

Carers (Scotland) Act 2016 – Implementation Steering Group
2 October 2017

Communications Update

The following table updates the communications timeline presented at the last ISG meeting in May 2017.

Feedback on progress and priorities from ISG members would be helpful. Also, are there other significant activities others are leading on that should be logged here?

Carers (Scotland) Act 2016 – Communications Timeline

When	Action	Audience	Notes
Ongoing	Speaking at and participating in events	All stakeholders including workforce	This is continuing, although Carers Branch being selective about invitations recently as we prioritise other preparations for the Act.
April	Letter on implementation funding and planning, including when to expect regulations and guidance	Integration Authorities; Local Authorities; NHS Boards; Chief Social Work Officers; Heads of Education; Carers Leads	Issued
Ongoing	Relevant Ministerial speeches and SG media releases and lines responding to media enquiries incorporating standard messages trailing the Act.	All audiences	Various ministerial speeches at Scottish Parliament and events. Recent media release on First Minister's announcement of support for young carers highlighted the Carers Act.
June	Toolkit checklist for implementation e-mailed to key contacts in public bodies.	Professionals	Positive feedback on its value in implementation planning locally.
July	Circulated near final draft guidance on Local Carer Strategies and Local Eligibility Criteria.	Professionals	
July	Young Scot webpages summarising the Carers Act for young carers.	Young carers	Developed by Young Scot with input from Scottish Government
July	Refreshed SG Carers Act webpages	All audiences,	Other resources, including regulations and guidance to be

	including – summary of main provisions of the Act, implementation timeline, links to regulations, consultations on regulations and carers charter etc.	including carers and professionals	added once published.
Ongoing	SG Carers Policy Twitter account highlighting new resources as they are published	Mainly professionals but open to all.	Mainly benefits 3 rd sector organisations and carers as most LA/NHS staff can't access Twitter at work.
August	Resources for adapting for local communications emailed to carers leads in statutory sector – draft carers charter; summary of main provisions of the Act; Young Scot web summary for young carers.	Carers and workforce	Messages capable of being adapted for local use in leaflets, staff briefings etc. Discussing with national carer organisations, scope for them to develop further carer-facing resources to be adapted for use by national and local organisations.
August	Draft guidance on most aspects of the Act shared with pilots and coproduction workshop participants	Professionals (public and third sector) and carers participated.	
September	EPIc refresh as this has been completed and we need to communicate this with our carer leads and wider stakeholders.	Mainly professionals.	Completed and to be distributed around key contacts.
July to October	Consult on draft regulations on review of ACSP/YCS; and short breaks services statements. Also draft Carers Charter.	Open public consultation	Highlighted through e-mailing and Twitter. Draft carers charter is a useful communications resource.
October or November	Meeting Additional Support Managers network and Additional Support for Learning Officers	Education professionals	To discuss implications for young carers.
November	Carers Rights Day	All audiences	Opportunity to trail Act 'coming soon' in media release or social media activity.
December	Publish final guidance	Mainly professionals but open to all	Place on website. Notify LA, IJB, NHS and 3 rd sector contacts – including Education professionals.
January 2018	Entry in Inclusion E-bulletin and General Teaching Council magazine	Education Professionals	To highlight how the Act affects young carers and carers of children and those responsible for them.
2 April 2018	Commencement Ministerial photo-op and news release	All audiences	Suggestions for where? Ideally jointly with COSLA and NCOs.
April 2018	Update key messages on website, and for Ministerial and official speeches to reflect commencement	All audiences	

Consider opportunities to highlight progress post-implementation: maybe '1 year on'; or for carers week (June) or carers rights day.