

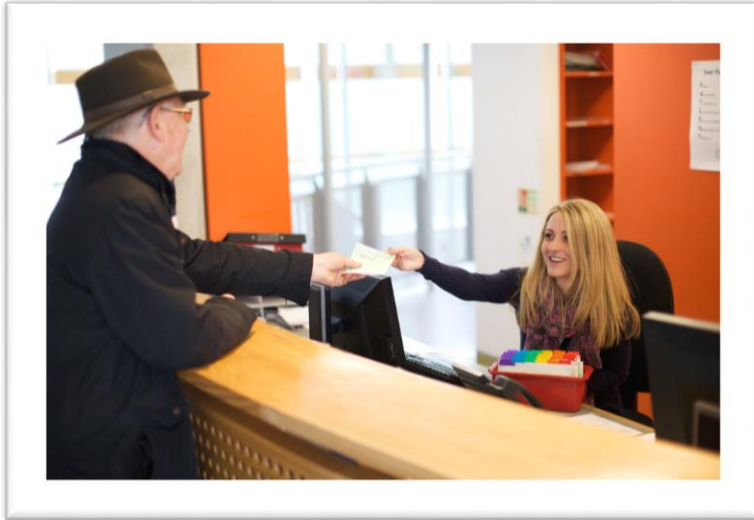
## From Policymaking to Primary Care Practice: making it happen at the sharp end.



Dr Moira Fraser, Director of Policy, Carers Trust.

## Carers and the NHS

- Carers Strategy refresh (2010) highlighted need to support carers in primary care settings
- Care Act (2014) enhances carers rights- but there is only a duty on local authorities to co-operate with NHS - no duty on the NHS to identify carers (yet!!)
- Young carers and parent carers rights also enhanced
- NHS England Commitment to Carers - good step forward but need to see real change for carers in practice.
- DH Transforming Primary Care policy positive about carers.
- Carers also highlighted in Better Care Fund and drives for integration
- Government gave funding to promote GP carer awareness (2011-2015). Focus has been on developing and promoting good practice.
- Builds on long standing partnership RCGP and Carers Trust, also bringing other partners on board.

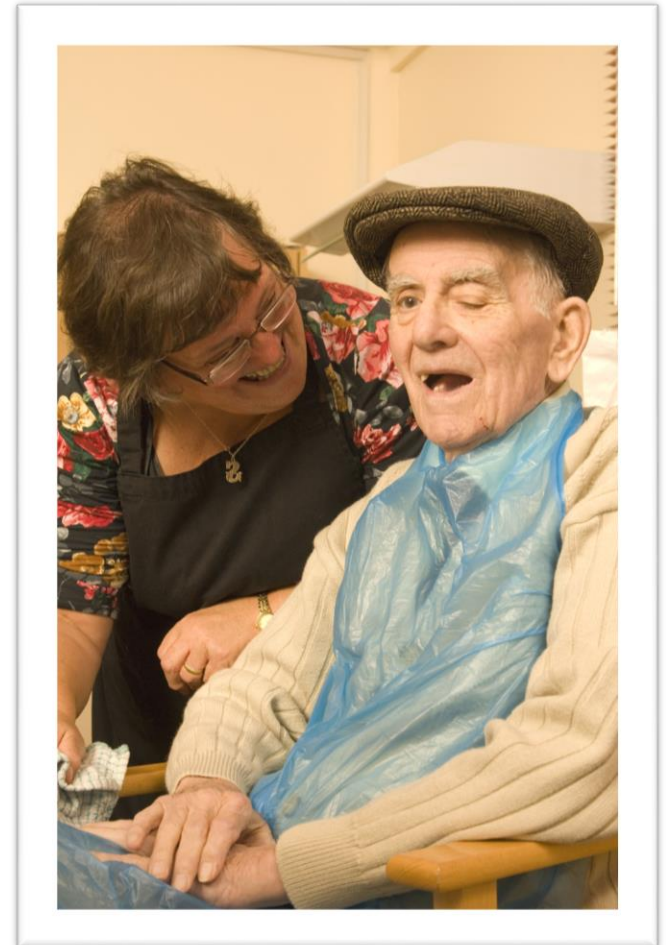


# **Carers Trust's Primary Care and Community Reach Programme**

## **Joining forces to support carer health and well-being across England.**

## Reaching carers in the community

- Through network partners;
- Through partnership with organisations whose members or workforce are in touch with carers;
- By joining forces with influential organisations, especially those with a stake in the outcome;
- Through direct communications with carers.



# Partnership with community pharmacies: The Carer-friendly Pharmacy Pilot

- Designed in partnership with carers, network partners, PSNC, CPPE, LPCs and RCGP
- Focus on frontline communications with tools to support identification and referral pathways
- Carer identified, offered quick referral to carers services, carer's GP practice
- Also made aware of pharmacy services that could be helpful
- Referrals via online tool 'PharmOutcomes' which provides live info
- Taking place in Leeds, Gateshead, Greater Manchester, North Lincolnshire, Blackpool, Northamptonshire, Kent, Brighton and Devon.



## Broader work with pharmacy

- Co-designed training in partnership with CPPE, delivered by local carers organisations;
- Also E-learning carer awareness training ‘The Learning Pharmacy’;
- Addressing needs of young carers and their families as well through link with young carers project;
- Would like to roll this out across England as part of CPPE’s core training;



## Flu vaccination campaign- preventing carer breakdown and supporting the person they care for

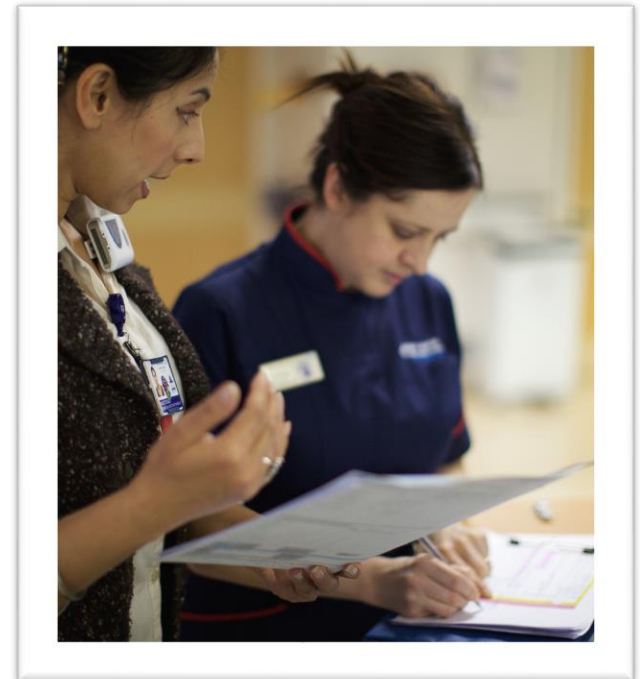
- Reduces carer breakdown and can cut risk of carer bringing flu into the household leading to emergency admissions;
- Provides a non-stigmatising ‘first step’ to identification and support
- Gives GP practices an incentive to identify carers;
- Vaccinations can be linked to systematic referral of carers to support;
- Sends out a positive signal to carers that they ‘matter’;
- Gives frontline staff something ‘positive’ to offer carers, leading to more confident engagement with the carers they meet.



## Partnership with NHS Employers

Working in 2014/15 with NHS Employers with the aim of:-

- Increasing the number of carers receiving a flu jab during the 2014/15 programme;
- Increasing the number of vaccinated carers who are then referred on to local support services;
- Increasing the number of carers recorded on GP practice systems;
- Raising awareness of carers amongst NHS staff;
- Raising awareness amongst carers of their entitlement to a flu jab;
- **PLUS** – hoping to increase uptake amongst healthcare workers as a result.





## This year's Carers Flu Vaccination Campaign

During the flu vaccination season, NHS Employers will ask frontline staff to encourage carers to have a flu vaccination through their own communications channels:-

- NHS Employers' website which attracts in the region of 200,000 visits per month;
- NHS Employers' wide range of social media channels, and in particular Twitter (25k plus followers in total);
- NHS Employers' policy experts and their corporate account;
- NHS Employers' regular e-bulletins (workforce to HR and workforce leaders, managers and trust communications teams);
- Their national network of flu and health and wellbeing leads.

NB. These activities will be monitored and evaluated by NHS Employers with additional data collected by Carers Trust based on the number of contacts by phone or email quoting agreed reference number.

## Tools to support 2014/15 communications campaign

Two downloadable documents will be available on the Flu fighter campaign page of NHS Employers' website:-

- A 'script' designed to help healthcare workers have a conversation with a carer
- An A4 flyer which the healthcare worker can give to the carer to encourage them to have a flu vaccination;
- A set of FAQs to support frontline staff in engaging with carers



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