



Mobilise - Reaching Out to Carers and Harnessing Online Connections

Lorna Corbin, Commissioning Officer, Central Bedfordshire Council and Dom Taylor, Head of Partnerships, Mobilise

6th December 2022



Carer Connections in the Digital World



Anna



28 May · 🌐



Good evening, lovely people in my phone.

I am a carer for my MiL who has both forms of arthritis, fibromyalgia and various other things. She is 100% housebound and has to be picked to to be put on a commode to be taken to the bathroom.

My question is- shs is having trouble hearing and we are not sure if it is a need for hearing aids or she just needs an ear clean.

I have spoke to our GP who said they do not do house visits and she needs to go in to have her ears cleaned bef... **See more**

[View insights](#)

832 post reach >

🤔 👍 😂 20

95 comments

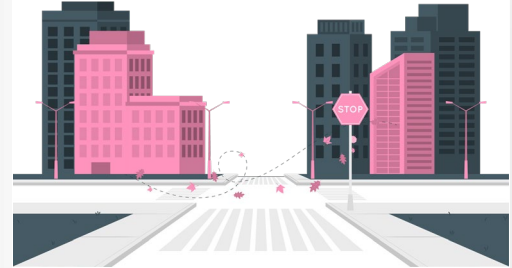
Who we are



**By Carers, For
Carers**



100% Online

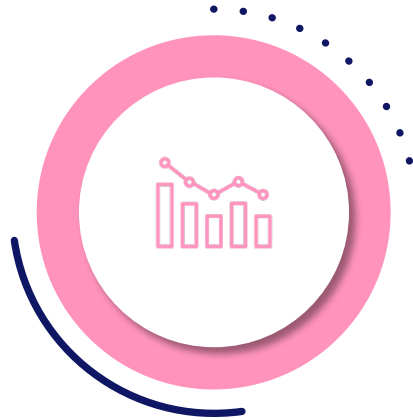


25 Local Authorities

What we do



Build resilience & capacity in the community

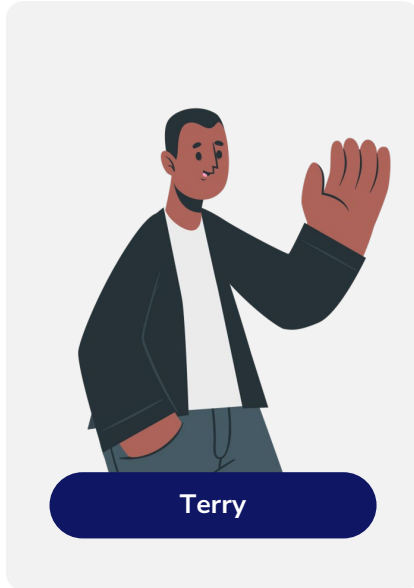


Reduce demand for crisis intervention services



Getting carers 'match-fit'

Terry's Journey



Discover

Found Mobilise via Facebook – caring for his mother

Engage

Signed up to our Personalised Guide to Caring; Joined a Cuppa

Support

Coaching Programme: Creating boundaries & managing carers guilt

Outcome

Part-time work; Less guilty about looking after himself

Case Study

“ *Frustrated now Hopeful* ”

“ *Many thanks for the Emergency Care Plan template. I have printed this off and I find that it will be very helpful should it be needed* ”



Case Study – Carla

Carla is new to caring, after her mother had a stroke. She discovered our services through a Google ad after searching for a carers allowance information and completed our Mini Carers assessment to see if she was eligible for extra financial support. She looks after her mum, along with her sister. They rotate. Carla stays tue-thursday since her mum condition overnight. She wants to move back to hers house nearby, where her husband and pets are.

She was very worried about the impact that caring would have on her and how she could prevent stressful situations. After completing the mini carers assessment, late one night she signed up to the weekly e-support newsletter & the email course. She started a 1-2-1 call filled with 'Dread' but ended 'a little bit hopeful'.

Why did CBC Commission Mobilise?



Central Bedfordshire Council commissioned Mobilise for a three month pilot (Nov 2021-May 2022) to identify and support unpaid carers.

To reach more hidden carers – including male and working age carers

Over 9000 carers reached through Mobilise; more than reached through traditional services

The project has greatly exceeded targets (+200%) for engagement and support interactions.

Online and automated tools have complemented the existing provision of the council and incumbent carers organisation.

Identified a significant appetite amongst carers for light touch, online support to help them in their role at a time that suits them.

Accessibility and inclusion

66% of engagement with Mobilise happened outside office hours, most being before work hours.

The flexible Mobilise approach is effective at reaching groups such as male carers (43%), working age carers (88%) as well as who may not have previously engaged with support services.

Feedback and analysis of carer needs and behaviours online, helped Mobilise co-design new tools and information guides

Project brief

An estimated 45,000 Central Bedfordshire adult residents* have some caring role.

Engage with new groups of carers

- Discover hidden carers not currently on the radar
- Particular focus on working age carers needing flexibility
- Start a conversation with carers before crisis point is reached

Provide carers with the most relevant support

- Signpost/refer carers to the right support for them at the right time
- Invest heavily in preventative solutions
- Complement existing solutions

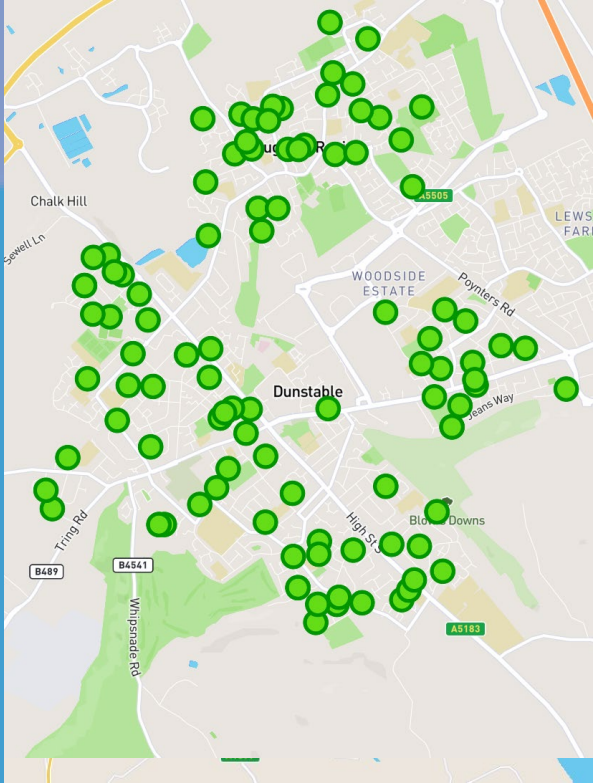
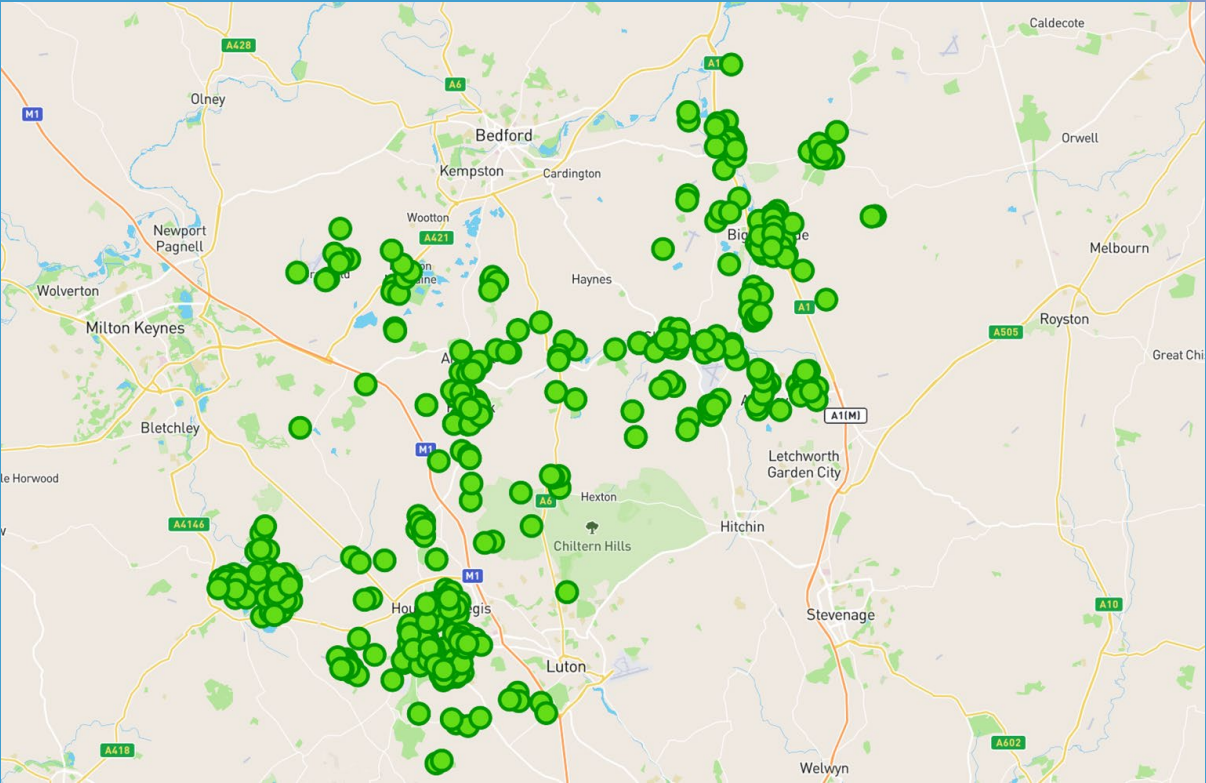
Gather insights

- Observe trends and patterns to enable predictive support
- Gather data on pain points for carers
- Learn which support is most effective for different groups

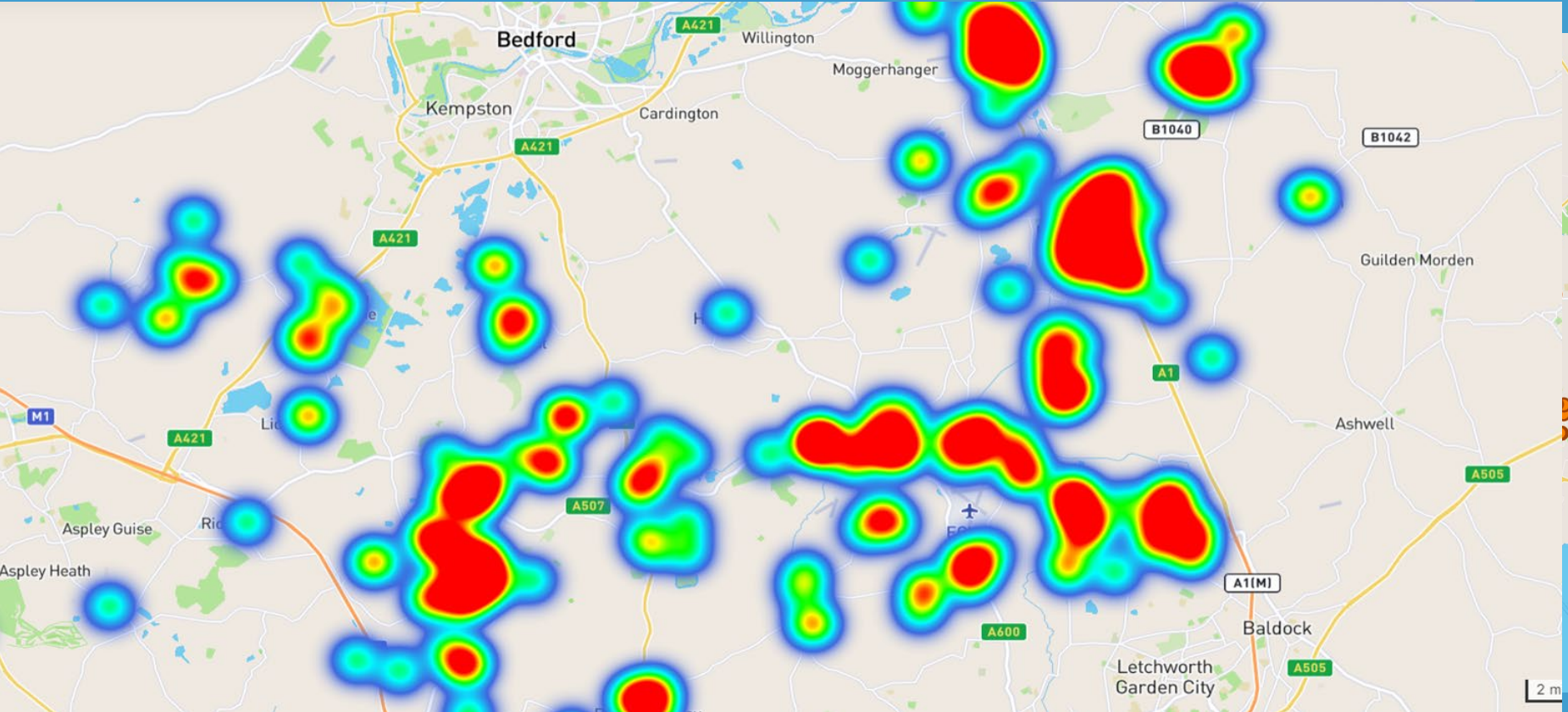
A flow diagram with three colored boxes (pink, light blue, dark blue) at the top. Arrows from the pink and dark blue boxes point towards a central text 'Increase carer awareness'. A vertical arrow points from the light blue box down to the same text.

Increase carer awareness

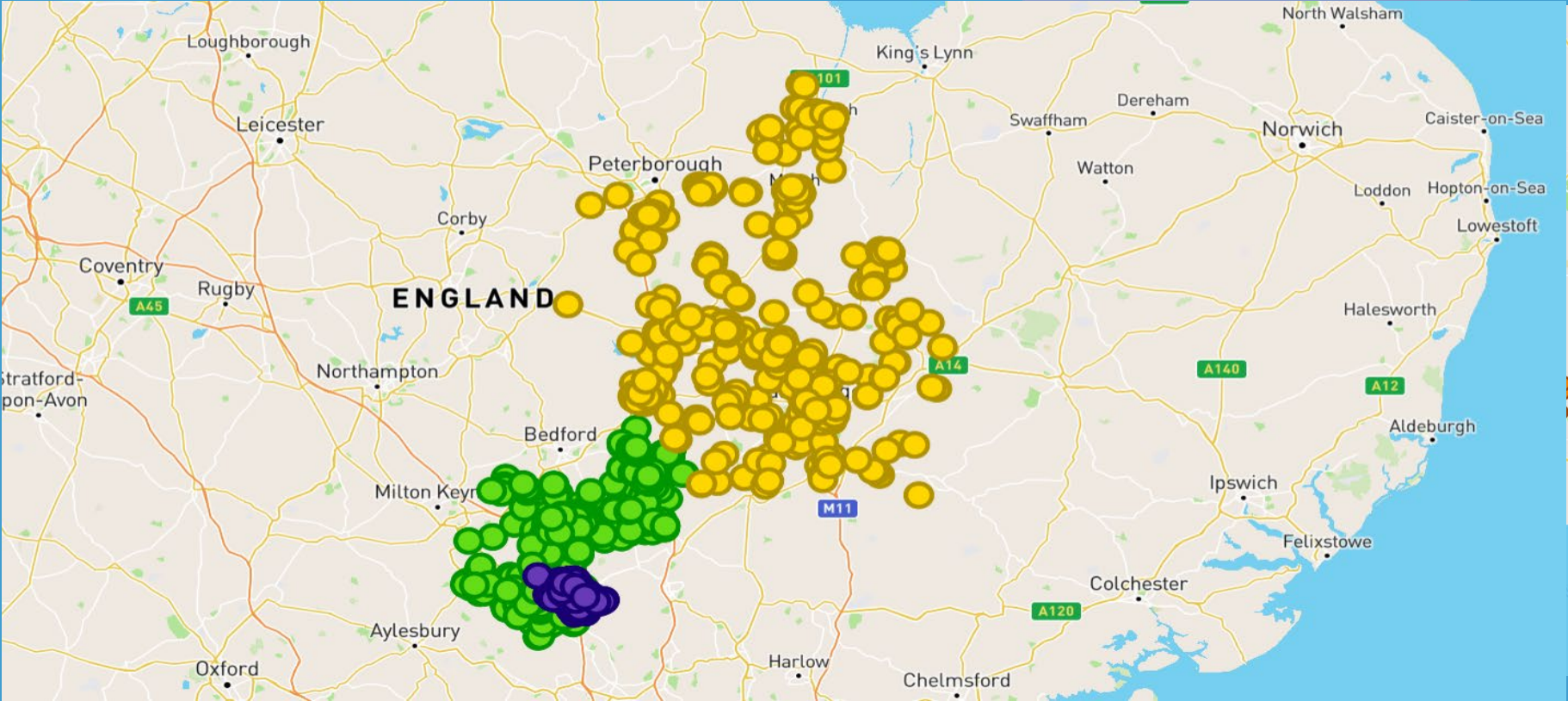
Geo Mapping Carers (Central Beds)



Heat map of carer density



East of England Region





Central Bedfordshire KPI Dashboard

Discover

Overall Goal	Goal To Date	Actuals	Var	Var %
2500	2500	5996	3496	140%



W/C Date	Goal	Actuals	Goal Cum.	Actual Cum.
29/11/2021	192	801	192	801
06/12/2021	192	1,052	385	1,853
13/12/2021	192	680	577	2,533
20/12/2021	192	389	769	2,922
27/12/2021	192	373	962	3,295
03/01/2022	192	399	1154	3,694
10/01/2022	192	287	1346	3,981
17/01/2022	192	371	1538	4,352
24/01/2022	192	372	1731	4,724
31/01/2022	192	365	1923	5,089
07/02/2022	192	369	2115	5,458
14/02/2022	192	296	2308	5,754
21/02/2022	192	242	2500	5,996

Engage

Overall Goal	Goal To Date	Actuals	Var	Var %
150	150	412	262	175%



Goal	Actuals	Goal Cum.	Actual Cum.
12	21	12	21
12	36	23	57
12	23	35	80
12	45	46	125
12	36	58	161
12	38	69	199
12	23	81	222
12	22	92	244
12	35	104	279
12	24	115	303
12	40	127	343
12	34	138	377
12	35	150	412

Engage actions: 412

Support

Overall Goal	Goal To Date	Actuals	Var	Var %
50	50	164	114	228%



Goal	Actuals	Goal Cum.	Actual Cum.
4	13	4	13
4	8	8	21
4	7	12	28
4	30	15	58
4	17	19	75
4	12	23	87
4	11	27	98
4	13	31	111
4	5	35	116
4	16	38	132
4	13	42	145
4	7	46	152
4	12	50	164

Support actions: 164

Discover: 5,996 carers

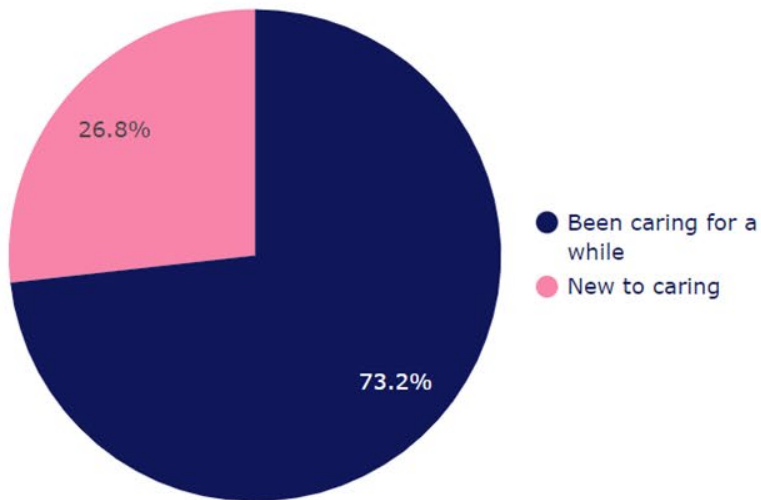
Personalised guide to caring data



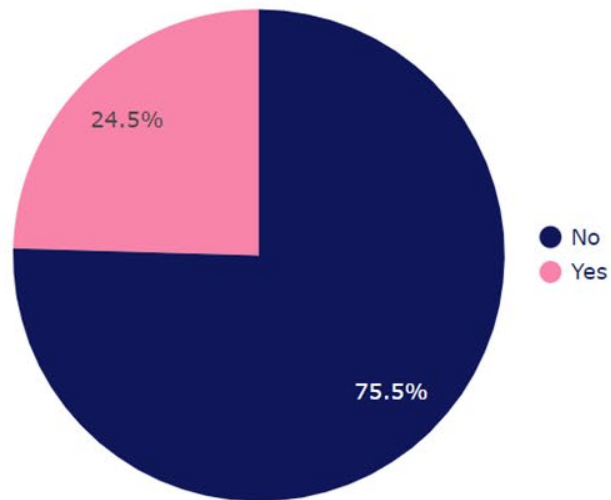
Which of these best describes you?

AZ | ⋮

F
I
L
T
E
R
E
D



Have you previously accessed any support in your caring role?

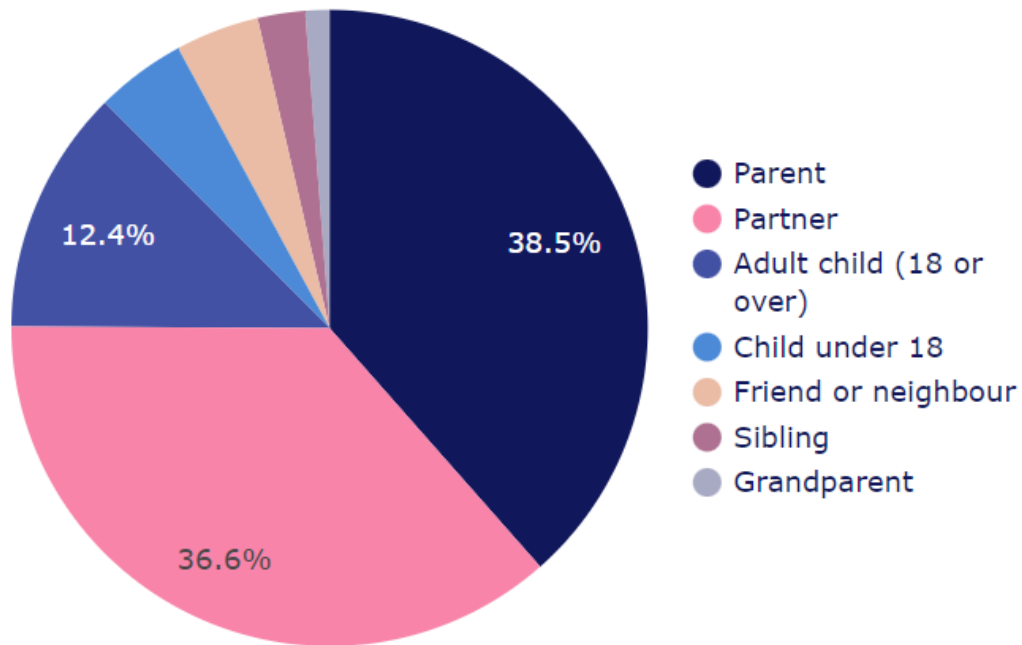


- From over 2000 responses nationally

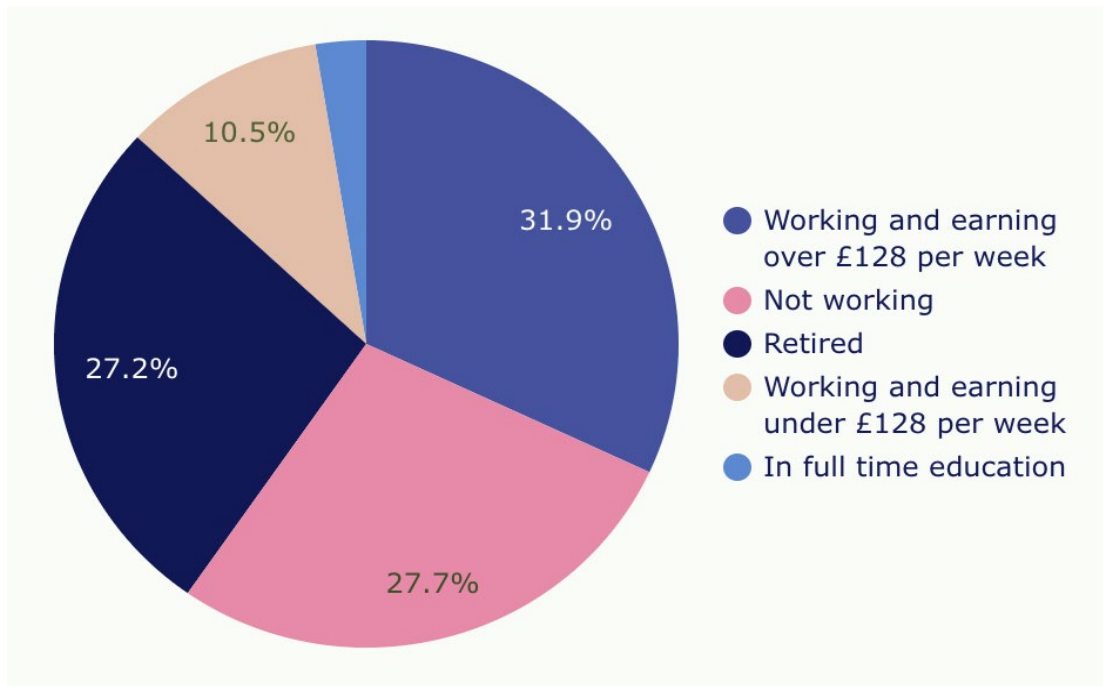
Personalised guide to caring data



Who do you primarily provide care for?



Caring situation - Central Bedfordshire

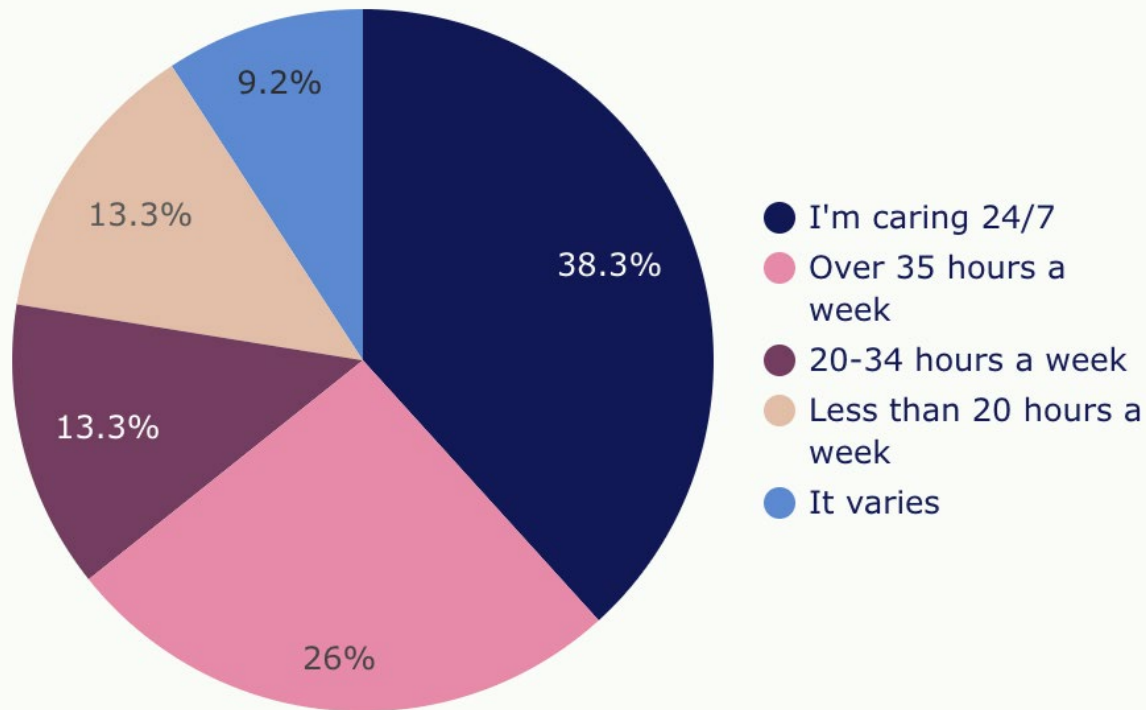


Significantly higher percentage of carers working in Central Bedfordshire earning over £128 per week (carers allowance threshold) 31% vs 24% nationally

Fewer not working 28% v 42% nationally

More retirees too 27% vs 20%

Time spent caring - Central Bedfordshire



Three quarters asked (77%) described their caring responsibilities being for more than 20 hours a week.

Carer Quiz (May 2022)



What type of carer am I?

Start

How supported do you feel as a carer?



Very

Somewhat

Not at all

Carer Quiz (May 2022)



Thank you for taking our quiz.

You're a 'spinning plates' carer!



Congratulations - keeping all those plates spinning can be a lot of work, and it's OK if the odd one drops occasionally. Keeping our wellbeing plate spinning is probably the most important plate of all. 😊

Response Summary

How are you handling all that carer paperwork?

456 out of 456 completed submissions answered this question.
11 users also answered this question, but did not complete the project.



How comfortable do you feel about your financial position?

456 out of 456 completed submissions answered this question.
5 users also answered this question, but did not complete the project.



How supported do you feel as a carer?

456 out of 456 completed submissions answered this question.
3 users also answered this question, but did not complete the project.

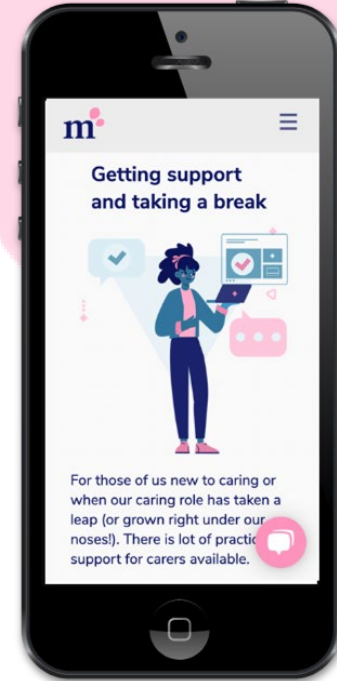
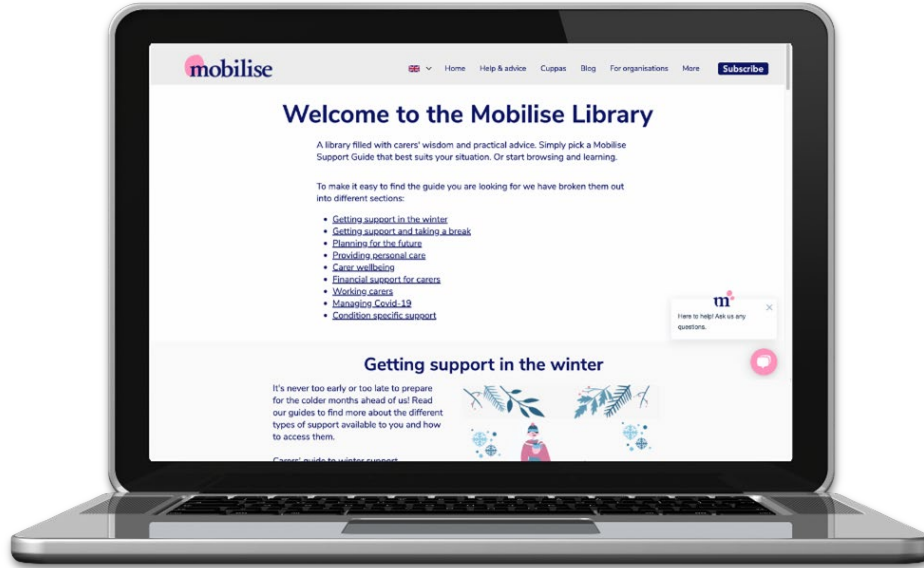


Do you make time for your wellbeing?

456 out of 456 completed submissions answered this question.



Mobilise Guides and Content



Mobilise have produced a number of Guides and Blogs co-produced by carers on pressing topics and issues. These are organised in our Library and written on a weekly basis and emailed to the community as e-Support

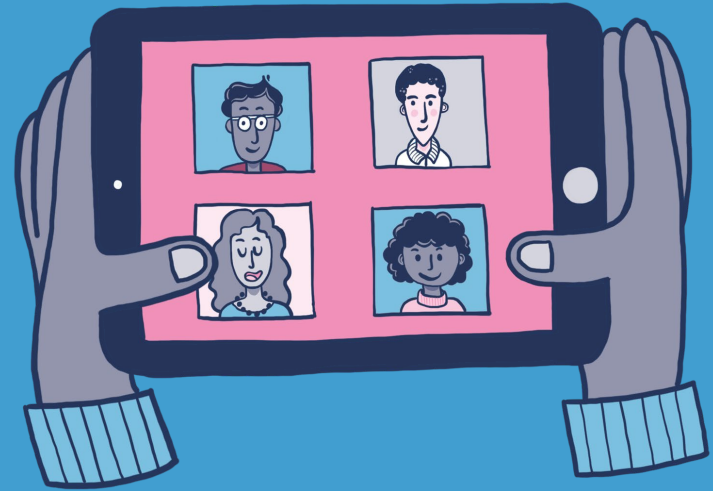
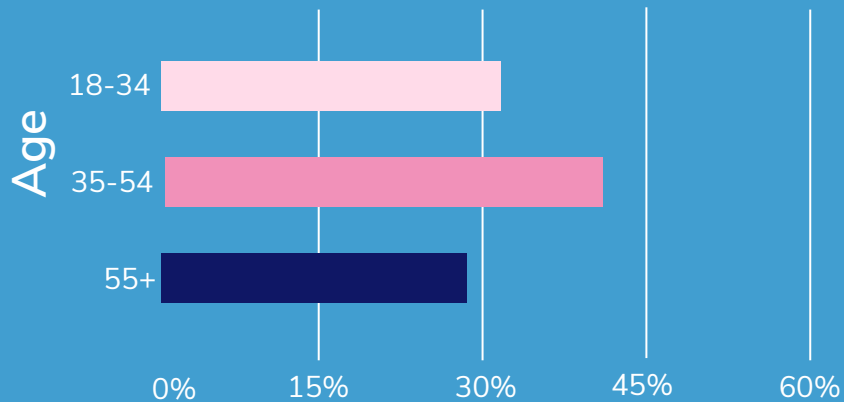
Mobilise Content - Top Pages

- Carers Allowance
- Discounts for carers
- Carers Credit
- Emergency Planning
- Help for Carers
- Keeping our cared for entertained
- Mobilise Blog
- Carers Guide to Covid-19 Vaccine
- Attendance Allowance
- Mobilise Guides Library
- Carers Guide to Carers Assessment
- Support for Carers at Christmas
- Carer Guide to Gift Buying
- Support for Carers
- Financial Support in Winter For Carers
- Central Bedfordshire resources

Age breakdown



Mobilise users by age

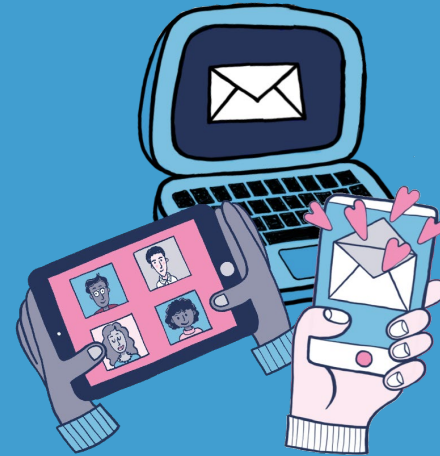
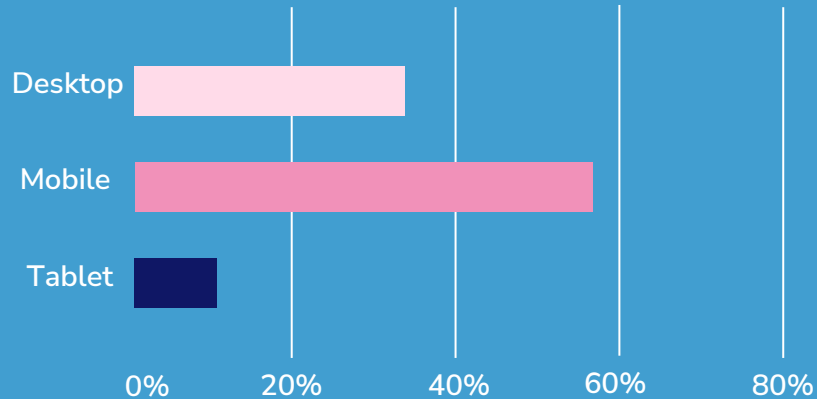


88% of interactions from under 65s across the UK (a much younger demographic than traditional support services)

Digital access



Access in Central Bedfordshire by device type



56% of interactions were from mobile phones, 35% from Computers and 10% from tablets. More PCs than our national average.

Interactions by gender



42% of Mobilise UK interactions from male carers (much higher than traditional support)

Interactions by time of day



66% of Central Bedfordshire interactions happened outside working hours.

Carers Allowance Tool



- 199 using the tool in C Beds
- 80-90 (40-45%) eligible
- £3,624 per carer per annum
- £280,000-£325,000 total annual

Carers Feedback



"Made filling in the application so much easier"

"It gave an idea if to go ahead and apply which I now have"

"I was able to visit correct gov page & complete a claim"

"It's also helpful for people who are not eligible, who then don't spend 15 weeks hoping for a positive response"

"It clarified things and offered alternatives such as carers credit"

"Very helpful without being on the phone for ages"

Impact of E-Course Evaluation



Impact on carers of our email course across four dimensions.

76% saw an improvement in at least one measure and **64%** in at least two.

- Improved in knowledge of how to make time to look after themselves
- Improved in their awareness of available support and information
- Improvement in their consideration of emergency plans
- More socially connected with people who understand what it is like to be a carer.

Research conducted by Dr Claire McCallum, Digital Health Research Lead, Zinc and University of Bristol: Centre for Digital Health and Care, Dr Philipp Freeman - Policy Fellow LSE

If you look after someone, we've designed a free five-part email course to support you. You could be looking after a parent, a partner, a neighbour or a child with a disability or longterm illness/condition.

[Sign up for the course](#)



What you'll learn

Our free five-part email course is designed by our coaches to support people who regularly look after someone. In the course we cover:

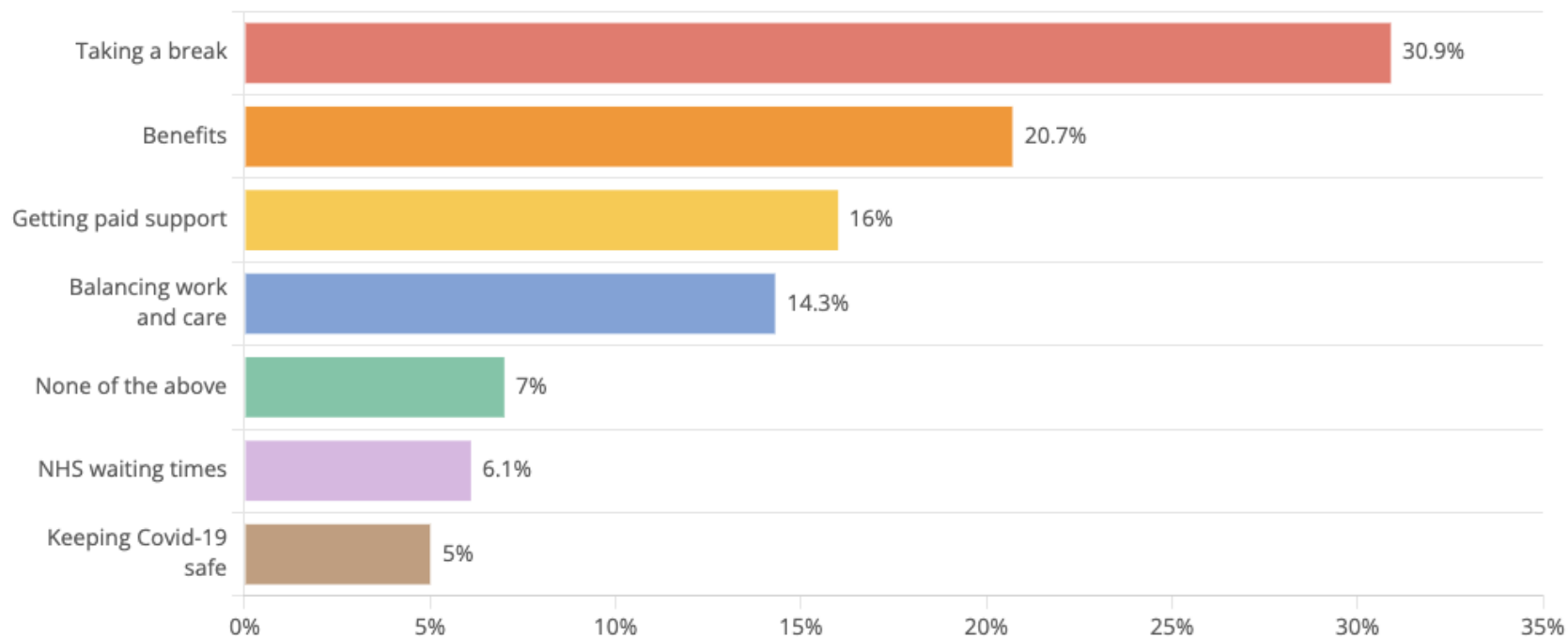
- Ensure you are accessing fundamental services - so that you are getting the most help possible.
- How to create a network of people who can support you - so you never feel isolated.
- Guidance on emergency planning - so you are ready and prepared should something unexpected come up.
- How to stay up to date - so you are aware of any changes which may affect you.

[Sign up for the course](#)

Other initiatives in Central Bedfordshire

- Carers in Bedfordshire continue to provide online and face to face services for carers, inc. wellbeing support
- GP Champion scheme (Carers in Bedfordshire) – reaching GPs, nurses and practice managers. Feedback from GPs on not realising how much support there was, and how much it lightened the load for them
- Over 8000 carers now flagged with GPs, in contrast to the 1000 prior to COVID

Carers' priorities



Impact and Ratings



Mobilise

Reviews 96 • Excellent



4.6 ⓘ

✓ VERIFIED COMPANY

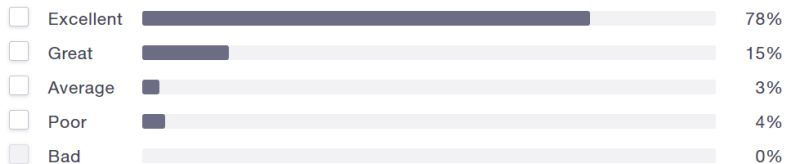


[Write a review](#)



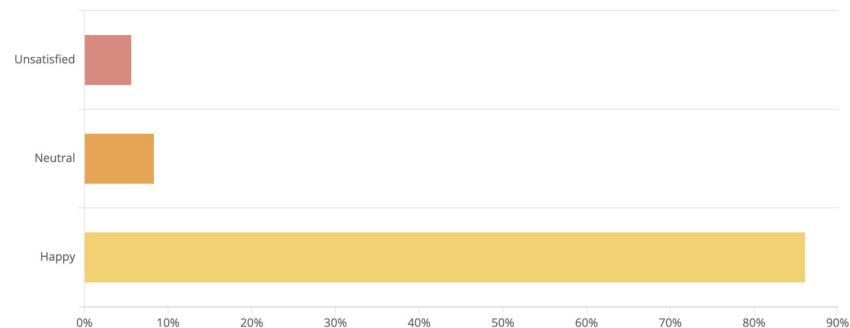
Reviews 96

Filter by: English ⓘ

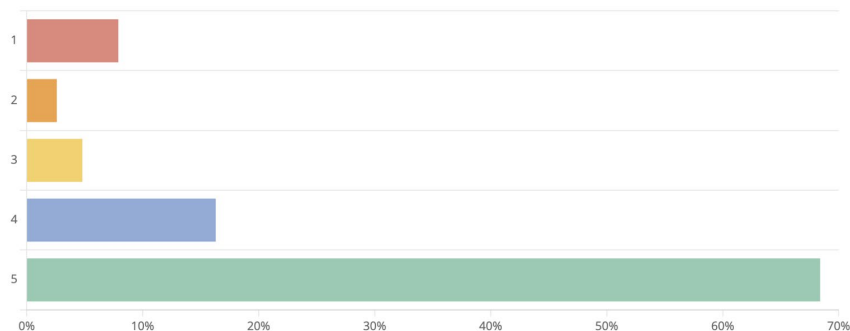


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How do you feel about the support you received from our email course?



On a scale of 1-5 (with 5 being very helpful) how helpful was the Carer's Allowance tool?



Impact and Reviews: Carer Benefits



Kathryn

1 review GB



Verified

7 Sept 2022

Mobilise has been a lifeline for me and...

Mobilise has been a lifeline for me and I don't know how I would have managed without their help and support in recent months.

The website is excellent, bursting with information, advice and friendly Cuppas! The one-to-one confidential support line has helped me get through some very stressful times.

Date of experience: 07 September 2022



Jane E.

4 reviews GB



Verified

3 Sept 2022

Immediate supportive responses over the...

Immediate supportive responses over the initial few weeks of my joining was invaluable, helping me feel less alone. Thank you.

Date of experience: 03 September 2022



Debra C.

19 reviews GB



Verified

8 Aug 2022

Welcoming and helpful

I found the group on Facebook to be very welcoming and helpful. I wanted some advice regarding my elderly mother that I care for and several people gave me different ideas and information regarding services and help that I could get in touch with that I did not know existed.

Date of experience: 08 August 2022



Kevin H.

6 reviews GB



Verified

2 Jul 2022

Somewhere to go for people that understand.

Since joining Mobilise I have not felt so alone and isolated. There is somewhere to go to let off steam with people that understand. It's also a great place for advice and suggestions. Other people's stories also make you appreciate what others are going through.

Date of experience: 02 July 2022

Questions and Discussion

- 
- A light blue rectangular graphic with a white spiral binding at the top, resembling a notebook page.
- How can technology help build connection for carers?
 - How do we reach more 'hidden' carers?