



## #DigitalCarers Toolkit

Connected Nottinghamshire x Healthwave

### Tackling digital inclusion in you area

Connected Nottinghamshire has teamed up with Healthwave to launch the #DigitalCarers campaign.

### So, what is a digital carer?

A digital carer is someone who steps in to provide help and support for an older or vulnerable person who needs help accessing digital resources or services.

It's estimated a third of adults in the UK are Digital Carers - that's up to 15 million people who are helping those who are currently excluded from using digital resources.

### How does Healthwave's Digital Carer's campaign work?

We help identify and support people who are Digital Carers in your area. We reach out to them and involve them in a supportive community and introduce them to further help and support

### How we help digital inclusion

1. We gather insights from your community about the help and support they need to access digital
2. We host **online webinar events** which welcome people to digital caring
3. Our Digital Carers Facebook page allows people to connect and offer peer to peer support to carers with advice and top tips
4. We offer tools and resources from companies and organisations to help answer FAQs and can be shared with the people Digital Carers are supporting
5. We provide social assets around digital caring
6. Our experts have **written easy-to-follow guides**

### How to get involved

Let's work together to help share the news of the Digital Carers! Here's how you can make a difference by sharing the opportunity out across your relevant networks:

- Send a single subject email to those who are opted into marketing communications (we see the most success from single subject emails)
- Put the campaign in a newsletter and send to those who are opted into marketing communications
- Publish an article on your blog

- Publish a link on your website
- Share on socials
- Tell people you think would be a great fit
- We'll make sure to share your posts if you tag Healthwave and Connected Nottinghamshire

### Sample messaging

Below you'll find suggested messaging for social media as well as email or newsletter content. We have included all tags for Connected Nottinghamshire and Healthwave below. Please also use the hashtag #DigitalCarers

@Connectnotts | - LinkedIn

@Connectnotts | @digitalcarers.uk - Facebook

@Connectnotts - Twitter and Instagram

@Connectnotts - LinkedIn

@Connectnotts - Twitter and Facebook

### Social media

Are you struggling to support a loved one by doing the daily basics online? Join our #DigitalCarers group on Facebook for tips, advice and support

Ready to support the digitally excluded in our community? Got an idea to tackle digital inequality? Check out our campaign here: [LINK] #Digital Carers

Do you want to help tackle digital inclusion in [Location]? Find out more here [LINK] #DigitalCarers

### Email/Newsletter

Hi {{First Name}},

We're getting in touch to let you know that Connected Nottinghamshire has teamed up with Healthwave to launch the #DigitalCarers campaign

### How does it work?

- Provides resources and practical solutions to support people helping others with digital services
- Addresses local problems in creative ways
- Led by the communities that will benefit

### Eligible network organisations are:

- Located and working in x
- Undertaking charitable work to tackle poverty and inequality
- Actively involving people in their communities in the delivery of their work

Get in touch if you have any questions!

Thanks.

[Sign off]

### **A quick bit about Digital Carers...**

A new study by health innovation company Healthwave has revealed that up to 1/3 of people now have digital caring responsibilities for an older person, especially people who are in midlife, with some helping multiple times a day and nearly 29% helping several times a week.

But this study also revealed that while these new wave carers are doing what they can, they also feel they could benefit from help and training to make them better at this new type of caring.

Over 44% in the study said that they could do with support and training on all things digital. And over 77% said they felt that increasing the digital skills for them and the person they care for, could lead to more independence and an improved lifestyle for both.