



**Carers Direct**  
Information, advice and support for carers

 [www.nhs.uk/carersdirect](http://www.nhs.uk/carersdirect)

 Freephone: 0808 802 02 02

# Providing a National Service: Carers Direct, One Year On

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## ***Carers Direct – Overview: Helpline***

- Open everyday of the year
- Free phone (including mobiles)
- Email
- Post
- Single contact
- Personalised advice and information
- Local and national
- Refer to local carers' centre and other resources
- Over 25,000 phone calls
- Over 6,000 emails
- Over 400 letters

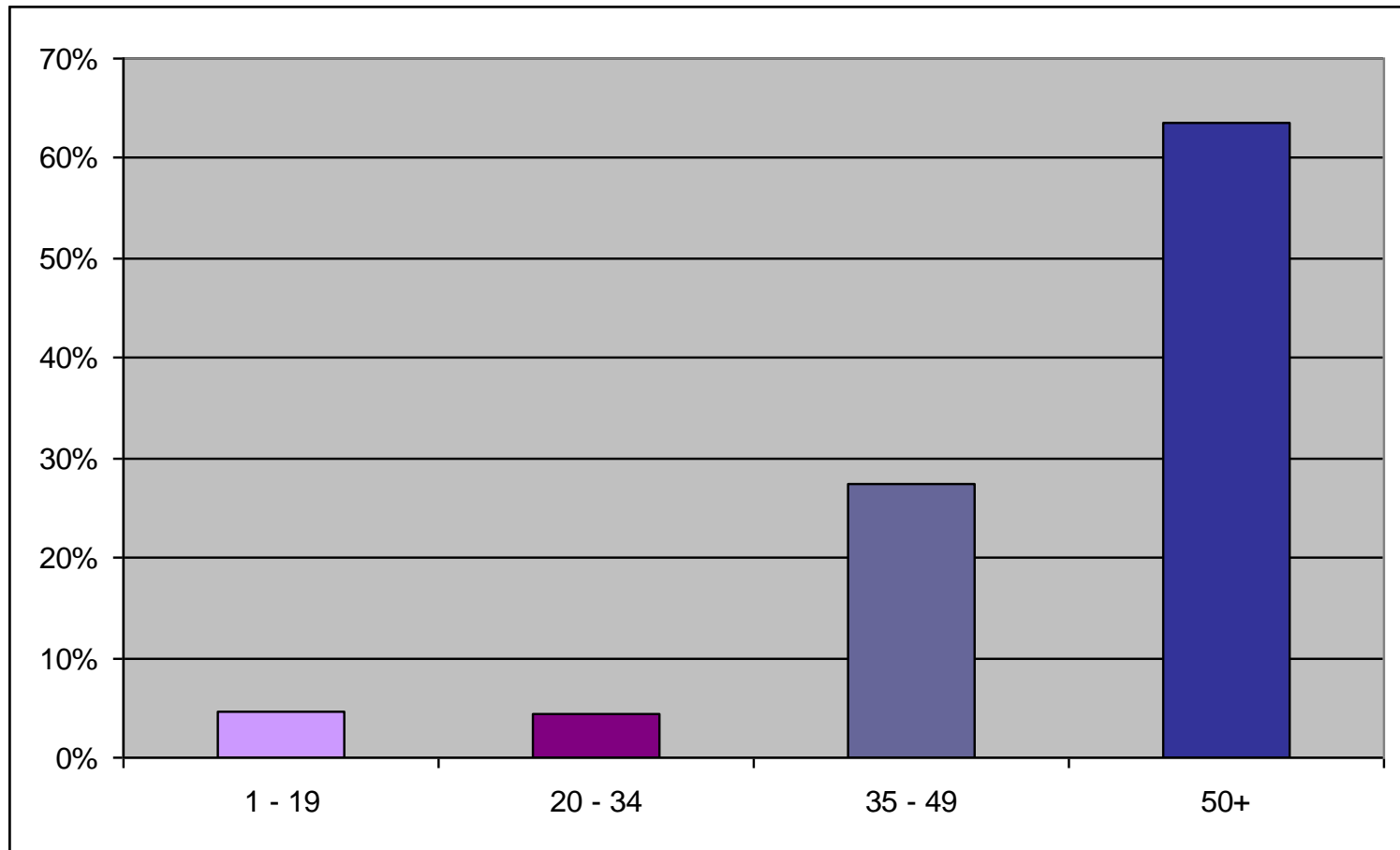
## ***Carers Direct – Overview: Website***

- 1.3m site visits
- More than 1,000 articles including videos
- Directory of over 7,000 local carers' services in England
- Facebook - 6,500 fans
- Twitter - 1,500 followers
- Blogs and forums
- Email newsletters – carers and stakeholders

## Top 10 Queries

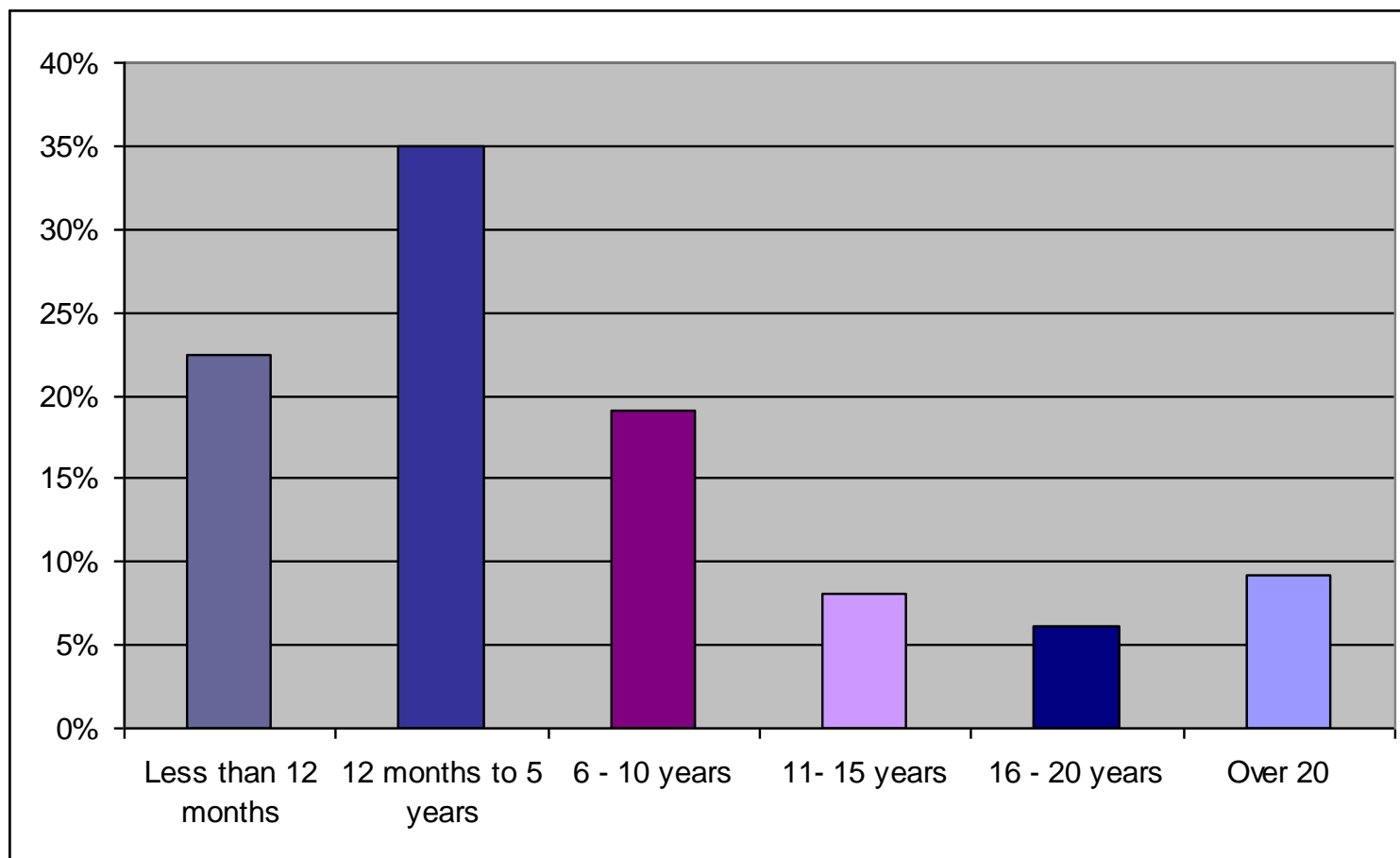
1	Carers Allowance	20.37%
2	Carers Assessments	10.32%
3	Community Care Assessments	10.00%
4	Means tested Benefits	7.45%
5	Disability Benefits	6.87%
6	Help in the home	5.23%
7	Direct Payments	3.31%
8	Children Act Assessments	3.18%
9	Respite Care	3.16%
10	Concerned about an individuals welfare/safety	2.76%

# How many hours a week do callers care for?



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## How long have callers been caring?



Source: bss call data April 09 – May 10

Social Care

## Quality

- Research staff
- Rolling review programme of fact-checking and updating
- Audit
- Evaluations
- Guardian (newspaper) Public Service award




# “Who Cares?” Campaign



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**If you look after someone,  
who looks after you?**

Carers Direct is a free national service.  
We offer information, advice and support for  
people like you who care for someone else.

Call free on 0808 802 02 02  
or go to [www.nhs.uk/carersdirect](http://www.nhs.uk/carersdirect)

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## ***Carers Direct – Two Years On?***

- Working with carers to further develop the service
- Quick fact guides for top 10 issues
- Interactive guide to benefits
- Delivering advice via Facebook
- Improving the directory's presentation
- Wider use of video
- Video diary
- Photo essay exploring carers' lives
- Greater better partnerships – local and national



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Thank you

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