

THEME 1: I recognise myself as a carer, as do others, and I know who to turn to when I need help

Outcome	Why are we doing this?	What will we do?	How will we know we have been successful?	Who will lead?
<p>Service providers, employers and the wider community are aware of carers, their needs and the barriers they face.</p>	<p>As caring can affect anyone, at any age, it is important that we raise awareness and understanding of carers' needs in wider society.</p> <p>Identifying carers and supporting them is everybody's business and everyone has a role to play.</p>	<p>Carer awareness information and training will be provided to a wide range of:</p> <ul style="list-style-type: none"> a) Private sector employers (from larger companies such as Aviva, Hiscox & Network Rail to the many small & medium sized firms in the city); and b) Public sector employers (including the Council, TEWV, York Hospital Trust, FE & HE institutions, GP Practices and schools) <p>Employers and health and social care professionals will be trained to better recognise and understand the challenges faced by carers, and to cascade this knowledge to their colleagues, friends and families. Employers will be encouraged to make this training mandatory.</p> <p>This will be supported by an ongoing awareness raising campaign with the general public, utilising various media channels to educate and inform the wider population about the issues and challenges faced by our carers.</p>	<p>A broad cross-section of the population of York understand what caring is, and actively assist carers by helping to break down barriers to employment, education and other services such as leisure and housing.</p> <p>Many of the outcomes in this theme will be monitored through the Survey of Adult Carers in England (SACE) which asks carers, on a biennial basis, their opinion about the services and care they receive from local authorities and other providers. The survey also asks carers about their health, happiness and wellbeing. Responses to the 2018-19 survey in York will be used as a baseline against which to measure improvement.</p>	<p>Whole city approach.</p> <p>Led by York Carers Strategy Group, actively supported by all private and public sector partners, and citizens of York.</p>

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		<p>Promote York Carers Centre Carers Online training. (The training covers young carers, young adult carers, and adult carers and enables participants to print a certificate of achievement).</p> <p>The nationwide Carers Week and Carers Rights Day events will be widely promoted throughout York, actively engaging the media.</p>		
<p>People recognise themselves as carers and know where to go to for support.</p>	<p>Caring is a natural part of family relationships and people see themselves as sons, daughters, partners or parents rather than carers. It can take people up to 3 years to identify themselves as a carer, and during this time many carers miss out on vital information, advice and assistance.</p> <p>We want people to recognise themselves as carers at an early stage of their caring journey and register with appropriate services for support. This will help services to intervene early.</p>	<p>Members of York Carers Strategy Group will adopt new and innovative approaches to actively seek out carers and engage with them once they are identified.</p> <p>We will undertake outreach work and awareness campaigns in local communities and neighbourhoods and will work together to build on initiatives such as Carers Week & Carers Rights Day.</p> <p>This goes far beyond the provision of information and advice about carers services. It is about reaching out to people and making them aware that they are a carer in the first place.</p>	<p>Increased numbers of carers of all ages and from all backgrounds registered with York Carers Centre.</p>	<p>York Carers Strategy Group - member organisations will (both individually and collectively) set out specific strategies to reach out to individuals of all ages and backgrounds who do not realise they are carers.</p>

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<p>Carers can get out and about in their communities, meet with friends and support each other.</p>	<p>Caring can be very rewarding and fulfilling but at times it can also be physically and emotionally overwhelming. It can be difficult to maintain friendships and carers often say they feel lonely and isolated.</p> <p>Creating carer friendly communities and neighbourhoods (where there are opportunities for carers to get out and about, meet with friends and support each other) helps to maintain carers' physical and emotional health and wellbeing.</p>	<p>We will encourage the creation of new neighbourhood and community based support groups to complement those groups already in existence, so that carers have easier access to peer support.</p> <p>We will ensure that new groups and networks are established in areas where there is limited existing provision. These peer networks will include voluntary sitting, listening and befriending services.</p> <p>We will also reach out to carers and encourage them to attend the many existing groups and activities that are thriving within communities across York.</p> <p>Activities, peer groups, events, training and carer breaks will be widely promoted through the York Carers Centre Carers Newsletter Calendar of Events.</p>	<p>More carers are aware of opportunities to socialise and access information, advice and support, through York Carers Centre Hubs at venues throughout York.</p> <p>Hubs and peer group sessions demonstrate carer engagement and respond to carers' identified needs</p> <p>Fewer carers feel lonely and isolated.</p> <p>More carers feel that their quality of life has been improved.</p>	<p>York Carers Centre</p> <p>City of York Council - Local Area Co-ordinators, Communities & Equalities Officers, Housing Neighbourhood Managers etc.</p> <p>York Explore Libraries</p> <p>VCS groups, particularly grassroots local organisations.</p> <p>York CVS</p> <p>Talking Points</p>

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<p>Carers can make informed choices about access to care, support, health and wellbeing.</p>	<p>Carers are very concerned about timely access to support.</p> <p>We know that getting the right information and support in the right place, in the right format and at the right time is vitally important – not only in reaching out to hidden carers, but in keeping existing carers informed and updated.</p> <p>We recognise access to timely support is vital if carers are to maintain their caring role and avoid crisis interventions.</p>	<p>We will make information for carers is readily available and accessible in a range of formats: paper based, online, via social media.</p> <p>We will make sure that there is consistency of message when designing information and advice materials for carers.</p> <p>Carers searching for information will receive the same accurate, up-to-date information irrespective of where they start their enquiry.</p> <p>We will continue to promote York Carers Centre (YCC) as the first point of contact for carers. (YCC will in turn co-ordinate effective routes to support from other service providers).</p> <p>We will fully utilise the new Live Well York website to promote information, advice and support for carers.</p> <p>We will work closely with all branches of our Explore Libraries, children's centres, community and leisure centres to provide consistent information and advice for carers within community settings</p>	<p>Positive feedback from carers about the quality, consistency and timeliness of information and advice in York.</p> <p>More carers will register with York Carers Centre.</p> <p>More carers will say they have found it easy to access information and advice about support services.</p> <p>More carers will say that the information and advice they have received has been helpful.</p>	<p>All members of the York Carers Strategy Group will work collectively to develop agreed co-production standards.</p> <p>Other key partners will include:</p> <p>Healthwatch York York CVS York Explore Libraries Talking Points Children's Centres Community centres Leisure centres Places of worship and faith based groups.</p>

