

Do Leaflet Drops and Targeted Social Media Ads Increase Carer Identification?

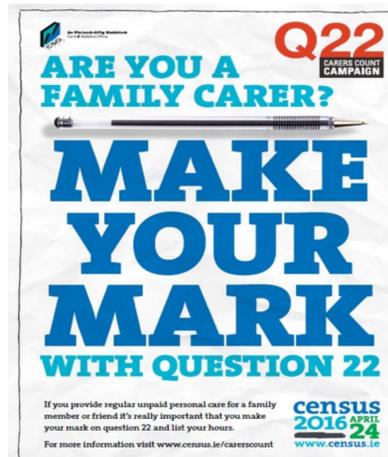
1. Background

Increasing Family Carer self-identification has long been hailed as a legitimate goal and a powerful actor in itself in the quest to improve the lives of Family Carers. We used the opportunity of a National Census in April 2016, which included a question on caring, to see if a local leaflet drop and geographically targeted paid social media posts increased such self-identification.

2. The Research Method/Intervention

- Suburban Area: house-to-house leaflet drop (n=269) & parallel use of geographically targeted paid social media posts (GTPSMP); (reach (r) 1,763, expenditure (exp) €4)
- Rural Area: Intensive GTPSMP (r 1,989, exp €20)
- Mixed Area: Dispersed GTPSMP (r 1,076, exp €19)

Leaflet



Census Question

22 Do you provide regular unpaid personal help for a friend or family member with a long-term illness, health problem or disability?
Include problems which are due to old age. Personal help includes help with basic tasks such as feeding or dressing.

1 Yes
2 No

If 'Yes', for how many hours per week?
Write in hours.

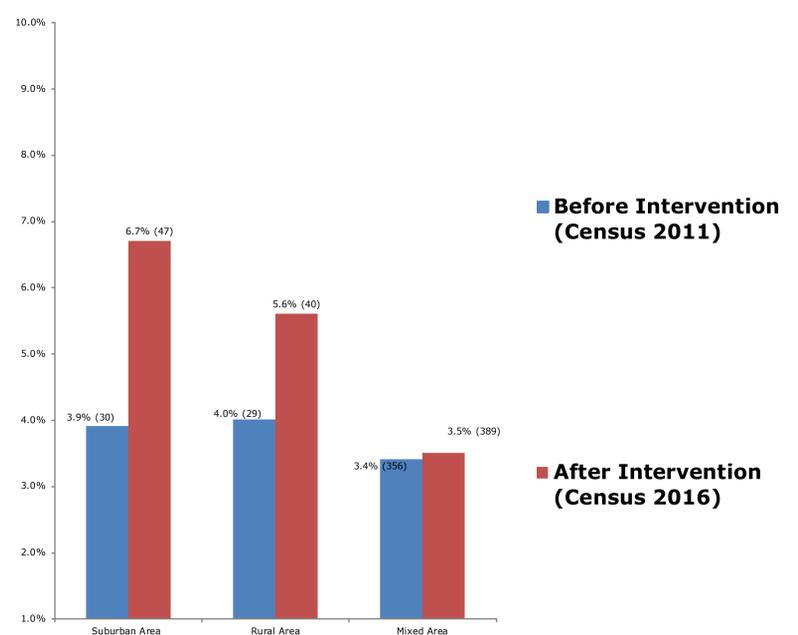
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3. Results

Comparing Census data, carer self-identification increased **by 60%** between 2011 and 2016 in the suburban area that received both an A5 door-to-door leaflet drop the evening before the 2016 Census, together with GTPSMPs. Carer self-identification in the rural area that received intensive social media ads alone reported **a 40%** increase in carer identification (intensive being defined as targeted Facebook ads being displayed to over >50% of the population, a.k.a. 'reach').

Carer self-identification in a mixed area that received dispersed (<10% population reach) social media ads did not report an increase in carer self-identification. Nationally 4.1% of the population report as 'carers', unchanged between the 2011 and 2016 Censuses.

Self-reported Carer Identification



4. Conclusion In our small-scale intervention/research, both leaflet drops and high-intensity geographically targeted social media ads were found to be associated with significantly higher levels of carer self-identification. Limitations of the study include the small sample size and absence of the use of cross-tabs. Replication of findings may be difficult due to the fact that the National Census only takes place every 5 years. In addition, the leaflets used were those left over from a government-endorsed campaign to help with understanding of the census question on caring and was not originally intended for intensive population-wide distribution.

5. Discussion/Implications for Future If carer self-identification continues to be a key objective of the carers movement, consideration should be given to using door-to-door leaflet drops and intensive geographically targeted social media ads to achieve this objective. Current and historical approaches used by the carers movement to raise carer self-identification may warrant reflection and review in light of this research.

6. References

Census 2016 Small Area Population Statistics <http://www.cso.ie/en/census/census2016reports/census2016smallareapopulationstatistics/>

Census 2011 Small Area Population Statistics (SAPS) <http://www.cso.ie/en/census/census2011smallareapopulationstatistics/saps/>

National Carers Week Facebook Page <https://www.facebook.com/nationalcarersweek> Data on paid post promotions reach, cost and geographical target. April 2016.