**Carer Text Message campaign**

Many carers remain hidden, thinking of themselves as a parent, husband / wife, or child instead of a person who is providing care for someone who would struggle without their support.

Reaching out to your full patient community via text message to identify carers is a great way to connect with this vulnerable group and ensure they are appropriately supported by you and the wider community.

There may be key moments when you want to make contact

* Flu and Covid vaccinations
* Launching a carer offer
* Carers week

For the sake of this example we have provided a generic identification campaign to help you update your carer registers. If you would like support on developing a specific campaign please [contact](mailto:primarycareengagement@carerssupport.org.uk) us.

This process can be fully automated by the practice. There is no additional cost and it automatically codes the carer into SystmOne or EMIS updating your carers register.

There is a cost to the ICB so bear that in mind in your character count and when targeting your key audience.

**How to do it?**

**This example uses MJog (**but it is also possible to do this via the Accurx system using a Florey questionnaire)

Configure MJog to send two messages (optional third message).

**Step One** – Create a new campaign for Carer Identification

Include the below text message to enable patients to inform the practice they are caring.

We are identifying patients with caring responsibilities so we can better support you. Do you help to look after a family member or friend who would struggle without your support because of their illness, frailty, disability, mental health problem or addiction?

If so, please reply with the word CARE (299 characters)

When patients respond with CARE, then patient should be coded as ‘Patient themselves providing care’ onto your system (SystmOne or EMIS).

**Step Two – for all patients coded as** ‘**Patient themselves providing care’**

You are registered with us as a carer. Get in touch with the surgery to find out how we support carers. We also work in partnership with Carers Support West Sussex, contact them [here](https://www.carerssupport.org.uk/our-services) for more information, including help with finances, equipment, emotional support and social opportunities.

**Step Three – review the impact**

Please work with Carers Support West Sussex to help us understand the impact of this work. Run a report on your carers register to see if any new carers were identified through the campaign.