



Improving Quality

'PINKY PLEDGES'

NHS Improving Quality is working in partnership with a number of organisations to improve the health and wellbeing of young carers

PARTNER ORGANISATIONS



Notes:

Date:

INTRODUCTION

On 30 October 2014, an opportunity was created for young carers to influence strategic leaders and policy makers regarding the impact of the caring role on the health and wellbeing of young people.

Objectives:

- To generate a heightened understanding of the specific issues that young carers have highlighted as a priority for action
- To receive a commitment from health leaders that there is a parity of esteem for young carers' health and support needs
- To determine how the health sector will engage with the duties to co-operate from the Care Act (2014) and Children's and Families Act (2014)
- To develop a draft set of strategic actions that participants will take as a result of hearing the voices of young carers;
- 65 Young Carers met at London Zoo and designed the day in partnership with NHS Improving Quality, NHS England, Royal College of General Practitioners, CarersUK, Carers Trust, and the Children's Society.

The key messages:

- Make services more accessible
- Better identification of young carers
- Services working together to support young carers
- Recognising the need to communicate with young carers
- Think patient, think carer, think family. Make sure we are not excluded

On the day each of the professionals that attended the event were asked to make a pinky pledge with a young carer where they promised to take one action in the week following the event and another action within six months. This e-book sets out the pledges and updates on the progress made on each.

Notes:

Date:



Dame Philippa Russell

Chair of the Standing
Commission on Carers

"I am Chair of the
Government's Standing
Commission on Carers.
We are an independently
appointed group and we
work with and for carers
across the age."

I pledge to young carers that this week I will:

"make sure I highlight YOUNG carers at
every meeting I go to next week."

I pledge to young carers that by the end of six months I will:

"have ensured that at least six Carers Centre I know are
encouraging young and older carers to work together to
improve carer identification and support in their area."

Notes:

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WHAT HAPPENED NEXT?

The first step in West Sussex was to ensure that young and young adult carers had a visible presence and made a significant contribution to the County Council's consultation on implementing the Care Act 2015.

Carers Centres are encouraging young carers and older carers to work together to improve carers identification and support in the area.

"It is encouraging and exciting to see the degree of synergy and mutual respect between carers whose ages vary between 12 and 92!"

Notes:

Date:



Sue Covill

Director of Employment Services,
NHS Employers

"I support employers in
the NHS to be good
employers."

I pledge to young carers that this week I will:

"talk to my Head of Communications about how we can raise
awareness of #thinkyoungcarer amongst NHS staff."

I pledge to young carers that by the end of six months I will:

"have raised awareness of #thinkyoungcarer amongst NHS
staff and their employers."

Notes:

Date:



WHAT HAPPENED NEXT?

NHS Employers are using their recognised communications channels to cascade the key messages about young carers to NHS staff.

They added a news page to the NHS Employers website which has **240,000 HITS PER MONTH**

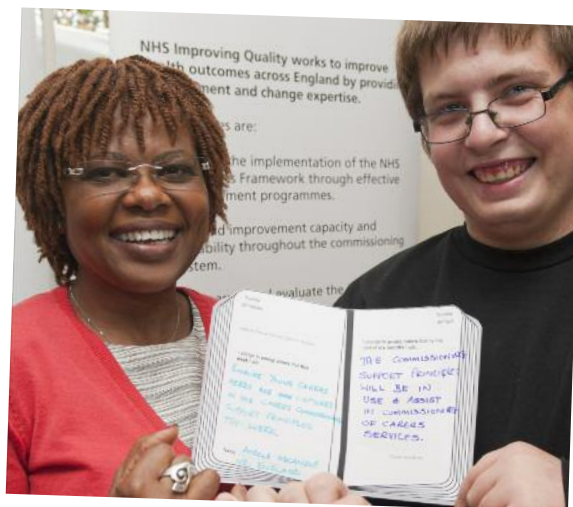
Promoted the News page in their Workforce Bulletin newsletter which has **OVER 3100 SUBSCRIBERS**

Promoted the messages in the NHS Managers Bulletin which has **OVER 3,100 SUBSCRIBERS**

Tweeted about the campaign to **OVER 21,000 FOLLOWERS ON TWITTER**

Notes:

Date:



Angela Mkandla

I pledge to young carers that this week I will:

"ensure young carers' needs are captured in the carers commissioning support principles this week."

I pledge to young carers that by the end of six months I will:

"the commissioning support principles will be in use and assist in commissioning of carers services."

Notes:

Date:



WHAT HAPPENED NEXT?

The Commissioning support Principles were launched on the 5 December 2014

www.england.nhs.uk/commissioning/comm-carers

1. Think Carer, Think Family; Make Every Contact Count
2. Support what works for carers, share and learn from others
3. Right care, right time, right place for carers
4. Measure what matters to carers
5. Support for carers depends on partnership working
6. Leadership for carers at all levels
7. Train staff to identify and support carers
8. Prioritise carers health and wellbeing
9. Invest in carers to sustain and save
10. Support carers to access local resources

Notes:

Date:

Anne Pearson

Director of Programmes, The Queen's Nursing Institute

"Part of my job is to develop resources to enable community nurses (District, School and General Practice Nurses) to provide support to young carers (and adult carers)."

I pledge to young carers that this week I will:

"go back to work and make sure that the resource we develop for school nurses helps them support young carers."

I pledge to young carers that by the end of six months I will:

"resource is launched and used by school nurses."

WHAT HAPPENED NEXT?

9th March official launch of the Carers Resource for General Practice and School Nurses. www.qni.org.uk

Notes:

Date:

Angie Robinson

National Improvement Lead, Experience of Care, NHS Improving Quality

I pledge to young carers that this week I will:

"write a blog."

I pledge to young carers that by the end of six months I will:

"have sent my blog far and wide and included a link in the NHSIQ newsletter."

WHAT HAPPENED NEXT?

Angie posted her blog on the NHS Improving Quality website at www.nhsiq.nhs.uk/commitment-for-carers. An article was included in the NHSIQ Newsletter sent to over 3,000 subscribers.

In addition, Angie linked up the NHS Change Day colleagues to promote the needs and role of young carers. On Sunday 22 February a montage of young carers from 30 October event was shown as part of the 100days of change campaign <http://changeday.nhs.uk/story17>

And on Change Day itself (11 March 2015) young carers were interviewed as part of the live 12 hour 'Changeathon' broadcast.

Notes:

Date:

Neil Hunt

Chief Executive, RCGP



I pledge to young carers that this week I will:

"ensure that the chair's blog to 50,000 GPs raises the debate we have today."

I pledge to young carers that by the end of six months I will:

"ensure that young carers are considered along with people with care needs at the centre of the House of Care model."

Notes:

Date:

WHAT HAPPENED NEXT?

An update to members on 31 October 2014 included a short report by Dr Maureen Baker in which she noted, *'It was the first time that young carers have had an official platform to address health leaders. Listening to their stories was incredibly humbling and they provided us with a lot of food for thought about what GPs and our practice teams can do to identify and support children and teenagers who care for a family member'*. The update was sent to 50,000 RCGP members and all members of staff.



We have produced an animation exploring collaborative care and support planning, with a focus on carers as an important part of the system.

Notes:

Date:

Alan Cooklin

Consultant in Family Psychiatry

" I am a designated consultant in family psychiatry working with children and their families within an adult mental health trust – mainly through two projects: Kidstime workshops (for children and their parents where a parent suffers a mental illness), and 'Working together Pilot': mental health staff and school nurses working together to help children understand parent's mental illness."

I pledge to young carers that this week I will:

"ensure that I get an appointment with the president of the Royal College of Psychiatrists to ask how he can begin to influence College policy so that adult psychiatrists recognise their responsibility to respond to young carers as well as 'non-designated' children of parents with mental illness."

I pledge to young carers that by the end of six months I will:

"ensure that I can report back at least some change in College attitudes."

Notes:

Date:



WHAT HAPPENED NEXT?

In February 2014, Alan had a discussion with the President of the Royal College of Psychiatrists about taking the matter of children of parents with mental illness to the College council.

See a video of young carer Charlie interviewing Dr Alan Cooklin at the young carers event on 30 October 2014.



Notes:

Date:

Neil Churchill

Director of Patient
Experience, NHS England



I pledge to young carers that this week I will:

"include young carers in a research study I am organising about improving experiences of mental health services."

I pledge to young carers that by the end of six months I will:

"consult and develop ideas on how we can extend young carers' rights in health care."

Notes:

Date:



WHAT HAPPENED NEXT?

Young carers & mental health

I added young carers to a research study on the use of financial incentives in mental health. It found few examples of such incentives being used but identified ways in which incentives could be used in future to improve quality of mental health care.

Rights

I ran a roundtable on young people's rights in health, which included the perspective of young carers.

Furthermore, a number of ideas for extending rights have been put forward by a number of organisations.

Not all of these related to health - some related to education and some to social care. We are considering how we might take these forward.

Notes:

Date:

Chris Gush

Assistant Director of
Clinical Innovation
and Research, RCGP



I pledge to young carers that this week I will:

"ensure that the College's young mental health work recognises the needs of young carers."

I pledge to young carers that by the end of six months I will:

"ensure that young carers' needs are thought about when developing resources for GPs."

Notes:

Date:



WHAT HAPPENED NEXT?

The Youth Mental Health Clinical Priority has come to the end of its term, however the needs of young carers will be actively considered as part of the ongoing Mental Health Clinical Priority, led, Dr Elizabeth England.

RCGP Council has approved the College actively recognising 'patients and carers' in developing resources, when appropriate.



Notes:

Date:

Juliet Beal

juliet.beal@nhs.net



I pledge to young carers that this week I will:

"talk to other nurses about the importance of supporting young carers."

I pledge to young carers that by the end of six months I will:

"ensure that young carers experience in part of the Nursing and Midwifery Strategy for England Compassion in Practice bcs."

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Wendy Nicholson

I pledge to young carers that by the end of six months I will:
"have held an event with ANI to bring together nurses who
have undertaken the carers champions training."

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Date:



WHAT HAPPENED NEXT?

All school nurses, district and general practice nurses who are part of our networks were emailed following the event., reminding nurses of the needs of young carers and how nurses working in the community could support the health and wellbeing of young carers. We also shared the young carers pathway to reinforce how nurses can support wellbeing.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/299270/Young_Carers_pathway_Interactive_FINAL.pdf

We held an event with QNI to bring together nurses who have undertaken the carers champions training, the event provided a great opportunity to share good practice. A further joint event with RCN will take place in June. We will also focus young carers at our School Nursing International Conference in July.

The young carers champions work is featured on the Academy of Fab NHS stuff.

<http://www.fabnhsstuff.net/2015/03/12/school-nurses-supporting-wellbeing-young-carers/>

Notes:

Date:



Paul Deemer

"I advise managers about how to comply with equalities legislation and make their organisations more representative of their communities."

I pledge to young carers that this week I will:

"Write a blog about my day with the young carers."

I pledge to young carers that by the end of six months I will:

"have offered a young carers the opportunity to shadow me at work."

Notes:

Date:



WHAT HAPPENED NEXT?

Paul wrote his blog which has had almost 400 views, 11 likes and six comments.

He is in the process of agreeing a work shadowing day with two young carers during the school holiday.

Notes:

Date:

Moira Fraser

Carers Trust

Since the event, I have shared information about young carers and what they need on blogs, at events and conferences, and in the media, alongside young carers giving them a chance to have their voice heard. Because so many young carers told us that their mental health is a priority, I have included young adult carers' mental health as a priority for us in Carers Trust's workplan for next year. We will be working with NHS England, the Department of Health, and mental health organisations to highlight this and improve support.

In January 2014, we published research which showed that young carers feel stressed and isolated, and we launched a new, safe, online community where young carers can support each other <http://www.carers.org/press-release/research-shows-young-carers-are-worried-and-stressed-proud-what-they-do>

I also wrote a blog on why it is important that NHS identifies carers:
http://www.huffingtonpost.co.uk/moira-fraser/identifying-carers-must-b_b_6036182.html

I have also ensured we have included, as one of Carers Trust's key messages for general election candidates, that the NHS should have a duty to identify carers making sure no carer goes unnoticed or unsupported. We now have around 250 candidates who have committed to this and it is included in one of the main party manifestos.

You can see our general election priorities and the candidates who committed to [#ThinkCarer2015](http://www.carers.org/dont-forget-carers-in-2015) here <http://www.carers.org/dont-forget-carers-in-2015>

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Attendees at the young carers
event held in October 2014.

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Useful resources

YCIS (joint with the Children's Society):
<https://youngcarersinschools.wordpress.com/>

Time to be Heard young adult carer video, including discussion of mental health issues: <http://www.carers.org/timetobeheard>

Online community and support for young carers: <https://babble.carers.org/>
and for young adult carers <https://matter.carers.org/>

Carers Trust new work on higher education- the Going Higher Campaign
<http://www.carers.org/goinghigher> and the new toolkit for universities to improve support: <https://professionals.carers.org/unitoolkit>

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Videos

<http://kidstimefoundation.org/when-a-parent-has-a-mental-illness/>

<http://kidstimefoundation.org/who-cares/>

<https://vimeo.com/98448780>





NHS *Improving Quality*

To find out more about NHS Improving Quality:

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**Improving health outcomes across England by
providing improvement and change expertise**

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