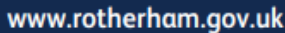


## 2026-2031



# Health & Wellbeing Board

## 3 September 2026

Katy Lewis

Carers Strategy Manager

[katy.lewis@rotherham.gov.uk](mailto:katy.lewis@rotherham.gov.uk)

# Introduction

- Summary of The Borough That Cares All-Age Carers Strategy 2026-2031 and Carer Connect Launch 9 June 2026
- Overview of Carer Connect
- Communication Campaign for Launch
- First Quarter 2026/27 Update

Launch Event:

The Borough That Cares All-Age Carers  
Strategy 2026 – 2031 and Carer Connect

# Launch Event 9 June 2026

- 84 attendees
- 16 market-place stalls hosted by partner organisations
- Target audience of colleagues in Voluntary Community and Social Enterprise Organisations, Adult Social Care and frontline health professionals to champion the strategy and Carer Connect

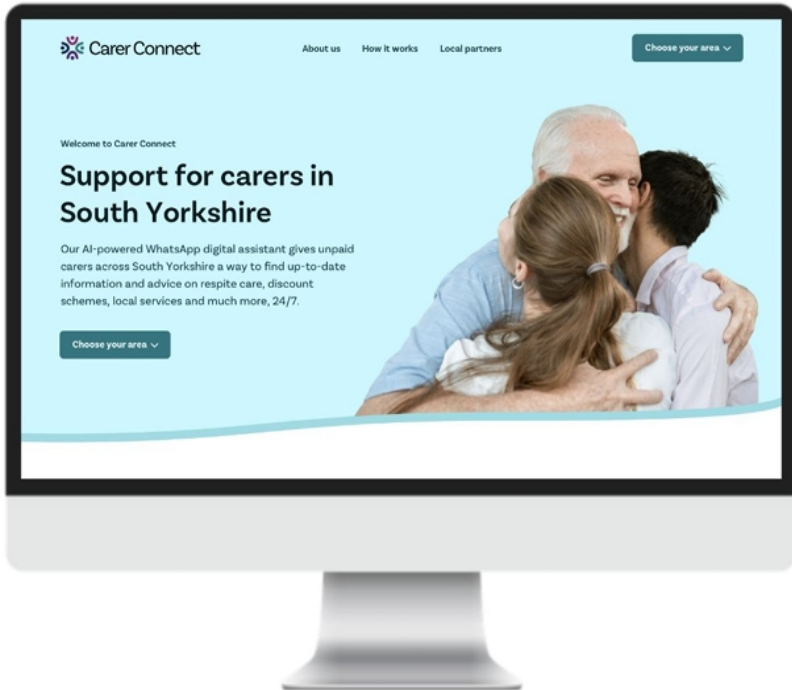




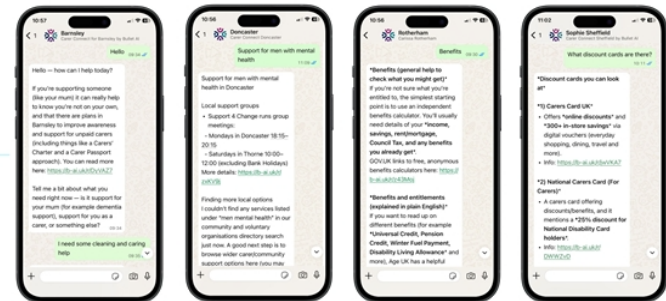
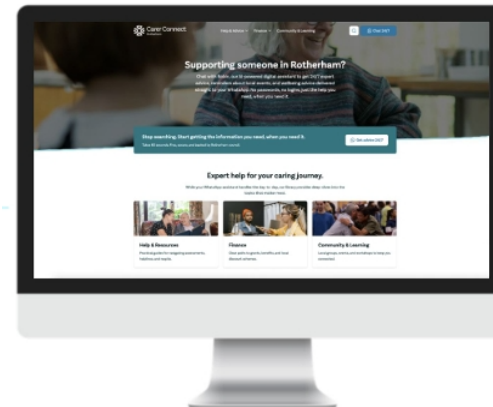
# Carer Connect

Rotherham

# Carer Connect & AI Assistant – Robin



[www.carerconnect.org.uk](http://www.carerconnect.org.uk)





Community & Learning | Rotherham X

https://rotherham.carerconnect.org.uk

Carer Connect  
Rotherham

Help & Advice ▾ Finance ▾ Community & Learning

Chat 24/7

# Supporting someone in Rotherham?

Chat with Robin, our AI-powered digital assistant to get 24/7 expert advice, reminders about local events, and wellbeing advice delivered straight to your WhatsApp. No passwords, no logins, just the help you need, when you need it.

Search

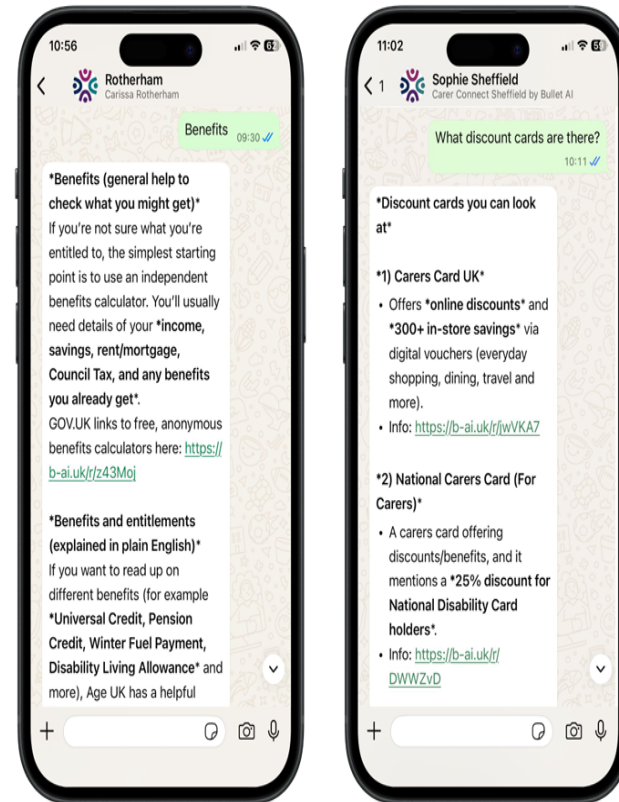
15:44  
14/08/2026



# Using Digital Advisors



- No need to fill in a form, search the web or wait for call centre staff
- Everyone's situation is unique, so just ask your question - your way
- Doesn't matter if there are spelling mistakes
- If it's not clear, *Robin* will ask you a clarification question
- If knowing where you are caring for someone, advisor will ask for an area or postcode
- Responses are immediate
- Carers can pick up the conversation again at any point
- The advisors will also keep in contact...



# Keeping in Touch with Carers

## Scheduled messaging spanning 18 weeks from first communication

1. SY Carers said they would benefit from this messaging and wanted it - they also have the ability to opt out
2. Enabling & driving an ongoing conversation with carers
3. Being able to proactively promote services e.g. Respite, local events, information etc
4. Promoting carer wellbeing
5. Better understanding of what carers want from SY services
6. Ability to broadcast messages to carers as a one-off message in development



# Links

<http://www.carerconnect.org.uk>



# Communication Campaign

# Communication Plan

- Multi-channel communications campaign
- To raise awareness and encourage engagement
- Social media and newsletter
- Storytelling featuring a carer and an elected member
- Complemented by targeted media engagement, including press releases for local media



# Social Media

- Activity focused on increasing awareness and understanding of Carer Connect
- Facebook, Instagram and LinkedIn
- Views - 30.6k
- Reach - 134k
- Link Clicks –135
- Comments and likes - 74





# Newsletter

- Rotherham Roundup e-newsletter
- reached over 10,000 subscribers
- generated 31 clicks to Carer Connect webpage

## New support for carers in Rotherham



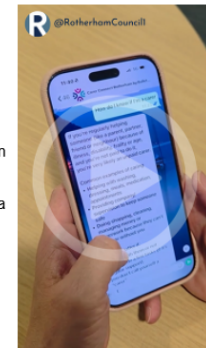
**If you look after a family member, friend or neighbour who couldn't manage without your support, help is now easier to find.**

We've launched Carer Connect, a new website and digital assistant designed to give carers quick access to trusted advice, local services and practical information, whenever it's needed.

Whether you're looking for information about financial support, your rights as a carer, or ways to look after your own wellbeing, Carer Connect brings everything together in one place.

You can also chat to the digital assistant, Robin, 24 hours a day, 7 days a week on WhatsApp, so you can get answers at a time that works best for you.

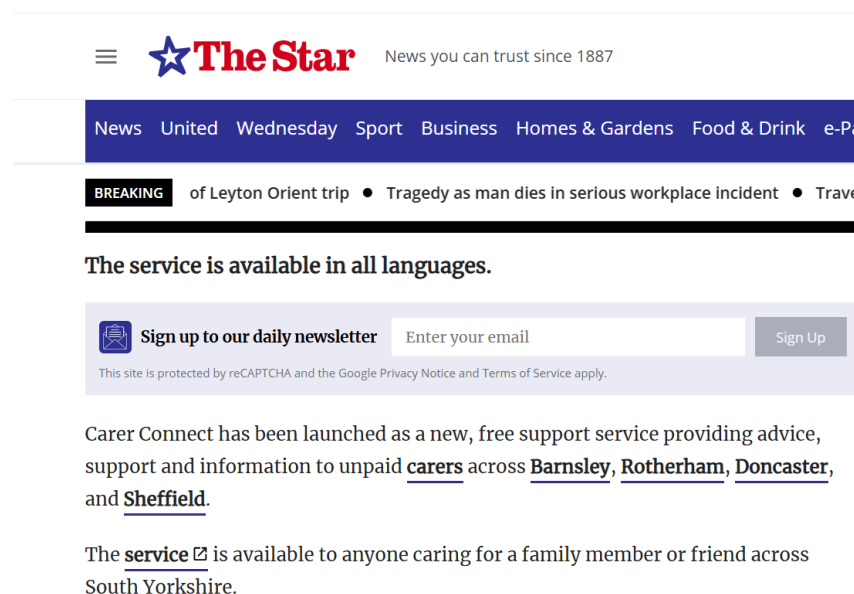
Carer Connect has been developed with the other South Yorkshire local authorities and shaped by carers to make sure it reflects real experiences and needs.



[Find out more about Carer Connect](#)

# Media Coverage

- Targeted media engagement secured The Star and Rotherham Advertiser
- Additional coverage secured through BBC Radio Sheffield, Angela Jameel was interviewed about Carers Connect and the support available to unpaid carers across South Yorkshire.



# First Quarter 2026/27 Update

# Quarter One Activity

## Internal Activity:

- Improving advice, information and guidance to increase the AI Assistant's navigation ability;
- Linking the CQC Improvement Action Planning with the Carers Strategy objectives.

## Partner Activity:

- RDaSH improved carer identification processes and employee support;
- TRFT improved carer identification and access to advice, information and guidance;
- Family Action improved young carer identification, producing a toolkit for professionals.

# Thank you

Any questions?