



Bridgit Care Equality Impact Assessment (EIA)

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Bridgit Care
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1. Bridgit Care Co-Design and Accessibility Strategy

Introduction

Bridgit Care's mission is to deliver a digital care support platform that is accessible and inclusive for a broad spectrum of carers.

The Bridgit service is designed to provide unpaid family carers with the necessary support and information they need to manage their caring responsibilities effectively and support them in their own lives.

Our broader solution includes the following features. Although these go beyond the tender specification, we will include all this as part of our offer.

- **Carer Self-Help Support** - Carers are provided with access to a personalised self-help plan including advice, health guidance, and signposting to events and services. Including 70 self-help modules.
- **Multi-channel Regular Contact** - Carers receive regular contact via email and SMS with extra support for the areas they are looking for help. This also includes a wellness workflow, checking in with the carer on a regular basis, and providing extra help when needed.
- **Smart Forms & Self-Service Assessments** - A library of forms that can be made available within a region, to specific carers to provide the front door into NHS or council services. (Including support for Carers Assessments & ID Cards).
- **Referrals & Integration** - Smart referrals can be configured to enable carers to quickly refer to or register with other services. Integration options to communicate with provided APIs.
- **Analytics & Reporting** - The Bridgit system has built-in analytics reports for several different areas from identification, socials, self-help support provided and signposting.

Although the predominant demographic on our platform is older female carers aged 45-65, the solution is designed to support all 6.5 Million family carers in the UK and the carer support organisations that help them.

This Equality Impact Assessment is a thorough examination of our user engagement, co-design process, and accessibility provisions to ascertain their effectiveness in accommodating the needs of all user groups.

2. Section 1: Demographic Reach and Engagement

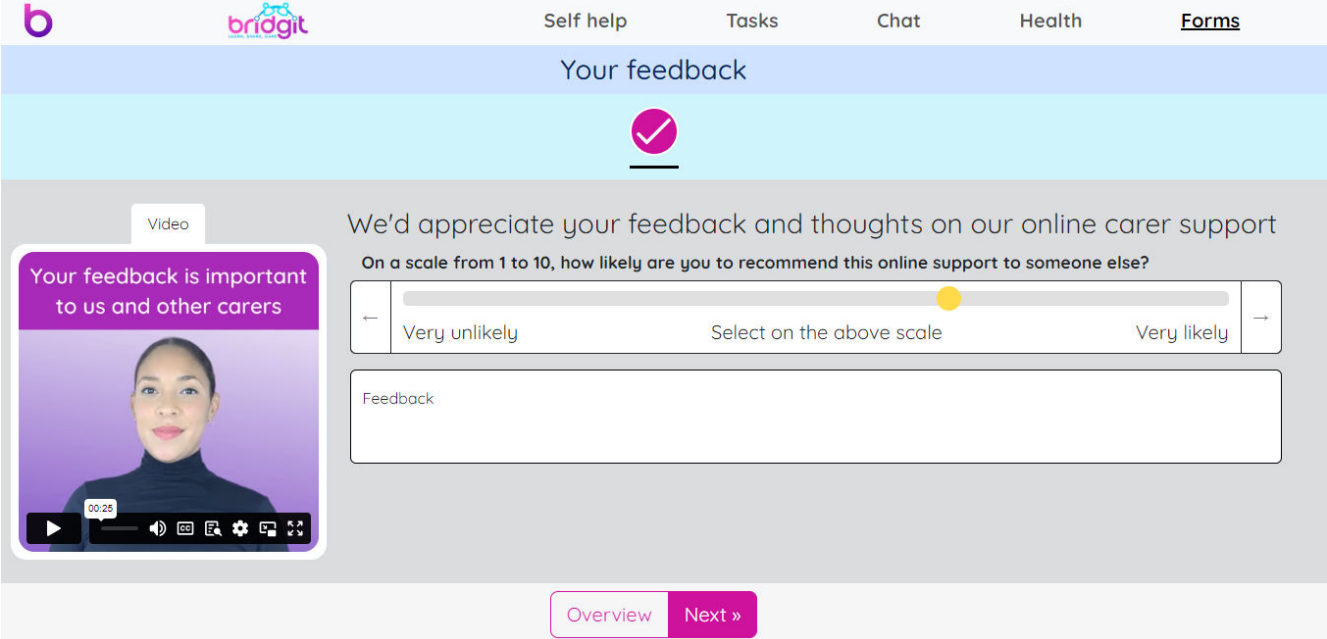
Demographic Data

The user demographic is widely varied, but there is a notable skew towards older female carers.

Recognising this, our services are tailored to be sensitive to the challenges faced by this group while ensuring inclusivity for all carers regardless of gender, age, or other demographics.

User Feedback Mechanisms

Feedback is solicited through multiple channels, including structured email sequences at key intervals post-engagement (1 week, 6 weeks, and 3 months), an embedded tool within the platform, and a personalised video outreach.



The screenshot shows a web interface for a feedback form. At the top, there is a navigation bar with the 'b' logo, the 'bridgit' logo, and menu items: 'Self help', 'Tasks', 'Chat', 'Health', and 'Forms'. Below the navigation bar is a header section titled 'Your feedback' with a checkmark icon. The main content area features a video player on the left with a purple overlay that says 'Your feedback is important to us and other carers'. The video player shows a woman speaking. To the right of the video player, the text reads: 'We'd appreciate your feedback and thoughts on our online carer support'. Below this is a question: 'On a scale from 1 to 10, how likely are you to recommend this online support to someone else?'. A horizontal scale is provided with 'Very unlikely' on the left, 'Select on the above scale' in the middle, and 'Very likely' on the right. A yellow dot is positioned at approximately 7 on the scale. Below the scale is a text input field labeled 'Feedback'. At the bottom of the form, there are two buttons: 'Overview' and 'Next »'.

This multichannel approach aims to capture the diverse experiences of carers, enabling us to refine our services continually.

Co-Design with Carer Charities

Working closely with carer charities, we have established user groups that provide continuous feedback into our deployment portal. This collaboration ensures that the features and services we develop are grounded in the real-world experiences and needs of carers.

3. Section 2: Accessibility and Inclusion

Access and Participation Barriers

The pivot to remote sessions during the pandemic highlighted the need for more robust outreach strategies. As a result, we have increased our presence at carer open days and partnership events, providing one-on-one opportunities to gather ideas and feedback to inform app enhancements.

Outreach to Minority Groups

Recognising the necessity to engage minority groups more effectively, we have been focusing our efforts in communities such as Birmingham, working with Forward Carers to facilitate targeted outreach and feedback collection.



Our work in Dudley, builds on our work we've already done. For example, receiving the top digital award from the West Midlands Asian Chamber of Commerce in November 2023, for our solution and support to their communities.

Through these focused efforts, Bridgit Care aims to make its platform easily navigable and accessible for all carers in Dudley.

Youth Engagement

In North Ayrshire, we have taken steps to better support young carers through partnerships with local organisations like Unity. Feedback from this demographic has led to specific enhancements tailored to their needs.

Professional Input

For the development of new features such as our falls risk assessment, we have sought and incorporated feedback from Occupational Therapists via established expert groups within local authorities.

4. Section 3: Ensuring Equitable Service Delivery

Stakeholder Engagement in the EIA Process

We actively solicit participation from carers and professionals in our EIA process, ensuring broad representation and diversity of views. This open forum for feedback is critical in shaping a service that meets a wide range of needs.

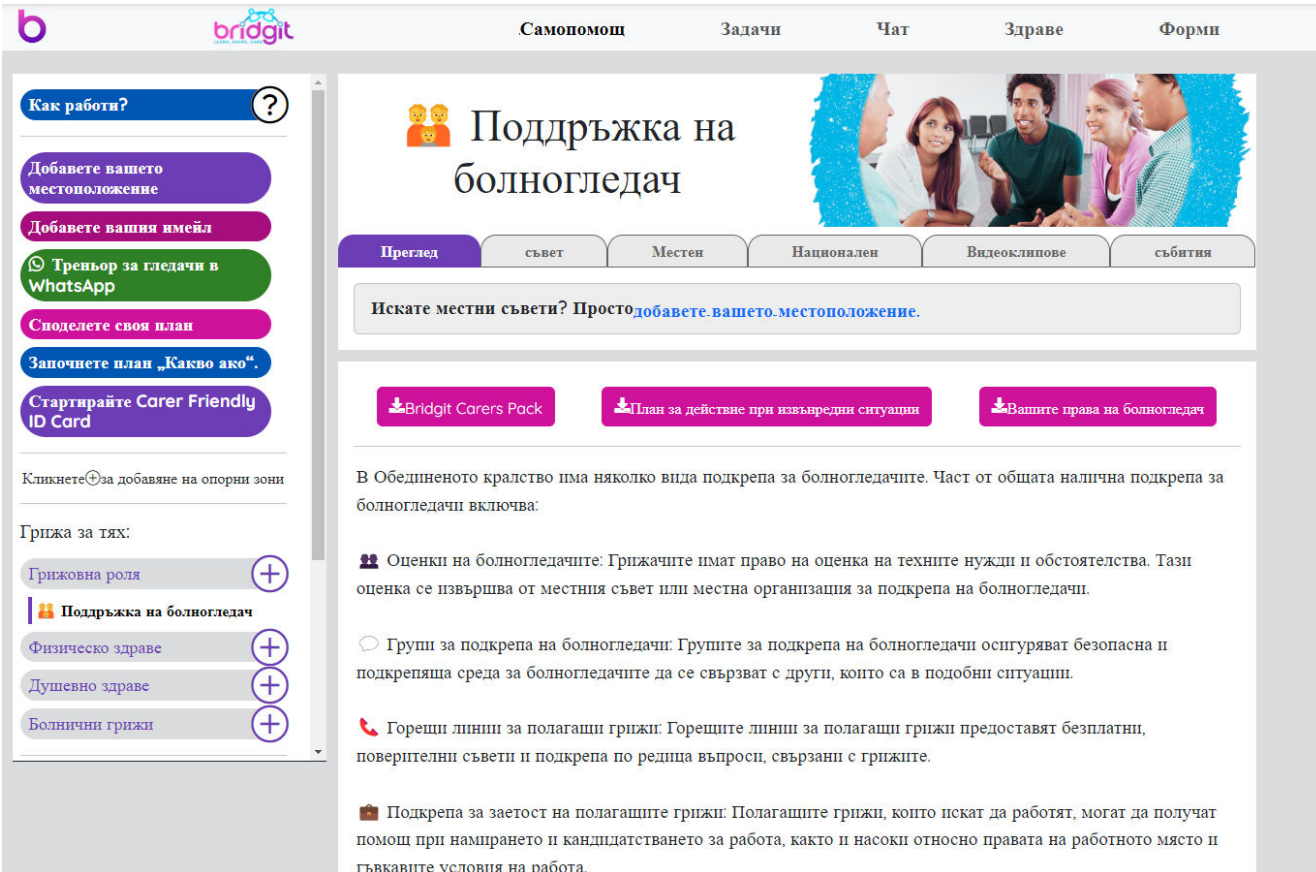
Comprehensive Accessibility Features

Our platform is engineered to accommodate a wide array of browsers and devices, ensuring usability across the board.

We remain vigilant to the needs of older users and those with varying degrees of technical proficiency. Our commitment to regular updates and feedback integration ensures that our platform evolves in line with user needs.

Multilingual Support

The platform's support for over 50 languages and the provision of offline materials such as printable PDFs demonstrate our commitment to linguistic diversity and digital inclusion.



The screenshot displays the Bridgit website interface. At the top, there is a navigation bar with the Bridgit logo and menu items: Самопомощ, Задачи, Чат, Здраве, and Форми. The main content area features a large heading "Поддръжка на болногледач" (Support for carers) accompanied by an image of a diverse group of people. Below the heading, there are several tabs: Преглед, съвет, Местен, Национален, Видеоклипове, and събития. A prominent message states: "Искате местни съвети? Просто добавете вашето местоположение." Below this, there are three download buttons: "Bridgit Carers Pack", "План за действие при извънредни ситуации", and "Вашите права на болногледач". The main text explains that in the United Kingdom, there are several types of support for carers, including assessments, support groups, and respite care. A sidebar on the left contains a "Как работи?" section with a question mark icon, followed by buttons for adding location, email, WhatsApp training, creating a plan, and starting a Carer Friendly ID Card. Below this, there is a section for "Грижа за тях:" with buttons for "Грижовна роля", "Поддръжка на болногледач", "Физическо здраве", "Душевно здраве", and "Болнични грижи".

5. Section 4: Continuous Improvement and Action

Staff Training and Awareness

All team members are inducted with an emphasis on our social mission, the criticality of co-design, and the value of our partnerships. This ensures that the team is not only technically proficient but also empathetic to the diverse needs of our user base.

Review and Update Procedures

Our EIA is revisited every six months, allowing for dynamic responses to feedback from various stakeholders. This iterative process ensures that our approach remains relevant and effective.

Proactive Response to Identified Needs

All needs are captured and stored within our deployment portals for each region that we work.

An example of some of the types of feedback and new requirements are provided below for one of the regions we are working in.

Issues & Ideas Log ☆

Owners	Category	Summary	Details	Notes	Priority	Status	Target Closure
Jack Ford	Solution Idea	Automated Carer Support Dorset	Provide a process for carers to register with the local carers services. A 'Register with the Carer Service' option will be available within the app.	Test form with 'Bridgit' by 26/04. Feedback to Polly	↑ High	Completed	4/25/2023
Jack Ford	Solution Idea	Automated Forward Carers Discount Card ...	Include simple tool for carer to share their image and required delivery address and have a discount card sent to their address.	Approach with Salesforce API agreed with Forward Carers. Will be presented on 27/04 session.	Normal	Completed	5/26/2023
Jack Ford	Solution Idea	Carer Assessment Review Comments	33 items raised as feedback on carers assessment for progress.	Final changes understood and will be issued to Chris Norman and Michael on 21/04 with follow up session 26/04.	↑ High	Completed	4/26/2023
Julie Crombie	Solution Idea	Carers Assessment and Carer Offer Clarifica...	Update to solution so it's clear on the extent of the carer offer and what is available to carers through different routes.	Natalie will complete 26/04.	Normal	Completed	4/21/2023
Darren Crombie	Solution Idea	HelpAndKindness Integration	Integration to HealthAndKindness directory of services for additional services 31/1 agreed to close, the new AI will support this function. Help and Kindness listed as a local service.	Revised Session 26/04 to review API. 18/08 Darren to chase up Jon. 13/11 Jon going to send a spreadsheet of info to Darren, we will not be integrating.	Normal	Completed	5/26/2023
Ellen Childs	Solution Idea	Orcha sign posting	Request from health team to include app library (Christian)	13/10 agreed Anna would add links within Bridgit 31/1 Ellen adding to service tabs. Agreed to leave as is	↓ Low	Won't fix	5/26/2023
Jack Ford	Solution Idea	Health and Care Library integration	Request from health team to include app library (Christian)		↓ Low	New	5/26/2023

Key Focus Areas (For next period Jan 2024 - July 2024)

We've recently had feedback on accessibility standards, such as compliance with "WCAG 2.2 AA", is addressed in our development sprints.

We prioritise these updates based on the impact they will have on the user experience, ensuring that all carers can navigate our platform with confidence.

Once these planned updates are made, we will engage external usability assessors to help validate the system updates.

Conclusion

Bridgit Care's ongoing commitment to equality and inclusivity is at the heart of our co-design and accessibility efforts.

This EIA serves as a testament to our dedication to understanding and meeting the needs of our diverse user base.

As we move forward, we pledge to maintain this commitment, ensuring that our platform remains a supportive and empowering resource for all carers.