Survey of Carers

Communications Toolkit for Organisations



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Survey of Carers

Funded by NIHR | National Institute for Health and Care Research

Centre for Care

University of Sheffield

UNIVERSITY OF BIRMINGHAM

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Your Role

Matthew Bennett has been commissioned by the National Institute for Health and Care Research (NIHR) and Department for Health and Social Care (DHSC) to pilot the design and delivery of a new nationally representative survey of unpaid carers in England.

Unpaid carers provide the majority of long-term support in England, yet the data available to policymakers and influencers about unpaid carers is significantly limited. The Survey of Carers aims to gather the right data to paint a more complete and inclusive picture of unpaid carers. This includes collecting information on carers' circumstances, health and wellbeing, work and finances, and protected characteristics.

The survey will collect data from unpaid carers known and unknown to local authorities across the West Midlands and South Yorkshire, and this is where we need you.

Promoting the survey in your local community spaces, amongst your carer networks and with your contacts, will help us to capture the voices, experiences and feelings of thousands of unpaid carers. To help you do this, the following document outlines the various assets you can use to promote the survey across print and digital channels.

Your support and contribution is vital to help ensure that the future of social care is fair, diverse and representative for all.

Timelines

Date	Plan	Actions
Wednesday October 14th - 9am	Survey of Carers launches	All organisations to post launch comms
October-December	Communications campaign begins	Posting of ‘reminder’ content to encourage people to take the survey
December 14th	Survey of Carers closes	Final call to action to take part - roughly 1 week before survey closes
Jun 2027 (TBC)	Findings published on website	Localised findings from the survey will be published on the Survey of Carers website

Key Messaging

Context

- The survey pilot has been commissioned by the Department for Health and Social Care (DHSC) and is being conducted by researchers at the University of Birmingham.
- Unpaid carers provide the majority of long-term support in England, yet the data available to policymakers and influencers about unpaid carers is significantly limited.
- The survey pilot is taking place across the West Midlands (Dudley, Sandwell, Birmingham, Coventry, Solihull, Shropshire) and South Yorkshire (Doncaster, Barnsley, Sheffield, Rotherham).

Survey Design

- The survey has been co-designed with unpaid carers, local authorities, government and charities to make sure it reflects real-life experiences.
- All responses are anonymous and no identifiable information will be published in any reports or findings.
- The survey includes new questions and improved sampling methods to reach carers who may not be known to local services.

Survey Aims

- This survey aims to capture the evidence needed to improve support, shape policy, and ensure unpaid carers across the nation are being fairly and accurately represented.

Email and Newsletters Launch Copy

(October 14th, 9am)

Email Copy

Subject Line: *Your Voice Matters*
Are you helping a family member, friend, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age?

Helping someone can look like:

- Washing, dressing, or cooking
- Filling in forms or managing money
- Making phone calls or appointments
- Providing company or emotional support
- Moving around or getting in and out of bed
- Shopping, housework, or going to the doctor
- And many other things

If you're helping with things like this, even if it is just an hour a week, the Survey of Carers **needs your voice.** Without enough reliable information on unpaid carers, it's harder for policymakers and local councils to provide the right support, and unpaid carers suffer as a result.

This is your chance to change that.

By completing the Survey of Carers, you can tell your council and the Government what would make the biggest difference to your life. This means you'll help inform decisions made by policymakers, including your local council, about the support unpaid carers like you need. All responses are **100% anonymous**. That is a Survey of Carers guarantee.

Shape the future of social care now - http://surveyofcarers.com/takepart

For more information, visit: https://surveyofcarers.bham.ac.uk/

Email and Newsletters Reminder Copy

(November 2nd-23rd)

Please feel free to post anytime during this period.

Email Copy (Reminder)

Subject Line: *Reminder: Have You Taken the Survey of Carers Yet?*

Your experience matters, and there's still time to make your voice heard.

If you help a family member, friend, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age, the Survey of Carers wants to hear from you.

You might help by:

- Cooking, washing or dressing
- Managing money or filling in forms
- Making calls or arranging appointments
- Providing emotional support or companionship
- Shopping, housework, or getting to and from appointments
- Supporting someone to move around safely

Even if you only provide a small amount of support each week, your experiences are important.

The Survey of Carers gives you a direct opportunity to tell local councils and policymakers what would make the biggest difference to your life. All responses are **100% anonymous**. That is a Survey of Carers guarantee.

Take part today - http://surveyofcarers.com/takepart

For more information, visit: https://surveyofcarers.bham.ac.uk/

Email and Newsletters Closing Copy

(November 30th-December 13th)

Please feel free to post anytime during this period.

Email Copy (Closing)

Subject Line: *Last Chance to Make Your Voice Heard*

Time is running out to take part in the Survey of Carers!

The Survey of Carers will be closing soon, and we don't want your experiences to go unheard.

If you support a family member, friend, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age, this is your opportunity to share what life is really like for you.

Your feedback will help build a better understanding of the challenges and support needs of unpaid carers, helping inform future decisions made by local councils and policymakers.

Whether you provide support every day or only occasionally, your perspective counts.

All responses are 100% anonymous. That is a Survey of Carers guarantee.

Take part today - http://surveyofcarers.com/takepart

For more information, visit: https://surveyofcarers.bham.ac.uk/

Email Asset

Please use the same email asset across all email variations.

You will be able to download all assets via the Survey of Carers Resource Hub.



600 x 200px
PNG

Social Media Launch Copy

(October 14th, 9am)

Social Media

Facebook and Instagram - Launch Copy

Do you provide practical, emotional and health-related support to someone?

Whether you help with grocery shopping, personal care, managing finances, making phone calls or simply support with the day-to-day, the Survey of Carers needs your voice.

The Survey of Carers is a new pilot survey being run by researchers at the University of Birmingham, in collaboration with the Centre for Care, aimed at giving you the chance to tell the Government what would make the biggest difference to your life. By choosing to take part, you'll help inform the decisions made by policymakers, including your local council, about the support unpaid carers like you need.

All responses will be 100% anonymous and nothing personal or identifiable will be published in any reports or findings. The Survey of Carers simply wants to give you the opportunity to share your voice about what better support looks and feels like to you.

✅ Make your voice heard
✅ Make a difference for thousands of unpaid carers
✅ Shape the future of social care

Your voice matters. Take part today: http://surveyofcarers.com/takepart

If you have any questions or need any support, contact the Survey of Carers team at surveyofcarers@contacts.bham.ac.uk or visit https://surveyofcarers.bham.ac.uk/

Social Media

LinkedIn - Launch Copy

If you provide support such as personal care, shopping, managing finances, attending appointments or other day-to-day assistance, then the Survey of Carers needs you.

Unpaid carers play a vital role in supporting family members, friends, partners, neighbours and others, yet their experiences are often overlooked in policy discussions.

Conducted by researchers at the University of Birmingham, in collaboration with the Centre for Care, the Survey of Carers aims to better understand the needs, experiences and wellbeing of unpaid carers. By sharing your perspective, you can help provide valuable evidence on the realities of caring and the real support that unpaid carers need.

All responses are completely anonymous, and no personal or identifiable information will be included in any published findings.

Shape the future of social care now: http://surveyofcarers.com/takepart

If you have any questions or need any support, contact the Survey of Carers team at surveyofcarers@contacts.bham.ac.uk or visit https://surveyofcarers.bham.ac.uk/

Social Media

Bluesky and Twitter - Launch Copy

Caring for someone can be rewarding, challenging, and often invisible.

The Survey of Carers, a brand new pilot survey, wants to make your voice heard. This is your chance to help shape a better future for thousands of unpaid carers.

Take part: surveyofcarers.com/takepart

Social Media Reminder Copy

(November 2nd-23rd)

Please feel free to post anytime during this period.

Social Media

Facebook and Instagram - Reminder Copy Option One

Don't miss out on the opportunity to share your voice!

If you help a family member, friend, neighbour, partner or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age, then the Survey of Carers needs your voice.

Your answers will be used to help paint a picture of what it is really like to be an unpaid carer. All responses are completely anonymous and nothing personal or identifiable will be published in any reports or findings.

The Survey of Carers is only open for a limited time. Don't miss your chance to make your voice heard and help shape the decisions made by your local policymakers.

Take part today: http://surveyofcarers.com/takepart

If you have any questions or need any support, contact the Survey of Carers team at surveyofcarers@contacts.bham.ac.uk or visit https://surveyofcarers.bham.ac.uk/

Social Media

LinkedIn - Reminder Copy Option One

The Survey of Carers needs you!

Don't miss out on the opportunity to share your voice and help influence the decisions policymakers, including your local council, make about the support unpaid carers like you need.

All responses are completely anonymous, and no personal or identifiable information will be included in any published findings.

The Survey of Carers is only open for a limited time, make sure to take part now and have your say.

Shape the future of social care: http://surveyofcarers.com/takepart

If you have any questions or need any support, contact the Survey of Carers team at surveyofcarers@contacts.bham.ac.uk or visit https://surveyofcarers.bham.ac.uk/

Social Media

Bluesky and Twitter - Reminder Copy Option One

There's still time to make your voice count.

Take part in the Survey of Carers pilot and help build a better understanding of the realities facing unpaid carers today.

Take part: surveyofcarers.com/takepart

Social Media

Facebook and Instagram - Reminder Copy Option Two

There is no single way to be an unpaid carer.

For some people, it's helping with washing, dressing, or cooking. For others, it's making phone calls, managing finances, providing emotional support, or simply being there to help with the day-to-day.

Millions of people across England help a friend, family member, partner, neighbour, or someone else without recognising themselves as an unpaid carer.

Unpaid care can look like:

🧼 Washing, dressing, or preparing meals
📝 Filling in forms or managing money
❤️ Providing emotional support or companionship
📞 Making phone calls or arranging appointments

If this sounds like you, the Survey of Carers needs your voice.

By sharing your experiences, you'll help the Government, including your local council, better understand what support unpaid carers need. The survey is 100% anonymous, and every response helps build a clearer picture of caring across England.

This is your chance to make sure unpaid carers are heard. Find out more now: http://surveyofcarers.com/takepart

For more information, visit https://surveyofcarers.bham.ac.uk/ or contact the team via surveyofcarers@contacts.bham.ac.uk

Social Media

LinkedIn - Reminder Copy Option Two

You might not call yourself an unpaid carer, but you could be one.

If you help a family member, friend, partner, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age, then you are providing unpaid care.

Helping someone can look like:

❤️ Being there for emotional support
📞 Organising appointments and making calls
📝 Managing paperwork or finances
🧼 Helping with everyday tasks like washing, dressing, or cooking meals

There is no single way to be an unpaid carer, and many people don't recognise themselves in the term.

That's why the Survey of Carers matters.

By sharing your experiences anonymously, you'll help improve understanding of what unpaid caring looks like and the support carers like you may need.

🔗 Find out more and take part: http://surveyofcarers.com/takepart

For more information, visit https://surveyofcarers.bham.ac.uk/ or contact the team via surveyofcarers@contacts.bham.ac.uk

Social Media

Bluesky and Twitter- Reminder Copy Option Two

Do you help someone with:

🧼 Washing, dressing, or preparing meals
📝 Filling in forms or managing money
❤️ Providing emotional support or companionship
📞 Making phone calls or arranging appointments

You could be an unpaid carer. Make your voice heard now: surveyofcarers.com/takepart

Social Media Closing Copy

(November 30th-December 13th)

Please feel free to post anytime during this period.

Social Media

Facebook and Instagram - Closing Copy

The Survey of Carers will be closing soon, now is the time to have your say!

Every response helps create a clearer picture of the challenges, rewards, and realities of unpaid caring.

All responses are completely anonymous and will help ensure unpaid carers' voices are heard.

✅ Make your voice heard
✅ Make a difference for carers
✅ Shape the future of social care

Take part now: http://surveyofcarers.com/takepart

For more informaiton, visit https://surveyofcarers.bham.ac.uk/ or contact the team via surveyofcarers@contacts.bham.ac.uk

Social Media

LinkedIn - Closing Copy

Unpaid carers play a vital role in supporting family members, friends, and communities, yet their contributions often go unseen.

With just [INSERT NUMBER OF DAYS LEFT BEFORE DECEMBER 14th] days remaining before the Survey of Carers closes, we are encouraging unpaid carers to share their experiences.

The findings will help create a clearer understanding of caring across different communities and inform conversations about how you can be better supported in the future.

All responses are anonymous and confidential.

This is your opportunity to ensure your voice is heard.

Shape the future of social care: http://surveyofcarers.com/takepart

If you have any questions or need any support, contact the Survey of Carers team at surveyofcarers@contacts.bham.ac.uk or visit https://surveyofcarers.bham.ac.uk/

Social Media

Bluesky and Twitter - Closing Copy

Your voice matters.

Your caring role matters, and so does your voice. If you provide unpaid care for someone, share your opinions and feelings anonymously through the Survey of Carers.

Take part: surveyofcarers.com/takepart

Social Media Assets

Social Media

Key Social Media Tags

Organisation	Bluesky	X / Twitter	LinkedIn	Facebook	Instagram
NIHR	@nihr.bsky.social	@NIHRresearch	NIHR (National Institute for Health and Care Research)	NIHRresearch	@nihr_research
Department of Health and Social Care (DHSC)	Not listed	@DHSCgovuk	Department of Health and Social Care	Department of Health and Social Care - DHSC	@dhscgovuk
University of Sheffield	@sheffielduni.bsky.social	@sheffielduni	The University of Sheffield	The University of Sheffield	@theuniversityofsheffield
University of Birmingham	@unibirmingham.bsky.social	@unibirmingham	University of Birmingham	University of Birmingham	@unibirmingham
Centre for Care	@centreforcare.bsky.social	Not listed	Centre for Care	Not listed	@centre_for_care

Social Media

Instagram and LinkedIn Assets

There are three downloadable assets for Instagram and LinkedIn.

1. Carousel One - The Survey of Carers Needs You
2. Carousel Two - Are you an unpaid carer?
3. Carousel Three - Your Voice Matters

How you choose to use the content is in your hands. You can post all three carousels or you can repost the same carousel throughout the communications campaign. The options are there to help tailor content to each organisation's bespoke audiences. If you are unsure, we recommend using the following content timeline:

1. Launch of the survey - The Survey of Carers Needs You
2. Reminder of the survey - Are you an unpaid carer?
3. Final reminders before the survey closes - Your Voice Matters

LinkedIn assets will be in a PDF format, to be posted as a document. Instagram assets will be downloadble as PNG files. Each Instagram asset will be labelled from '1' onwards to demonstrate which order they should appear in.

Carousel One



Carousel Two



Carousel Three



Social Media

Facebook and BlueSky Assets

There are three downloadable assets for Facebook and BlueSky.

1. Post One - Your Experiences Matter
2. Post Two - Take part now
3. Post Three - Your Voice Matters

Both of the Facebook and BlueSky assets will be downloadable as PNGs. Please ensure you download the right asset for each platform, as the dimensions for both differ.

If you are unsure on what order to post the content, we would recommend the following timeline:

1. Launch of the survey - Your Experiences Matter
2. Reminder of the survey - Take part now
3. Final reminders before the survey closes - Your Voice Matters

Post One



Post Two





Post Three



Website and PR

Website and PR Copy

The University of Birmingham, as part of the Centre for Care, has been commissioned by the National Institute for Health and Care Research (NIHR) and the Department for Health and Social Care (DHSC) to pilot the design and delivery of a new nationally representative survey of unpaid carers in England.

Unpaid carers are people who provide support to others for a range of reasons, such as long-term illness, disability, physical and mental health, or older age. They provide most of the care to these people in England, yet no quality national data exists about who they are, what support they receive, and how caring affects their lives.

Existing surveys, such as the Survey of Adult Carers in England (SACE), only include carers known to local councils. This means many carers are missed, especially those who arrange care privately or are new to caring. Without better data, it is hard for the national government and local authorities to plan services, support carers, and make fair decisions.

The Survey of Carers team has worked with unpaid carers, stakeholders in local authorities, local and national government, and grassroots organisations and charities to co-design this new survey to ensure it accurately reflects the needs and priorities of unpaid carers.

"The launch of the Survey of Carers is an important opportunity for unpaid carers to have their voices heard. Unpaid carers make an enormous contribution to families, communities and society as a whole, but there are still significant gaps in our understanding of their experiences, needs and priorities.

We know that too many carers are missing from the information currently used to make decisions about care and support. We want to change that.

We have worked closely with unpaid carers, charities and councils to develop a survey that reflects what matters to carers and reaches people with a wide range of caring experiences. By taking part and sharing their experiences, unpaid carers can help us build the evidence needed to inform future decisions about care and support, both locally and nationally." - Professor Matt Bennett, Centre for Care, University of Birmingham.

The Survey of Carers opens on October 14th and will close on December 14th. The team are inviting those who care to take part and share their experiences so the right support can be offered to the millions of unpaid carers across the nation. All answers are completely confidential, and nothing identifiable will be published in any findings or reports.

Shape the future of adult social care and take part now - http://surveyofcarers.com/takepart

Website Asset

This website asset has been designed to accompany any statement, blog or PR piece published onto a webpage. If the asset is not in keeping with your brands identity, please inform the comms team of the asset you would like to use instead.



2240 px x 1260 px
PNG

GP Asset

If applicable, please download and share the asset below with your local GPs. It has been designed for digital screens.



1920 x 1080 px
PNG

Print

Printed Assets

There are two different printable assets for the Survey of Carers.

1. **Tri-fold leaflet** - The leaflet contains information about the aims of the Survey of Carers, why it is important and what constitutes being an unpaid carer.
2. **Flyer** - The flyer condenses the information on the leaflet onto an A4 sheet.

We offer printed leaflets and flyers in packs of **60**, comprising **30 flyers and 30 tri-fold leaflets.**

The 30 flyers are supplied as a mixed pack containing three different illustrations (seen below), with 10 copies of each illustration. While the artwork varies, the flyer messaging remains the same across all versions, helping to keep materials visually diverse and engaging. If you require additional illustration options, please let us know.

Both the flyer and leaflet are available in any of the following languages - Bengali, French, Greek, Gujarati, Hindi, Italian, Mandarin, Polish, Portuguese, Punjabi, Romanian, Somali, Spanish, Tamil, Turkish, Urdu, Vietnamese and Arabic.

Please inform the Communications Team of how many packs you would like printed and whether you need any additional languages.

A4 Flyer

Available to be printed professionally
by Survey of Carers
Communications Team

Survey of Carers | Centre for Care | UNIVERSITY OF BIRMINGHAM | University of Sheffield | Funded by NIHR | National Institute for Health and Care Research

YOUR VOICE MATTERS

Do you help a family member, friend, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age?

Helping can look like:

- Cooking
- Cleaning
- Shopping
- Washing
- Housework
- Making phone calls
- Keeping someone company
- Taking someone to the doctor

If you do anything similar to the above, **you are an unpaid carer.**

Complete the **Survey of Carers** and tell the Government what would make the biggest difference to your life.

Your responses will be 100% anonymous.

SHARE YOUR VOICE



07483 450 340

surveyofcarers.bham.ac.uk.

surveyofcarers@contacts.bham.ac.uk

The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

Flyer Illustration Options

The illustrations shown are included as standard in your mixed flyer pack. Each pack contains 10 copies of each illustration, with the same copy used across all versions.



Option 1



Option 2



Option 3

LGBTQ+ Flyer

We have also developed a dedicated flyer for LGBTQ+ unpaid carers, created in collaboration with LGBTQ+ organisations to ensure the content is inclusive and representative.

Two illustration options are available for this flyer; while they are not included in the standard printed pack, they can be downloaded from the Resource Hub or requested in print by contacting the Communications Team.

Survey of Carers | Centre for Care | UNIVERSITY OF BIRMINGHAM | University of Sheffield | Funded by NIHR | National Institute for Health and Care Research

YOUR VOICE MATTERS

Do you help a partner, friend, relative, neighbour or someone else because of long-term illness, disability, physical or mental health conditions, substance misuse, older age, or other needs?

Helping someone can look like:

- Advocating for someone's health and care needs
- Helping someone access healthcare, emotional wellbeing support and/or a gender-affirming care
- Supporting someone experiencing discrimination or social exclusion
- Providing emotional support
- Managing healthcare appointments
- Speaking on behalf of someone who is non-speaking or has difficulty communicating.
- Providing support during sensory overwhelm and/or dissociation
- Helping with everyday tasks

If you do anything like this, **you are an unpaid carer.**

The **Survey of Carers** is interested in hearing about the experiences of LGBTQ+ unpaid carers. Share your story.

07483 450 340

surveyofcarers.bham.ac.uk.

surveyofcarers@contacts.bham.ac.uk

SHARE YOUR VOICE

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Survey of Carers | Centre for Care | UNIVERSITY OF BIRMINGHAM | University of Sheffield | Funded by NIHR | National Institute for Health and Care Research

YOUR VOICE MATTERS

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Helping someone can look like:

- Advocating for someone's health and care needs
- Helping someone access healthcare, emotional wellbeing support and/or a gender-affirming care
- Supporting someone experiencing discrimination or social exclusion
- Providing emotional support
- Managing healthcare appointments
- Speaking on behalf of someone who is non-speaking or has difficulty communicating.
- Providing support during sensory overwhelm and/or dissociation
- Helping with everyday tasks

If you do anything like this, **you are an unpaid carer.**

The **Survey of Carers** is interested in hearing about the experiences of LGBTQ+ unpaid carers. Share your story.

07483 450 340

surveyofcarers.bham.ac.uk.

surveyofcarers@contacts.bham.ac.uk

SHARE YOUR VOICE

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Tri-fold Leaflet

Available to be printed professionally
by Survey of Carers
Communications Team

The views expressed are those of the author(s) and not necessarily those of the NIHR or the Department of Health and Social Care.

The Importance of Unpaid Care

Our research with Carers UK found that unpaid carers provide support that is equivalent in value to a second NHS.

Unpaid carers provide the majority of social care across England, offering practical, emotional, health-related and day-to-day support. Yet, we still know very little about the experiences of those who support others.

The Survey of Carers has been commissioned by the **Department for Health and Social Care (DHSC)**, and is being conducted by researchers at the **University of Birmingham**, as part of the **Centre for Care**.

The survey has been designed with people who provide care themselves, alongside local authorities, government and charities, to help ensure it reflects real-life experiences.

Get in Touch:

07483 450 340

surveyofcarers@contacts.bham.ac.uk

surveyofcarers.bham.ac.uk.

YOUR VOICE MATTERS

All you need to know about the Survey of Carers



Are You an Unpaid Carer?

Do you help a family member, friend, neighbour or someone else because of a long-term illness, disability, physical or mental health conditions, substance misuse, or older age?

Helping can look like:

- Cooking
- Cleaning
- Shopping
- Washing
- Housework
- Making phone calls
- Keeping somone company
- Taking someone to the doctor

If you do anything similar to the above, **you are an unpaid carer.**

No one knows what it is like to care better than **you.**

Why Does it Matter?

Your Voice

By sharing your voice, you'll help inform the decisions made by policymakers, including your local council, make about the support unpaid carers like you need.

Future Change

Your response will help shape a new national survey designed to help identify the real diversity of carers - so nobody is overlooked, unheard, or left without support.

Anonymity

All responses will be anonymous, and no one will be identifiable in the findings or reports. That is a Survey of Carers guarantee.

BE HEARD. SHARE YOUR VOICE.



Survey of Carers | Centre for Care | University of Birmingham | University of Sheffield | Funded by NIHR | National Institute for Health and Care Research

Resource Hub

Each asset displayed in this toolkit will be available to be downloaded from the Resource Hub on the Survey of Carers website.

Once the assets have been downloaded, you can print and disseminate them as you wish. The Survey of Carers Communications Team does offer printing and mail delivery services if needed.

Please note, if you request printing, it may take up to 2 weeks before you receive your assets.

Contact Us

If you need any further support, please contact us using the methods below:

- Contact Avni Sarai, Communications Officer via - **a.sarai@bham.ac.uk**
- Contact Elizabeth Kennedy, Communications Advisor via - **e.kennedy@bham.ac.uk**
- Contact the Survey of Carers team via - **surveyofcarers@contacts.bham.ac.uk**