	Jun-20	A Moir	
3.3	Carer Champions to be developed across all in-house registered services.	2, 3	Meetings, drop-in sessions Events, internal news bulletins,	i, ii, vii	Carers, Cared for	Nov 19	May 2020	S Thompson	
3.3	Training to health, social care and wider partners to support carers and to help carers to self-identify more easily.	3	Meetings, Events, e-learning	All	Professionals, Commissioned Services, Charities	Oct 19	Apr-20	K Sharp L Baillie R Jamieson	
3.4	Work with GPs and Practice Managers for the early identification of carers.	3	Meetings, events, information cards, leaflets	All	GPs lead groups/ Practice Managers	Oct 19	Apr-20	R Jamieson L Baillie	

Strategy Outcome 3

Carers will be listened to and have their opinions valued by professionals.

No	Activity	Objective No	Channel	Key Messages	Key Stakeholder(s)	Start	End	Lead Officers	Progress
4.1	Provide training and processes for professionals to improve communication with carers with regard to changes in support to cared for.	2, 3	Meetings, training events, e-learning	All	Professionals	Aug-19	Dec-19	K Sharp S Cooper L Baillie R Jamieson	
4.2	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.	2, 3, 4	Leaflets, training events, e-learning	All	Professionals	Sep-19	Jun-20	K Sharp S Cooper M Neill L Baillie R Jamieson	
4.3	Develop hospital discharge planning awareness to include all carers.	2, 3, 4	Events, meetings	All	Professionals	Oct-19	Jun-20	K Sharp L Baillie R Jamieson	
4.4	Consultation and Engagement events with carers around: Eligibility frameworks Short breaks services statement, to ensure relevance and consistency Provide Easy Read.	1, 3, 4, 6	Meetings, Events	i, ii, iii, v, iv	Carers, Cared For	Oct-19	Jan-21	K Sharp S Cooper A Moir	
4.5	Review support for carers who are bereaved or where the cared-for person enters permanent residential care	2, 3	Meetings, events, leaflets, posters	I, ii, iii, vii	Carers, Commissioned Services	Nov-19	Apr-20	T Allan	

Strategy Outcome 4

Opportunities 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	Key Stakeholder(s)	Start	End	Lead Officers	Progress
5.1	Carer representatives on the Programme Board and relevant steering, working groups.	1, 4, 6	Meetings, emails, events	ii, iii, v, vii	Carers, Representative Groups, Commissioned Services	Apr-19	Ongoing	K Sharp S Cooper R Jamieson	
5.2	Support for carers will be developed including social enterprise providers.	1, 2, 4, 5, 6, 7	Meetings, emails, events	ii, v, vii	Carers, Representative Groups, Commissioned Services, Social Enterprises	Apr-19	Ongoing	K Sharp S Cooper R Jamieson T Allan	
5.3	Work with carers and partners to shape services to ensure they remain meaningful and responsive to demand.	All	Meetings, Social Media,	All	Carers, Representative Groups, Commissioned Services, Social Enterprises	Apr-19	Ongoing	K Sharp S Cooper R Jamieson T Allan	
5.4	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, 7	Annual conference event, Leaflets Information events surveys, questionnaires Carers Stories	All	Carers, Carer Representative Groups, Cared For, Commissioned Services, Social Enterprises	Jun-19	Ongoing	K Sharp S Cooper R Jamieson	
5.5	Develop carer experience survey for carers to obtain information about the care they provide and their experiences of carers services used, to review effectiveness and efficiency of resources used.	1, 4, 5, 6, 7	Meetings, social media,	v,vi	Carers, Carer Representative groups, Commissioned services	Jun-19	Oct-19	K Sharp S Cooper R Jamieson	

Strategy Outcome 5

The development of wider carer networks to enrich peer support.

No	Activity	Objective No	Channel	Key Messages	Key Stakeholder(s)	Start	End	Lead Officers	Progress
6.1	Develop & support Carer Peer Support Groups	1,4	Social media, press releases, information stalls/leaflets	i, ii, iii, v, vi	Carers Carer Rep Groups Charity Groups Statutory Services	Apr-19	Ongoing	A Moir K Sharp	
6.2	Support to Carers Voice for adult carers	1, 4	Social media, meetings, events, plasma screens, press releases, information stalls/leaflets	i, ii, v, vi	Carers Carer Rep Groups Charity Groups Statutory Services	Apr-19	Ongoing	R Jamieson K Sharp	
6.3	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 M Neill S Cooper	

Strategy Outcome 6

Improved provision of flexible and personalised support, to support their emotional/physical wellbeing and to have a life alongside caring.

No	Activity	Objective No	Channel	Key Messages	Key Stakeholder(s)	Start	End	Lead Officers	Progress
7.1	Provide training opportunities for carers to develop confidence and skills.	1, 2, 3	Meetings, Training Sessions	i, ii, vi	Carers, Care For, Commissioned Services, Health & Social Care Professionals	Apr-19	Ongoing	K Sharp S Cooper R Jamieson	
7.2	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	Conversation Meetings, Training Sessions	i, ii, vi	Carers, Care For, Health & Social Care Professionals, Commissioned Services, Universal Services	Apr-19	Ongoing	K Sharp S Cooper R Jamieson L Baillie A Moir	
7.3	Review provision to support carers of different cultural backgrounds and communities.	1, 2, 3, 4	Conversation Information leaflets and events, Meetings	i, ii, v, vi	Carers, Cared for, Commissioned Services, Carer Representatives Charitable Organisations	Jan-20	Jun 20 & Ongoing	K Sharp S Cooper R Jamieson	
7.4	Improve the range of flexible support in different localities across Perth & Kinross.	1, 2	Meetings, Briefings	i, ii, v, vi	Carers, Cared for, Commissioned Services, Social Enterprises, Private Sector	Jan-20	Jun 20 & Ongoing	K Sharp S Cooper R Jamieson T Allan	

Strategy 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	Key Stakeholder(s)	Start	End	Lead Officers	Progress
8.1	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 Legal requirement	S Cooper M Neill	
8.2	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 M Neill	
8.3	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 M Neill	
8.4	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 M Neill	
8.5	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 M Neill	
8.6	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 M Neill	