

Appendix 3-Neath Port Talbot Young Carers

Marketing and Engagement 2017-2018

**Young Carers Campaign-Jannine Smith, Children's Rights Co-ordinator,
Darren Bartley, NPT CBC Engagement & Participation Officer**

During 2017-2018 Neath Port Talbot CBC in partnership with the Children's Rights Unit (CRU) have collaborated in order to work alongside and consult with young carers to produce and develop ideas and creative concepts for a marketing campaign aimed at Young Carers, by Young Carers.

The marketing campaign will raise awareness to professionals and families of the role that young carers undertake; the services available and to encourage young carers to identify themselves and come forward for support. This campaign material consists of advice and assistance and direct contacts within the Local Authority and will be distributed through relevant organisations who have interactions with young people.(Appendix 4) Furthermore, the campaign will be promoted and advice and signposting of services for young carers on a website for young people. The Draft version of which is available in the Appendices.

The creative concepts designed by Young Carers will be the final touches for the Young Carers version of the Young Carers Strategy 2017-2020, and will be published in English and Welsh and distributed by the Youth Service.

As of April 2018, Neath Port Talbot CBC will now lead on training of identification and awareness of Young Carers within educational establishments. In conjunction with the Participation & Engagement Officer,

Project Co-ordinator CRU and the Youth Service, resources and session plans have been developed for Assemblies and Persona and Social Education lessons to engage with all Primary and Secondary schools across Neath Port Talbot, as a starting pilot from June 2018, and full commencement in September 2018.

The Governing bodies and Staff of Primary and Secondary schools will also be receiving campaign and resource materials, to gain a thorough understanding of Young Carers and the important role school plays in ensuring support and identification has upon individuals with a carer's responsibility.

The Youth Service along with the Children's Rights Unit promoted the recent work and the current service at the 2018 Carers Week, in Aberavon Shopping Centre during the week of 11th- 15th June.

The marketing, engagement and production of the materials for Young Carers, produced by Young Carers has been an outstanding achievement and the first of its kind in Neath Port Talbot. It has been a wholly collaborative approach across stakeholders, two directorates and a commissioned service.