



## Torbay Community Carers Project Focus Group 8 February 2018 Report

Prepared by: Hugh Kelly, Health and Care Videos  
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## About the Torbay Community Carers Project

In September 2018, Torbay Council, as part of the Better Care Fund, commissioned Health & Care Videos, a partnership with Torbay and South Devon NHS Foundation Trust, to undertake a community-based project that better supports carers & voluntary organisations across Torbay through the provision of an high quality health and care information video and resource library.

Health and Care Videos have produced over 800 patient, carer and staff-facing videos which are held in online libraries tailored to the primary, secondary and care sectors. The videos have been developed by clinicians and specialists who work in the health and care sectors and have been shown to reduce costs, increase capacity time and improve the user experience.

The use of healthcare related video information has proven to make an impact on care, enabling patients and carers to take more control of their care in the home setting without the need to engage with health care professionals. There is a significant intention that, as carers and those delivering care access the videos and information they contain, there will be a reduction in hospital admission and a reduction in the need to increase the number of care packages.

Information from Torbay Council's Joint Strategic Needs Assessment states that "Torbay's total population is estimated to grow by around 4.9% between 2015 and 2025 (7.3% in England), Torbay's over 70 population is expected to increase by around 28.1%, from 24,000 to 30,700 by 2025 (29.2% in England), Overall Torbay has an ageing population; with proportionately more older people compared to England."

Data for Torbay shows that a higher proportion of older citizens have co-morbidities and therefore require a higher level of care and support. This means that Torbay is facing a major strategic risk of rising cost per population for health and care support in comparison to the English national average and in comparison to neighbouring council areas such as Devon or Plymouth.



The screenshot displays the 'CARER SUPPORT' website interface. At the top, there is a green header with the text 'CARER SUPPORT'. Below this, the page is divided into several sections:

- Categories:** A sidebar on the left with buttons for 'ALL', 'Carers and Dementia', and 'Carer Support'. There is also a 'Share By Email' button.
- Video Grid:** A central grid of video thumbnails. Each thumbnail features a person's photo, a title, and a brief description. The titles include:
  - Mental Health First Aid: Caring for someone with a mental health diagnosis who goes into crisis.
  - Dementia and Carers: Caring for the family carer.
  - Dementia and Carers: Coping tactics for carers.
  - Stress management for carers.
  - Caring and looking after yourself.
  - Whole family approach Thinking about the young carer in your life.
- Carers and Dementia:** A section on the right titled 'Carers and Dementia' with a sub-section for 'National Resources' listing 'Alzheimer's Society - Carers: Looking after yourself'.
- Carer Support:** Another section on the right titled 'Carer Support' with a sub-section for 'National Resources' listing 'Carers UK', 'Carers Trust', 'Local Resources', 'Torbay Carers Service', 'Carers Aid Torbay', 'Torbay Council Young Carers (under 18)', and 'Torbay Young Adult Carers (16-25)'.

## Project Aims

- Support patients and their carers through pathways of care in order to better inform them whilst living with a long term condition, before a potential admission, and help to prepare them for discharge.
- Create and improve the local resources to support voluntary sector organisations, unpaid carers, and care workers.
- Give the voluntary, community and social enterprise (VCSE) sector in Torbay access to these resources on their own websites without charge, so that they can play a significantly increased role to support those patients and carers who need better signposting.
- Provide significant and tangible support to the “Proud to Care” campaign by providing unpaid carers with resources so that they can accredit their learning and see the opportunity for deployment of their skills in the paid care sector, in order to increase capacity.
- Engage organisations to help influence changes in the attitude and behaviour of patients and their carers in using health information.
- Deliver on the demands within the Care Act 2014 by supporting family and long-term informal carers with resources to enable them to fulfil the roles they have undertaken.
- In conjunction with Torbay and South Devon NHS Trust, support the roll-out of the video-based Care Certificate programme across Torbay in order to raise and standardise skill levels amongst the Private, Voluntary and Independent Care Sector.
- Support the Torbay Information and Advice Strategy in order to increase capacity and capability.
- Evaluate the effectiveness of the resources that have been offered to the community and the impact on the service.

## Project work to date

The introduction of the Informal Carers Video Library to the carer community, working closely with social, charitable and local care businesses, is at the heart of this project. Local care organisations are given a personalised video library that is connected to their own website so that the people they engage with see it as an extension of that particular care organisation’s support to them.

A number of these personalised video libraries have already been set up across the community, Torbay Council (<https://torbay-council-videos.healthandcarevideos.com>) and voluntary sector versions include Brixham Does Care ([information.brixhamdoescare.co.uk](http://information.brixhamdoescare.co.uk)) and Torbay Community Development Trust ([torbaycdt.healthandcarevideos.com](http://torbaycdt.healthandcarevideos.com)), with the objective to have 20 in place by the end of March 2018.

James Sparks from Brixham Does Care says “We’re delighted to be up & running with the video library on our website. We see it as a vital resource that our carers will definitely benefit from, & are keen to be part of shaping the service.”

Brixham Does Care and others have already seen a positive benefit with over 200 people having already accessed and used the interactive video library. This clearly demonstrates the usefulness and need for continued spread of this technology across the Torbay region to support carers.

## Consultation Aims

It was important to involve the community in the development of the video libraries in order to get their feedback on whether they were user friendly and what information was missing that would be useful and necessary.

### Who attended?

Contact was made directly to carers, patients and care organisations, along with promotion across local media channels, to invite people to the focus group event on 8th February.

Over 40 people attended made up of charitable trusts, local authorities and NHS Trust representatives, care organisations, carers and people with long term conditions.

### The structure of the day

Health & Care Videos engaged the services of Jono Broad from QIPI (Quality Improvement through Patient Involvement) to help with the structure and delivery of the consultation event to ensure that the event was very patient and carer focused.

The day was programmed around 3 specific questions:

- What matters to carers?
- What additional content is needed?
- How do we tell people?



The videos on this page provides a picture of some of the day's events and activities. <https://vimeopro.com/healthandcarevideos/torbay-carers-community-projects-social-media-clips>

## The Results

The team were highly encouraged by the engagement from participants throughout the consultation event and the quality of feedback that was received. The following is an overview of the feedback.

### **Question 1: What Matters to Carers?**

#### **Support and Signposting Carers wanted information to be clear about where, when and from whom support is available.**

- There was a desire to have a single point of access to information about support groups; it appears difficult to find a directory of support groups.
- Carers were clear that support needed to be provided in many different ways but that the most effective support was when face to face consultation was made available in the first instance.
- Carers suggested that both wellbeing and mental health support are difficult to find and often only available through friends and family, rather than organisational or clinical support.

#### **Consistent and up to date information**

- It was perceived that there is a lot of out of date information in the community.
- Support needs to be up to date and consistent and it was recognised that the video library may be the answer to those concerns.
- This led to a need to be kept informed of any updates to core information sources.

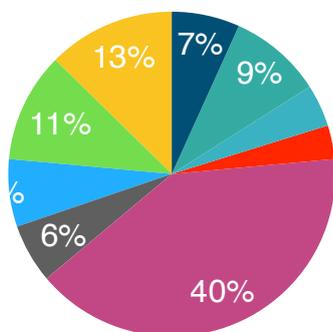
#### **Information about benefit allowances**

- Significant numbers of carers and organisations wanted clearer and more easily accessible information about benefits.
- The information and feedback from participants demonstrated that most had difficulty claiming or understanding their entitlement to benefits.

#### **Respite care for carers**

- The need for respite for carers was clearly demonstrated through stories of carers falling ill due to their care responsibilities with the result that the health and care system has to fill the gap.
- People were unaware of local or national charities that could support respite care sessions.

What matters to carers?



- Accessible Information
- Admission Discharge
- Recognition as a carer
- Respite Care
- Support / Signposting
- Benefits/entitlements/finance advice
- Contingency Planning
- What to Expect
- Other

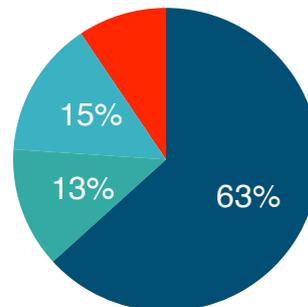
## Question 2: What additional content is needed?

A full breakdown of responses received during the workshop is attached. In priority order, additional information was requested in the following areas:

- 1) The requirement for benefits advice and signposting to benefits advice services.
- 2) Adult learning disabilities and the support groups available to carers of adults with learning disabilities.
- 3) There wasn't a clear third topic but a wide range of suggestions including:
  - Support groups that were available within the Torbay area
  - Information about care homes and the services they can provide
  - How to make a complaint regarding a care provider
  - Carer organisations information
  - Support for carers including; Co-Carers and rights of carers, mental health support for carers and information about the roles of professionals such as "What is a Care Support Worker".
  - The other areas raised were specific disease information with requests for information on Epilepsy and Downs Syndrome.

What additional content is needed?

- Other
- Learning disabilities
- Carers roles explained
- Making the library accessible for all



## The Video Style

Carers also suggested that it would be helpful to additionally have a more relaxed delivery style for topics that were specifically carer focused.

### Question 3: How do we tell people?

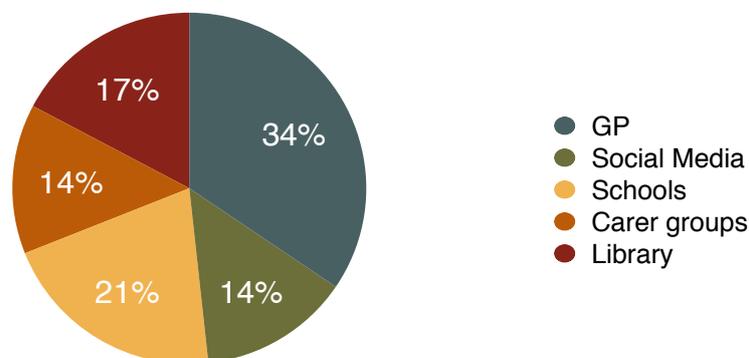
The final question of the day was to seek help in the spread and adoption of the video library, firstly seeking a list of known organisations that would benefit from being set up with a personalised video library or signposted to Torbay Council’s library, and secondly to get participants at the event to help spread the work locally across Torbay through a “Tell 3 Challenge”.

#### Who can we talk to about adopting the library?

- A full breakdown of responses received during the workshop is attached.
- The participants chose their top five places where the libraries should be shared. These locations are seen as key priorities. but others should also be sought in order to maximise information sharing and impact.
- The desire of those present was for the video library to be available in multiple locations but for it to also be consistent across all platforms.

1. General Practice Surgeries
2. Schools
3. Local libraries
4. Social Media Sites of Statutory and Voluntary organisations eg Twitter & Facebook
5. Carers Groups

Where should the libraries be shared?



#### “Tell 3 Challenge”

98% of participants agreed to undertake the “Tell 3 Challenge” which asked those in attendance to share the details of the project and information to three people:

- One person from an organisation that works with carers
- One person who would describe themselves as a carer, and
- One person who they would recognise as a hidden carer (someone who does not automatically describe themselves as a carer eg son, mother, neighbour, etc).

Through this task it is hoped that the project can be helped to gain traction in the local population and the organisations that support carers.

## Next Steps

### What matters to carers?

There are some key messages here about the support required by carers that need to be included within strategic planning and should guide the ongoing roll-out of this programme.

It is also clear that, other than signposting, it is unlikely that the Video Library project can answer a number of the concerns raised.

Health and Care Videos will therefore meet with the Project Commissioners to determine the best way of addressing these issues and determining the impact on the project and its future direction.

### New content

The evidence gathered from the event has identified several topics for new content that needs to be added to the Carers Section of the available video library.

- Signposting - benefits advice, carer organisations, support groups
- Adult learning disabilities - caring for someone with autism, employment options, making safe choices, safeguarding
- Mental health - self-help tools for depression and anxiety, the risks of isolation and loneliness

We have already added links and information to the video libraries to meet these needs and have initiated the production of additional videos to be added to the libraries.

Torbay Council will also consider how to meet these identified needs through other channels.

We are also creating new content to support carers and those they care for through pathways of care.

- Discharge Package - e.g. oral care, catheter care, bowel care.
- Admission Package - e.g. processes, this is me, what to expect.
- Who am I series - short clips explaining the various clinical and volunteer roles within health and care

This additional video content will be available by April 1st 2018 and we will ensure that the content is carer friendly.

### Additional personalised libraries

A personalised library will be offered to any care organisation that meets the primary target audience of delivering carer support to the population of Torbay and South Devon.

A discussion will take place between Torbay Council and Health & Care Videos as to the expansion of the project and how to roll out the video libraries to a wider range of carer organisations so the

maximum number of organisations, and hence population, can be reached within the constraints of the project.

## Feedback from attendees

Attendees were asked to complete a feedback form and we are overwhelmed with the positive response received.

**84%**

of people rated their enjoyment of the day as 7 out of 10 or more

**16%**

rated their enjoyment of the day 10 out of 10

## Raising awareness and making resources accessible

were the most important actions gained from the day

## Thank you

Health and Care Videos would like to take this opportunity to thank all of the participants at the consultation event. We would also like to thank our partners in the project, especially John Bryant, Torbay Council for speaking at the event.

Should you wish to find out more about this project and its progress please visit [www.healthandcarevideos.com/torbay-community-project](http://www.healthandcarevideos.com/torbay-community-project)