

DBA Design Effectiveness Awards

Entry – November 2020

We Care Too

Client: Newcastle Carers

Agency: Sail Creative

For Publication



We Care Too

Co-creation in it's
purest form to support
systemic change

Executive summary

Newcastle has over 1,900 young adult carers aged between 16 and 25 (Census 2011, Office for National Statistics). They look after friends and relatives with long-term illnesses, disabilities, mental ill health and addiction. They are unpaid. They are mostly girls. They typically work between one and 19 hours a week as a carer. Some work more than 50 hours. Most of them don't even recognise themselves as carers and therefore don't reach out for help until they are at breaking point. Newcastle Carers wants to stop that.

Newcastle Carers is an independent charity that supports adults, children and young people who care for someone living in Newcastle-upon-Tyne. Its services are free, confidential and non-judgemental. Its aim is to find ways to make carers' lives easier. Newcastle Carers asked us to develop a campaign that would encourage 18-25-year-old carers in the city to recognise themselves as carers and then seek the support they need to continue in that role.

What followed was co-creation in its purest form. We worked with 12 young adult carers during four workshops to get to the heart of what being a young adult carer is all about. They told us about the long hours. The loneliness. The exhaustion. The joy they get from seeing the people they care for safe, content and happy. The highs and lows of putting someone else's wellbeing before your own.

Together we created a multi-platform campaign called We Care Too. Our design solution was built on the raw, honest testimony of young people sacrificing their formative years to care for others. The copy was bold, clear and concise. The photography – which the 12 young adult carers helped us to curate – was striking but relatable. The design was simple and eye-catching.

We Care Too launched in August 2018 across social media and digital and traditional out of home sites.

In just three months, it increased referrals to Newcastle Carers by 73% from the previous year and helped more young adult carers access the support they so desperately needed and deserved.

Key Results

+ **Co-Creation**

Co-created a design solution with 12 young adult carers

+ **73%**

Increase in referrals to Newcastle Carers

+ **1,857,283**

Views of digital and printed billboards

+ **Partnerships**

Strengthened local partnerships by sharing campaign collateral and promotional space

+ **NHS**

Further funding secured from the NHS to extend the campaign

+ **Funding**

Campaign used to secure additional funding from Children In Need

+ **Systemic change**

Influenced local changes that expanded support for young adult carers and put carers at the heart of local decision making about service delivery

Context and overview



Being a young adult carer

The Carers Trust estimates there are at least 376,000 young adult carers aged 16-25 in the UK. They do everything from practical tasks like cooking and housework to physical care such as helping someone out of bed, dress or go to the toilet. They could help someone to communicate, give medication, manage the family budget and be responsible for prescriptions. Young adult carers also provide unlimited emotional support when the people they look after need to talk or are in distress.

These responsibilities have a huge impact on young carers' lives. The Carers Trust claims that 45% have reported a mental health problem and 29% dropped out of college or university because of their caring role, which is four times higher than the national average for degree courses.

Newcastle Carers

Newcastle has more than 1,900 young adult carers aged 16-25. They are all unpaid and 227 of them work over 50 hours a week caring for others.

Newcastle Carers is an independent charity that supports adults, children and young people who care for someone living in Newcastle-upon-Tyne. Its services are free, confidential and non-judgemental. Its aim is to find ways to make carers' lives easier.

Key stats

376,000

The estimated number of young adult carers aged 16-25 in the UK

45%

Of young adult carers have reported mental health challenges

29%

Have had to drop out of higher education because of their caring role

1,900

Newcastle has more than 1900 young adult carers

Unpaid

All are unpaid and work over 50 hours a week caring for others

Context and overview

Newcastle Carers has a dedicated Young Adult Carer Worker to support these carers and provide services such as:

- Information and advice on being a carer
- Help to get information and services for the person they care for
- Support to liaise with professionals and other organisations
- Connecting with other young adult carers
- Providing the chance to talk about the pressures of being a carer

Newcastle Carers runs a young adult carers group where carers can take part in games and craft nights, make pizza, watch sports together, learn new skills and enjoy some much needed down time. It also supports students who live in Newcastle but still care for someone outside of the area.



The project brief

Many young adult carers don't see themselves as carers. They may have been caring for someone from a very young age so their caring responsibilities are the norm. Or they may believe their caring role is all part and parcel of being a good friend or family member.

As a result, it's incredibly hard to give young adult carers the support they need. It's often only when carers reach breaking point that they engage with social services or seek support from or are referred to charitable organisations that can help them.

Newcastle Carers wanted to tackle this problem. It had one simple objective to do this:

To increase referrals to its young adult carer service

To achieve this, young adult carers needed to think of themselves as carers, know that support was available and where to get it. So, we set about creating a campaign that spoke directly to carers and provided a clear call to action for getting help.

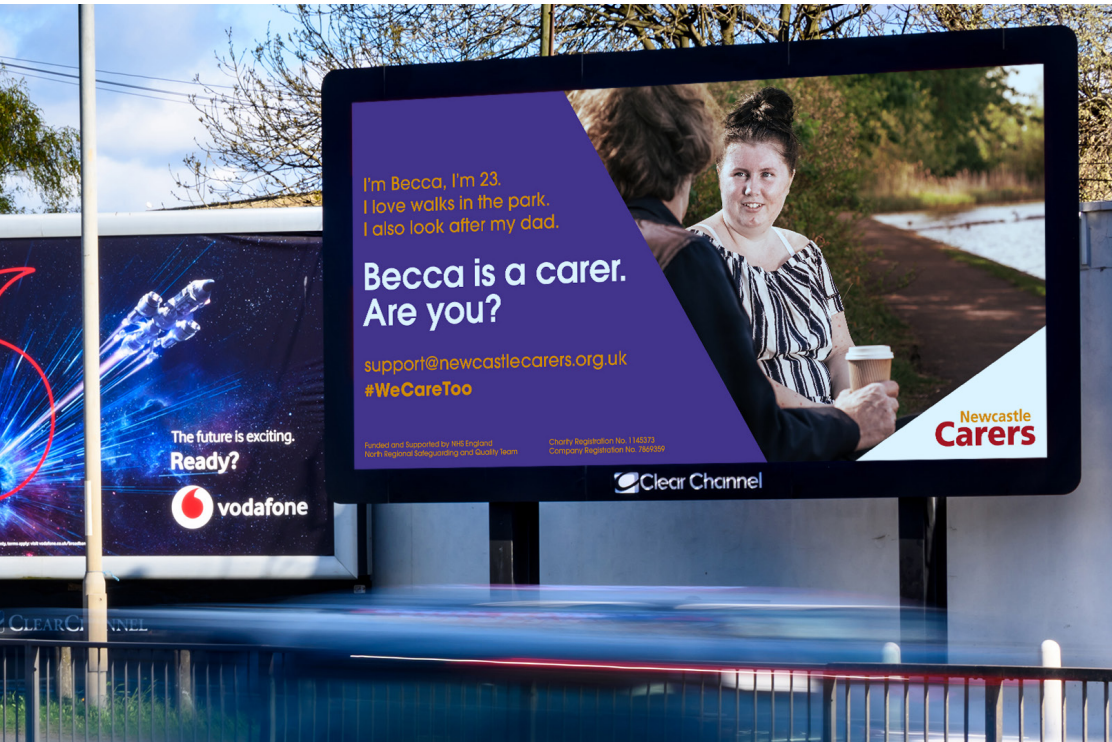
Project objective

To increase referrals to its young adult carer service

Collective ambition

We set about creating a campaign that spoke directly to carers and provided a clear call to action for getting help.

Scope of the work



The original scope of the work was to create artwork for an awareness-raising campaign on billboards throughout Newcastle city centre. We were asked to create a campaign toolkit to ensure design was deployed consistently throughout, and produced templates for postcards, badges and social media infographics to extend the reach of the campaign via events and online engagement.

To fulfil this brief, we led on:

- Primary research
- Conceptual thinking
- Tone of voice and messaging
- Community engagement
- Art direction



What we did

Primary research

Conceptual thinking

Tone of voice

Messaging

Community engagement

Art direction

What followed was co-creation in its purest form. We worked with 12 young adult carers during four workshops to get to the heart of what being a young adult carer is all about.

Co-Creation



What we did

Together we created a multi-platform campaign called We Care Too.

Our design solution was built on the raw, honest testimony of young people sacrificing their formative years to care for others.

To achieve Newcastle Carers' objective, we needed to develop a design solution that spoke directly to young adult carers. We needed carers to recognise themselves in the images and tone of voice we used so they identified as carers and sought help from Newcastle Carers.

To be as authentic as possible, we worked with 12 young adult carers to co-create the design. The foundations of this co-creation process were an individual questionnaire and four workshops in which we explored the realities of being a young adult carer. Based on the questionnaire responses, we spoke to some carers one-to-one to get a deeper insight into their lives.

At the first workshop, we asked the carers for words that described how they felt before support and after support from Newcastle Carers. They went from 'suicidal', 'miserable' and 'frustrated' to 'hopeful', 'confident' and 'heard'. We aimed to capture this transformation in our design. We also asked the carers to tell us about the brands they liked, design features that caught their eye and memorable campaign messages that had an impact on them.

The second workshop was all about getting creative. Armed with scissors, glue and a towering stack of magazines, the carers created fantastic mood boards that expressed how they felt and articulated what being a carer is all about for them. We also took our own mood boards (based on the insight from workshop one) and asked the carers to critique the design concepts to distil the features that would be most effective.

Co-Creation

Money organiser, washer upper, bath runner, pillow fluffer, GP appointment maker, role juggler, hand holder, medication fetcher, kettle boiler, tea maker, clothes washer, around the clock'er, day dreamer, shopping getter, breakfast bringer, house tidier, dog walker, taxi driver, cake maker, night watcher, clothes dresser, time keeper, worry listener, problem solver, hospital visitor, advice giver, wheelchair driver, sleep sacrificer, music listener, multi-tasker...

Carer.

#WeCareToo

Workshops three and four focused on making decisions about the design. We agreed on messaging, the call to action, the look and feel of the billboards and the style of and location for the photography we would use. The carers weren't comfortable featuring in the campaign themselves so helped us to pick models, ensuring we had relatable faces in all our artwork. We selected models from an agency in Middlesbrough that specialises in working with hard-to-reach and rural communities.

Through the co-creation process, we discovered that young adult carers often feel their identity is consumed by their caring responsibilities. Their uniqueness, passions and interests are overshadowed by their role as carers. The carers wrote scripts and designed storyboards to explore these feelings and test how they could be articulated through a range of design concepts.

Co-creation is an incredibly powerful design tool. The value of this process can't be underestimated. Not only did it help us to develop a design solution that really worked, it gave the carers a chance to share their experiences and take real ownership of the campaign. It was a wonderfully empowering experience for everyone involved.

What we did

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The Design Solution



We Care Too was the campaign that emerged from this process. The tone of voice recognised the richness of young adult carers' lives by putting their identity, not their caring responsibilities, first. We also used 'look after' instead of 'care' as the young adult carers told us that is how they would describe their caring role. The strapline 'We Care Too' acknowledges caring responsibilities are in addition to a carer's everyday life and interests. It also represents Newcastle Carers and its role in caring for people who care.

Messaging had a simple but effective structure:

I'm (name).

I'm (age). I love (hobby).

I also look after my (relative/friend).

In just three lines, we told powerful stories about how young adult carers balance their own passions with caring for others. The artwork ends with a clear call to action to contact Newcastle Carers for support. A striking typographical version was also developed – with copy chosen by the young adult carers – to highlight the comprehensive role of a carer.

The Concept

We Care Too.

The Concept puts the young adult carer's identity at the forefront of the campaign.

It acknowledges caring responsibilities are in addition to a carer's everyday life and interests.

It also represents Newcastle Carers and its role.

Story focus

In just three lines, we told powerful stories about how young adult carers balance their own passions with caring for others.

Clarity

Ending with a clear call to action to contact Newcastle Carers for support.

+ **73%**

In just three months, it increased referrals to Newcastle Carers by 73% from the previous year and helped more young adult carers access the support they so desperately needed and deserved.



I'm Grant, I'm 24.
I love baking. I **also**
look after my partner.

Grant is a carer. Are you?

#WeCareToo

Newcastle
Carers

Key facts



Launch

We Care Too launched on 17 August 2018 with a ribbon-cutting ceremony at one of the billboards in Newcastle city centre. The young adult carers who co-created the design were there as well as professionals from Newcastle Carers, Newcastle City Council, NHS and local charitable organisations. The media was invited to the event and it was covered in the local press and on BBC and ITV local news. The campaign was posted on Newcastle Carers' social media channels on the same day.

Design fees

Our design fee was £10,344. This included: delivering the workshops; design; campaign strategy; models and photoshoots; and promotional elements.

Results

The campaign had 1,857,283 views on digital and printed billboards.

The campaign launch generated significant media coverage, including features on BBC and ITV local news. Global Radio covered it on its regional news bulletins and the team was interviewed for local hospital radio.

It created a huge buzz in the city and raised awareness of the role of young adult carers. Newcastle Carers' objective was to increase referrals to its young adult carer team. We Care Too delivered a 73% increase in referrals in comparison to the same quarter the previous year.

Key Results

+ BBC and ITV

covered in the local press and on BBC and ITV local news.

+ Awareness

It created a huge buzz in the city and raised awareness of the role of young adult carers.



I have been working with carers for 14 years and never been able to get across the variation and truth of the caring role. This creative execution is something I will use throughout the rest of my career.

Katie Dodds, CEO

Key facts

Due to the success of the initial campaign, Newcastle Carers asked us to create more campaign assets a year after the launch. This involved working with young adult carers to create four animations that were broadcast at a Newcastle Carers conference and on its social media channels (see 'Additional funding' section below for further details).

The campaign also had a number of other impacts:

Strengthened partnerships

The design process for We Care Too was collaborative and so was its distribution. The designs were shared free of charge with partner organisations in the city. Newcastle University and Northumbria University shared the campaign on their campuses, websites and social media channels. Newcastle City Council donated electronic billboard space to complement our paid out of home advertising activity and shared the campaign on its social media channels.

This activity extended the campaign's reach significantly and helped us to target specific groups such as students who were juggling caring responsibilities with their studies.

Working together in this way strengthened Newcastle Carers' relationship with key local partners, making future collaboration and support much more accessible.

Additional funding

We Care Too attracted both direct and indirect additional funding to support young adult carers.

The success of the campaign led to NHS England North Regional Safeguarding and Quality Team providing an additional year of funding to continue the We Care Too awareness-raising campaign. Young adult carers were once again involved in decision making around this. They opted for a conference to share their experiences with practitioners and other carers. The conference was held in November 2019 and 91% of attendees said their understanding of young adult carers' experiences increased by 80-100% as a result.

We were asked to produce four animations to broadcast at the conference. The young adult carers favoured animation as an anonymous tool for expressing the most difficult elements of their lived experiences. The animations had a huge impact on the audience and are now used as a training tool and screened in GP waiting rooms. They have been seen by over 10,000 people via Newcastle Carers' social media channels.

We Care Too was also used as an example of best practice in a funding bid to Children In Need. The bid was successful and Newcastle Carers received three years of funding to support young adult carers in the city.

Key Results

+ **BBC and ITV**

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+ **Awareness**

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Key facts

Influenced local changes

We Care Too helped the needs of young adult carers to be recognised on a local and national level.

This increased awareness and understanding contributed to some changes in the delivery of services to young carers across Newcastle. Newcastle Carers is now an all age service that provides early intervention and preventative support via four weekly groups for young carers and young adult carers in the city.

This is a monumental change in service delivery. It can't solely be attributed to We Care Too but the campaign certainly raised the profile of young adult carers and highlighted the support they need. It gave young adult carers a voice and their perspective was considered in everything from tendering decisions to service delivery. Young adult carers took their place at the heart of decision making.

Influencing factors

We Care Too was produced in collaboration with 12 young adult carers, a process that hugely influenced the final design concept. They shared their fears and worries, their passions and hopes to develop a design solution that would speak to people just like them. They helped to steer the look and feel of the artwork, picked models, wrote scripts and produced storyboards to articulate their unique experiences. They were listened to and their ideas shaped this campaign.

Newcastle Carers did not deliver any other marketing communications activity at the time of this campaign.

Impact on carers

This process had an extremely positive impact on the young adult carers involved. One participant said:

“Working on the project has helped me to break down barriers. The most important part for all of us had been to work together on a big project that can make an impact on the lives of other young adult carers and make a difference. To help young adult carers to be acknowledged. You are not alone. We care too.”

It was also incredibly important to us to fulfil the client's brief and provide a design solution that delivered the result they wanted. Katie Dodd, Chief Executive Officer Newcastle Carers, said:

“I have been working with carers for 14 years and never been able to get across the variation and truth of the caring role. This creative execution is something I will use throughout the rest of my career.”

Key Results

Young adult carers took their place at the heart of decision making.



Working on the project has helped me to break down barriers. The most important part for all of us had been to work together on a big project that can make an impact on the lives of other young adult carers and make a difference. To help young adult carers to be acknowledged. You are not alone. We care too.

Participant