

# Carers in Shropshire

## Communications Toolkit



# Introduction

Many thanks for supporting and promoting Shropshire's Carers Campaign

This communication toolkit provides information to raise awareness about what caring is, and to help people self-identify and seek support if needed. It also provides information about the new Shropshire Carers Strategy 2017-2021, and sources of information and support for carers of all ages.

The toolkit provides you with range of communication tools including articles, key messages, tweets and Facebook messages for you to use and cascade to organisations and individuals you work with on a daily basis.

## What is happening in Shropshire to support carers?

### A. Shropshire All Age Carers Strategy 2017-2021

A new All-Age Carers Strategy and Action Plan for Shropshire has been written for the period 2016-2021. Five priorities have been identified through consultation and surveys with carers, local and national best practice and a local multi-agency working group. These priorities focus around the overarching aim, which is:

*“Carers are supported to remain emotionally, mentally and physically well and feeling safe”*

The definition of a carer in this strategy is:

*“Someone of any age who provides unpaid care for another person (of any age) who may be ill, frail, disabled, have poor mental health or addiction problems, meaning they are unable to manage without this care.”*

These five priorities are:

1. Carers are listened to, valued and respected.
2. Carers are enabled to have time for themselves.
3. Carers can access timely, to up to date information and advice
4. Carers are enabled to plan for the future.
5. Carers are able to fulfil their educational, training or employment potential.

An Action Plan to meet the needs of these priorities has been produced, and leads for each area have been identified. Work is now underway to ensure that firm outcomes will be achieved. The Strategy and Action Plan can be viewed at the [Shropshire Choices](#) website. Please click on the links on the page.

### B. Carers Trust4all

[Carers Trust 4all](#) offer all carers support, which includes:

- Registration for an emergency replacement care service for up to three days where a carer may be unable to provide the care they usually provide due to an unplanned or emergency situation such as illness.

- Support for young carers.
- General support and advice around caring for someone.

Any carer or person who feels they may be fulfilling a care role can contact Carers Trust 4 all direct for information about their services.

Carers Support helpline **during office hours:** 01743 341995.

All Carer emergency calls: 0333 323 1990 number option 1 and then option 6.

### **C. Carer's assessments**

These enable carers to have a conversation with an adult social care practitioner so they can gain information, advice and the opportunity to hear about the networks of support that are available. Assessments can be requested through Shropshire Council's [First Point Of Contact](#) portal, who will encourage customers to meet a practitioner at a 'Let's Talk Local' appointment to discuss the options available, and also the benefits they may gain from completing a carers assessment.

'Let's Talk Local' sessions and details on how to access this can be found at <https://www.shropshirechoices.org.uk/letstalklocal> or by phoning the First Point of Contact on 03456 789044.

### **D. The Local Support Swap**

This project aims to identify flexible ways of supporting carers in the community. Please contact Margarete Davies 01743 255776 or email [Margarete.Davies@Shropshire.gov.uk](mailto:Margarete.Davies@Shropshire.gov.uk) for more information about Local Support Swap.

### **E. Shropshire Choices**

Shropshire Choices is a community directory, which includes information for carers. More information can be found by clicking [here](#)

### **F. Shropshire Local Offer**

Shropshire's local offer helps families, children, young people and professionals to support those with special educational needs or disabilities to find accurate and appropriate information so that they can make positive decisions about their lives. <https://www.shropshire.gov.uk/local-offer/>

## **Target Audience**

- Carers of all ages including those who may not recognise themselves as a carer
- The whole community of Shropshire
- Organisations who work with carers
- The business community.

## Key messages

- Many people do not recognise themselves as carers, and see this simply as part of being a family member, spouse, partner, friend or neighbour.
- We want to send out a message out to the Shropshire community that helping to look after someone who could not manage otherwise, is caring.
- Findings<sup>1</sup> show that:
  - The majority of carers take years to recognise their role.
  - The longer it takes to identify as a carer the more likely it is that carers will struggle without the support.
  - Not receiving help at an early stage can lead to financial difficulty, poorer physical and emotional health, a need to give up work and social isolation
  - People caring for someone with stigmatised conditions such as drugs and alcohol may be reluctant to make their needs known.<sup>2</sup>
- The new All-Age carers Strategy defines a carer as:

*“Someone of any age who provides unpaid care for another person (of any age) who may be ill, frail, disabled, have poor mental health or addiction problems, meaning they are unable to manage without this care”.*

The overarching aim for this Strategy is

*“Carers are supported to remain emotionally, mentally and physically well and feeling safe”*

The Strategy and Action Plan can be found on the [Shropshire Choices](#) website.
- Support can be obtained through Carers Trust4all  
Carers Support helpline **during office hours:** 01743 341995.  
All Carer emergency calls: 0333 323 1990 number option 1 and then option 6. Or Shropshire Council First Point of Contact (FPOC) on 0345 678 9044
- We hope through raising awareness of caring, and through implementation of the 2017-2021 All Age Carers Strategy and Action Plan more people will self-identify and seek help they may need, and known carers will continue to seek support and access services available to them, which will impact on having better physical and emotional health

## Facts and Statistics

- The 2011 census shows us that there are around 34,000 known carers in Shropshire. This number does not account for people who do not identify as carers - ‘hidden’ carers, and young carers from 5 up to 18 years of age.

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<sup>1</sup> Carers UK Missing Out – the identification challenge

<sup>2</sup> <http://www.scie.org.uk/publications/guides/guide09/section1/hidden.asp>

- Shropshire’s population is ageing. In 2001, the 65 years and older population represented 18.1% of the total Shropshire population. This has now risen to 20.7% in 2011, compared to 16.4% for England and Wales. This is likely to impact on increased need for care and thus Carers.
- There is a dispersed population of children and young people with special educational needs and disabilities in Shropshire. There are approximately 5000 children and young people who are under the age of 18 and have some level of additional need. 1600 of these young people have been identified as having a significant level of special educational need and as such are likely to be receiving a high level of support from family carers.
- There are more than 600 known young carers in Shropshire. It should be recognised that young carers are children and young people first, and with help and support a balance between their caring responsibility and being a child or young person can be achieved. It is known that many struggle with educational attainment because of the additional burden of caring.

## Twitter messages

Please can you use the hashtag #CarersWeek during Carers Week where possible to increase and help track conversations around the campaign.

Date	Twitter message	Image
08/06/17	Shropshire All age Carers Strategy is online. Visit <a href="https://www.shropshirechoices.org.uk/icareforsomeone/">https://www.shropshirechoices.org.uk/icareforsomeone/</a> and click on the link	
12/06/17	It’s Carers Week! A huge shout out for our fantastic unpaid carers in Shropshire, and the work they do. #CarersWeek	 <p><b>Carers Week 2017</b> Monday 12 to Sunday 18 June</p>
13/06/17	Do you look after someone? Visit <a href="https://www.shropshirechoices.org.uk/icareforsomeone/">https://www.shropshirechoices.org.uk/icareforsomeone/</a> for more information. #CarersWeek	 <p><b>Carers Week 2017</b> Monday 12 to Sunday 18 June</p>
13/06/17	Carers Trust4all have events to celebrate Carers Week and other events. Call 01743 341995 for information. #CarersWeek	 <p><b>Carers Week 2017</b> Monday 12 to Sunday 18 June</p>

14/06/17	A carer's assessment is a chance for you to discuss your needs. Click on <a href="https://www.shropshirechoices.org.uk/icareforso-meone/">https://www.shropshirechoices.org.uk/icareforso-meone/</a> for more information. #CarersWeek	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
15/06/17	Do you care for a child with additional needs or disabilities? Click here <a href="https://new.shropshire.gov.uk/the-send-local-offer/">https://new.shropshire.gov.uk/the-send-local-offer/</a> for more information. #CarersWeek	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
16/06/17	Carers Trust4all provide help & support for all carers, including young carers. Read the newsletter! <a href="http://www.carerstrust4all.org.uk//pdf/Carers-Trust-4all-Newsletter-May-to-August-FINAL.pdf">http://www.carerstrust4all.org.uk//pdf/Carers-Trust-4all-Newsletter-May-to-August-FINAL.pdf</a> #CarersWeek	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
16/06/17	Caring for someone affected by drug or alcohol use? Click on <a href="http://www.shropshirecovery.com/">http://www.shropshirecovery.com/</a> for more information or telephone 01743 294 700 #CarersWeek	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
17/06/16	Carers UK have lots of information about all aspects of caring. Click on the link. <a href="http://www.carersuk.org/">http://www.carersuk.org/</a> #CarersWeek	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
W/C 18/06/17	Parent carer? PACC would like to hear from you. Help us create a parent carer friendly community. <a href="http://www.paccshropshire.org.uk/">http://www.paccshropshire.org.uk/</a>	 <p><b>Carers Week 2017</b></p> <p>Monday 12 to Sunday 18 June</p>
10/07/17	Do you look after someone? Visit <a href="https://www.shropshirechoices.org.uk/icareforso-meone/">https://www.shropshirechoices.org.uk/icareforso-meone/</a> for more information about caring.	
01/08/17	Parent carer? PACC would like to hear from you. Help us create a parent carer friendly community. <a href="http://www.paccshropshire.org.uk/">http://www.paccshropshire.org.uk/</a>	
04/09/17	A carer's assessment is a chance for you to discuss your needs. Click on <a href="https://www.shropshirechoices.org.uk/icareforso-meone/">https://www.shropshirechoices.org.uk/icareforso-meone/</a> for more information.	

W/C 16/10/17	Do you care for a child with additional needs or disabilities? Click here <a href="https://new.shropshire.gov.uk/the-send-local-offer/">https://new.shropshire.gov.uk/the-send-local-offer/</a> for more information.	
06/11/17	Carers UK have lots of information about all aspects of caring. Click on the link. <a href="http://www.carersuk.org/">http://www.carersuk.org/</a>	
W/C 04/12/17	Do you look after someone? Visit <a href="https://www.shropshirechoices.org.uk/icareforsomeone/">https://www.shropshirechoices.org.uk/icareforsomeone/</a> for more information about caring.	