

Carer journey

An overview for Carer Support organisations and Local Councils

The carer journey is not always linear. Each carer is unique and will have their own timeline. Good quality, carer led content is key to the whole journey. The journey is summarised in 6 phases

- Discover
- Engage
- Support
- Signpost
- Referral
- Impact

Discover

A digital marketing campaign reaches out to carers and brings them to the website or directly into an engage or support action.

Carers might also be signposted to us by local organisations and the local council. A comms plan will be established to maximise this opportunity. Email newsletters, social media, website links and person to person conversations are all effective.

Engage

At the first “click” carers are given a simple way to engage with us. To reduce barriers we only collect the data we need to support a carer. Online tools that are available 24-7 and provide an instant response are a key part of this. An engagement example includes signing up to our weekly e-support, using the Carer’s Allowance or Blue Badge checker or joining the Facebook Group.

For some carers this gives them all they need for now. The weekly e-support gives them an open door to other support as well as access to updated content, over time carers tell us they



see this as a form of support and that they feel part of the Mobilise community and trust us for their onward journey.

Support

Carers have access to a range of support options including being able to easily book individual support calls or join an online Cuppa for Carers. Not everyone likes (or is able to) talk on the phone or a video call so carers can also get bespoke support by opening up a conversation by email using our monthly “Mobilise Moment” check-in or the mini-assessment tool. Our carer support team all have lived experience of caring and offer availability between 9am and 9pm including weekends.

In most cases support is triggered by the carers themselves. Our monthly “Mobilise Moment” offers a proactive check-in and we have established stewardship and safeguarding processes for more personalised follow up.

For some this can feel like quite an intense level of support. Automated online tools such as the email course “guide to caring” are the most popular choice. Carers also make good use of the Facebook group to ask their own questions and contribute to the community.

Signpost

It is important that carers are made aware of the support provided by the local Carers Service, council and other local organisations. This is actioned in a number of ways:

- Website landing page with key information and links for the local area
- On a weekly basis our e-support emails will direct to the local Carer Support organisation’s home page
- Once a month we highlight local support in our contracted areas. The content team provide clear advice on what works best here and the Carer Support organisation will be invited to collaborate on a successful local content strategy
- In our bespoke conversations and emails with carers the carer support team will signpost to specific local and national services relevant to that carers situation with a simple call to action for next steps
- Reciprocal social media shares also help to engage a wider audience
- Local space in the Hub (app) that details all the services available to carers in the area



Referral

Mobilise will establish a simple referral agreement with the local Carer Support organisation and where appropriate the local council. Consent from carers to share their contact details and a little about their situation will be obtained before referring on, using an encrypted email service or secure website form. (This is normally the same referral process that the Carer Support organisation is already using with other partners). Due to the profile of carers using the Mobilise service we see only a handful of formal referrals.

Impact

Light touch feedback and impact measurement tools are used throughout the journey to understand and measure impact and to help us to improve.