

How do we reach carers and keep their interest?

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Vision 2025 – our direction of travel

Our Vision:

To create a society that **recognises**, **values** and **supports** carers

Our Mission:

To make life better for carers

Our Values:

ATTENTIVE

AMBITIOUS

ACHIEVERS

Vision 2025 – our goals

- To create a society that requires carers to be treated equally in all aspects of their lives
- To connect carers so that no one has to care alone
- To halve the time it takes for carers to recognise themselves as carers and get the support they need

What do we know about carer wellbeing?

Of the carers who responded to our survey

Almost two thirds

63%

are worried about continuing to care without a break



74%

are exhausted as a result of caring



72%

have not had any breaks in the pandemic



71%

are stressed and anxious



Over a third

35%

say they feel unable to manage their caring role



65%

feel lonely and isolated



Barriers to engaging in participatory activities

Practical barriers

- **Technology** - 16% of Carers UK's 38,000 members don't have an email address
- **Time** - 1.4 million carers provide over 50 hours of unpaid care per week *
- **Disability & health** - 63% of carers have a disability, long-term condition or illness **
- **Finance** - Half of working age carers live in a household where no-one is in paid work ***
- **Work** - 3 million people combine caring for a loved one with paid work*

79% 

4 in 5 carers reported using one or more types of technology

Almost 2 in 5

39% 

carers say that they are struggling to make ends meet

* 2011 Census

*** Carers UK (2014) Caring & Family Finances Inquiry UK Report

** 2019 GP Patient Survey

Barriers to engaging in participatory activities

Psycho-social barriers

- **Loneliness** - Carers Week 2019 research found that carers are 7 times more likely to say they are always or often lonely compared with the general population
- **Confidence** in speaking about their caring experiences
- **Guilt** over leaving the person they are looking after
- **Low self-esteem** and feelings of worthlessness

Almost two thirds of carers

64% 

say that they have focussed on the care needs of the person they care for, and not on their own needs

State of Caring Report 2020, Carers UK

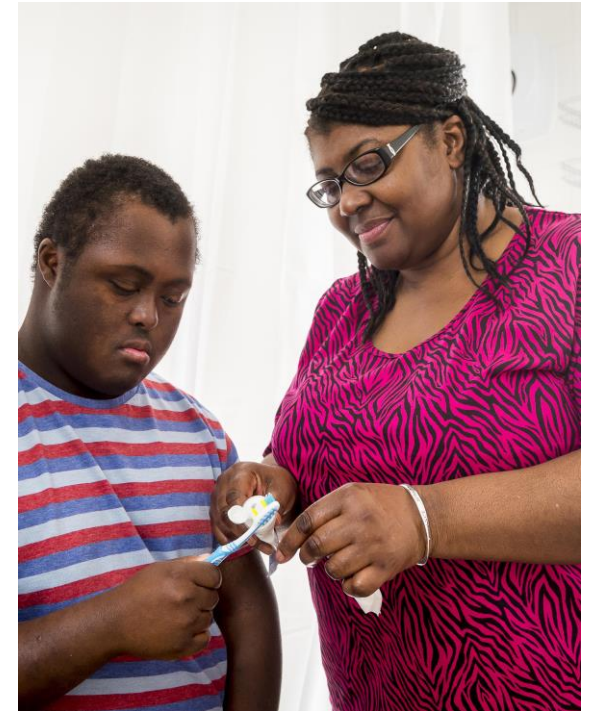
Good practice in communicating with carers

1. Give plenty of notice and send reminders
2. Use case studies which demonstrate that carers come from all backgrounds and situations
3. Focussed comms that recognise that not all carers recognise themselves as carers
4. Position activities as an opportunity to take a break from caring
5. Expect a drop-off from registration to attendance
6. What will tempt people to give it a try?



Good practice in making activities more accessible for carers

1. Closed captions / subtitles for online events
2. Timings (think of working carers, parent carers etc.)
3. In person events at accessible venues for carers who are not online
4. Provide bursaries for travel and replacement care
5. Collaborate with other organisations to reach particular communities



Good practice in ensuring carers are able to continue participation over a period of time

1. Recognise carer contributions
2. Enable carers to give and take
3. Provide a variety of activities, possibly in a series
4. Demonstrate how carers have benefitted from sustained engagement
5. Create a community of carers



How has the Access Fund has worked?

- Access Funds are vital
- They can take away barriers to participation.
- Critical factor is listening to carers about barriers -
Is it travel? Replacement care? Digital?
- Flexibility is key

