

Adult Social Care Campaigns Update

Adult Social Care and Public Health
Cabinet Committee

6 May 2026



Working carers: someone's listening campaign summary

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Strategic Involvement and
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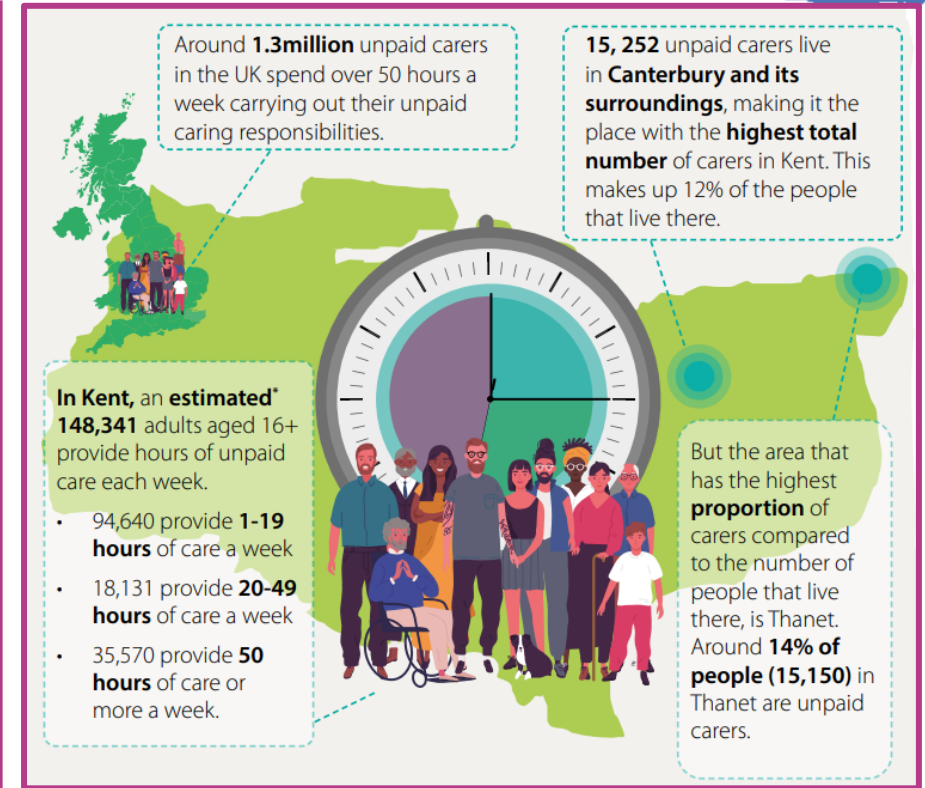
We have responded to carer feedback:

This campaign was initiated by the lived experience co-chair of the Kent Carers' Strategy Group and developed drawing upon **carers' lived experiences and population data** collated through the Kent Adult Carers' Strategy engagement, co-production and consultation activity.

People in Kent asked for:

- Support for carers to maintain their own identity and live a full life – **including support to work or study**
- **collaborative working** with carers at every stage
- **joined-up working between partner organisations** to offer high quality support that is tailored to the carer's own needs
- **respect for carers** and for their views to be listened to
- **clear and consistent** communication with carers
- more **information** to be made available along with **trusted points of contact**.
- carers to be better supported at **key moments** in their carer journey.

The “**someone's listening**” concept was created to reassure those struggling with pressures of balancing their caring responsibilities whilst working in paid employment that there is information and support available to them and that they are not alone. It also helps businesses understand legal rights of family carers in their workforce.



Overview of caring in Kent

In Kent, an estimated 182,000 adults aged 16+ provide many hours of unpaid care each week. Becoming a family carer can happen suddenly, leaving people unprepared for the role that they take on. Employers play an important role in supporting working family carers to juggle paid work and their caring responsibilities.

Carers' strategy: priorities for Kent carers

"I hope my employer will be understanding – but I'm going to need financial support and advice to keep up my caring role."

"As I have a young family and work full time, it's been a real struggle at times to give dad the attention he needs."

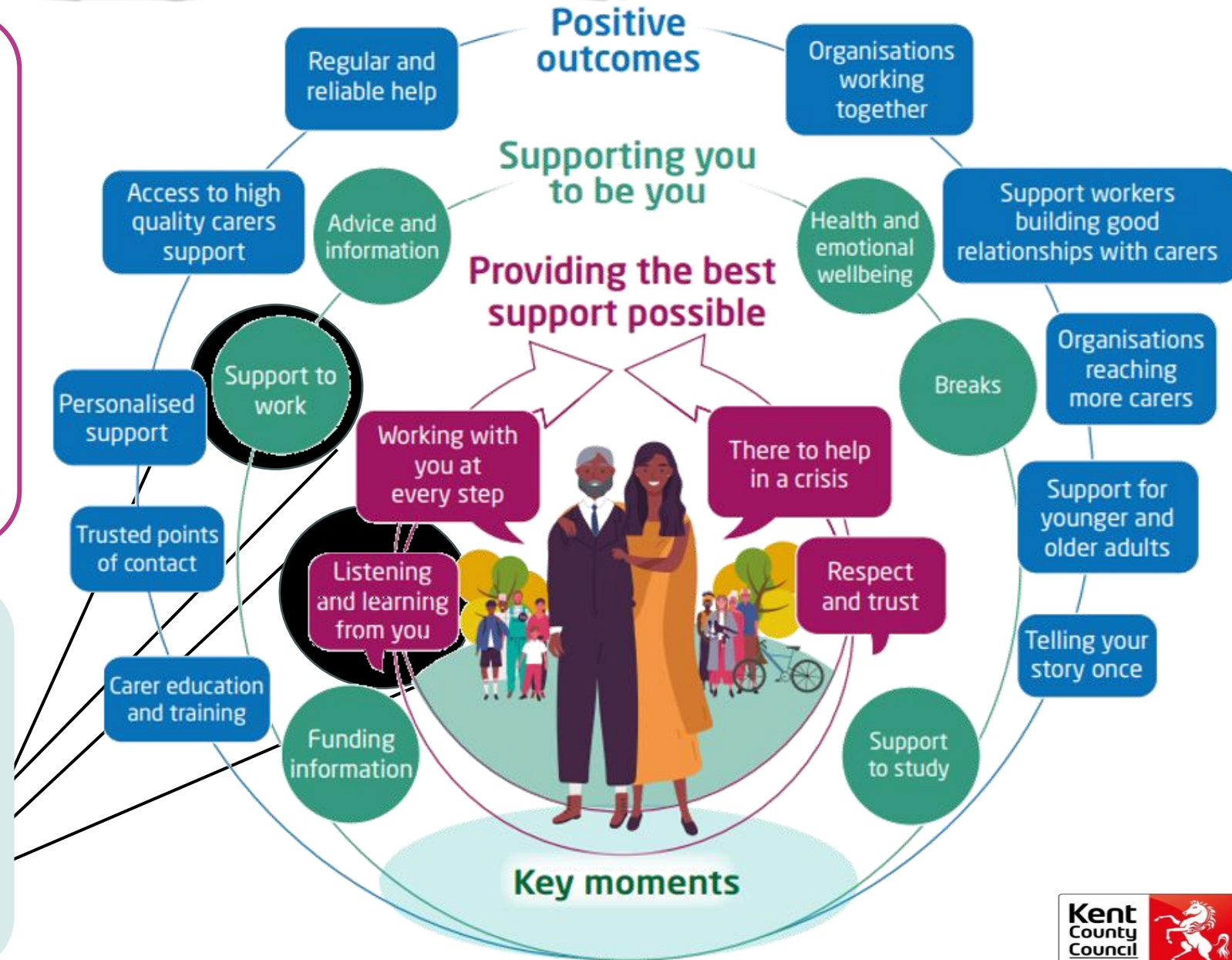
"A carer's role can make paid work, study, maintaining social connections and getting involved in leisure activities difficult and sometimes almost impossible. Carers are more likely to suffer with physical, emotional and mental health problems."

Key moments for all carers

- First conversation with social care
- Life events (carer and loved one)
- After a hospital stay
- When someone moves away
- New diagnosis
- At the end of life
- After your caring role ends

Priorities - working carers

- Being listened to
- Having supportive employers who understand the responsibilities
- Being able to continue in their paid employment roles
- Awareness of the support available.



Launch of initial phase 2025:

- Co-design of **carers information leaflet** (printed and digital versions)
- Co-design of **carers checklist**
- **Employer leaflet for businesses** to support carers in their workforce (printed and digital versions)
- **Media releases highlighting** Carers Rights and Carers Week
- **Web content** developed and hosted on Kent.gov.uk: [Support for carers - Kent County Council](#)
- Awareness-raising at **KCC carer and workforce in-person events**
- **In-person social care involvement groups** across the county
- Promotion on KCC **internal communication channels** (Kmail and Knet)
- **Partners and provider** engagement and support of the campaign, some including the information and links in their own communications materials.
- **Businesses operating locally** that have promoted to their workforces and have shown support for the campaign so far (Town and Country Housing, local Kent branches: of Hotel Chocolat, Tesco, B&Q, Barclays, Lush, Sussex Beds, Asda, Waitrose, HSBC and M&S.)

2025-26 media and engagement coverage / reach:

- **BBC Kent Facebook:** news post, 230,000 followers
- **BBC News website:** most visited news site in the UK with **75.68% monthly population reach**
- **KM/Kent Online website** - monthly unique visitors per area based on Publisher's statement based on Google Analytics (Jul - Sep 2025). Reaching approximately **49% of all adults in Kent**
- **Kent Connect to Support website**
Jan 2025 - 2026 homepage with carers campaign feature: 13,576
- **Kent County Council social media posts:** 34,000 followers had the opportunity to see the organic posts on the KCC Facebook profile
- **Crossroads Care:** LinkedIn channel with 1600+ followers
- **Town and Country Housing:** overseeing 13,000+ homes/residents, posted on corporate website
- **TW Life:** News site readership 5000+ in west Kent area



Support the campaign in 2026 to help more people identify as family carers, prevent carer breakdown and encourage businesses and communities to be carer-friendly.

Next stage of campaign 2026:

June - August 2026:

- Live with the public in Carers Week with press release and links to useful resources and materials
- Carers Voice Forum to be relaunched increasing membership to invite more family carers. Listening and responding to feedback from carers
- Carers' library engagement sessions with Technology Enhanced Lives Service and Involvement and Information Team

Autumn

- Webinars for local employers/businesses - to increase commercial support and continue momentum throughout the year.

Ongoing activity:

- Continued attendance at community-based carers events
- Link even more closely with Carer Support organisations commissioned by KCC and system partners to ensure joined-up communication, sharing insights and ongoing improvements together,

“With an estimated 5million carers in the UK balancing work and unpaid care, we have to make sure we are getting out to employers to make them aware of the issues carers face in the workplace – and the resources available to help.

The support that carers need is just as important as the support for the people they look after.”

Chris Jeffery - Carers' rights campaigner and Chair of Mending the Gap charity



**Working family carers:
someone's listening**



Information for people caring for a family member or friend in Kent.

Why we have developed these resources

Carers have told us they want more support to be able to balance their paid employment with their caring responsibilities. We have been collaborating with unpaid carers and local charity, Mending the Gap to raise awareness together - and show that **someone's listening**.

For advice and support: kent.gov.uk/workingfamilycarers

Working Carers Someone's Listening  

Campaign made possible by Department of Health and Social Care funding.

You may have family carers in your workforce



If you're a business in Kent that cares about carers, read our employer information and start a conversation to let carers know that **someone's listening**.

For advice and support: kent.gov.uk/workingfamilycarers

Working Carers Someone's Listening  



Know how to start

Awareness and prevention campaign summary

Gina Walton
Assistant Director, Commissioning and
Partnerships

Responding to people in Kent: Know how to start

We have responded to public feedback shared with us via:

- engagement and co-production activities in the community
- face-to-face social care involvement groups
- engagement with providers/partners
- our Making a difference every day, Kent Adult Carers' Strategy and Adult Social Care Prevention Framework consultation feedback.

People in Kent have asked for:

- an easy place to start to find streamlined information
- clear signposting for support
- easy to access information
- details of how to empower themselves to stay healthy, socially connected and independent
- information for family carers
- information about how technology can help independence

This campaign draws on ideas from people with lived experience alongside population data collated through the prevention work to shape the approach and identify the key target groups that would benefit most from understanding what is available.

Adult Social Care – Being the best we can be



Campaign aims: Know how to start

kent.gov.uk/

Making a
difference
every day

The primary aim of the campaign is to:

ENCOURAGE people in Kent who would likely engage with adult social care services

TO engage with preventative services earlier

BY making them aware of what is available and the means to engage with the local groups, activities and services they need.

The secondary aims are to raise awareness more generally about the support available to the wider population and families, carers and friends, amongst our own workforce and with our community and sector partners.

The campaign is funded by national Accelerated Reform Funding for social care and promotes wellbeing services.



Target groups

- Older adults who may be socially isolated owing to loss or lack of confidence
- Family carers who may be at risk of loneliness
- Working age adults with vulnerabilities who may benefit from connecting with their local community.

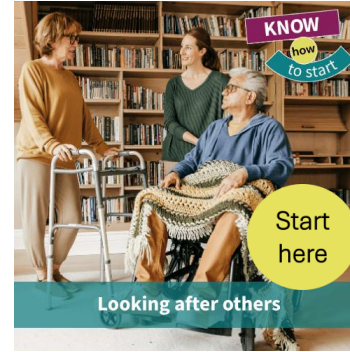
Campaign resources: Know how to start

Printed and digital resources cover six clear areas of information:



Connecting with the community:

Groups, activities and organisations that support wellbeing, reduce isolation and help build meaningful social connections.



Looking after others:

Information to support those caring for other adults including carers' groups, a carers checklist, carers needs assessment and more.



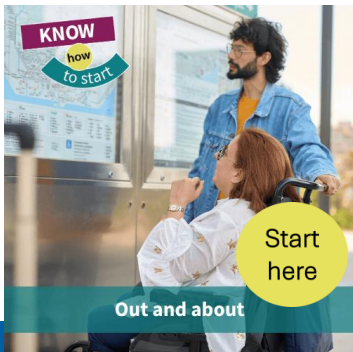
Your health and wellbeing:

Mental health and wellbeing advice, local community groups, physical activity programmes, social prescribing services and guidance on healthy lifestyles



Staying independent:

Getting advice on daily tasks and local organisations that can help with technology options, smart home devices and small home adaptations to help you stay empowered at home.



Out and about:

Information on accessible travel options to enable people to go shopping, visit friends and attend appointments.



Advice and guidance:

Specific guidance including Lasting Power of Attorney, Mental Capacity and Deprivation of Liberty Safeguards as well as information on keeping safe and reporting concerns.

Activity up to April 2026

- **December 2025 –February:** co-design and community involvement
- **February:** funding agreed, campaign plans, stakeholder engagement
- **March:** new webpages built, updated community directory launched, advertising secured
- **April:** paid advertising, marketing materials developed, stakeholder communications and engagement activity.



Upcoming

May: media release and further promotion

May-October: tracking impact and feedback and adapting/re-targeting approach as needed

End October: evaluation

The Adult Social Care and Public Health Cabinet Committee is asked to **NOTE** the content of this presentation.