

HEALTH AND WELLBEING BOARD

10 FEBRUARY 2015

Title:	The Care Act 2014: National and Local Communications		
Report of the Corporate Director of Adult and Community Services			
Open Report	For Information		
Wards Affected: ALL	Key Decision: NO		
Report Author: Glen Oldfield, Care Act Project Officer	Contact Details: Tel: 020 8227 5796 E-mail: glen.oldfield@lbbd.gov.uk		
Sponsor: Anne Bristow, Corporate Director, Adult and Community Services			
Summary: On 02 February 2015 a national public awareness campaign about the changes brought about by the Care Act will be launched. This report gives an overview of the national and local approaches to communications and the key activities happening in the borough. The report will be supplemented by a presentation at the meeting which shows the key messages and materials that residents can expect to receive during the course of the campaign. Appendix 1 shares with the Board the stakeholder briefing provided by the Department of Health.			
Recommendation(s) The Health and Wellbeing Board is recommended to: (i) Note the approach to communications and the activities planned throughout the public awareness campaign to reach residents on the changes to care and support that arise from the Care Act. (ii) Consider ways in which partner organisations can support communications activities			

1. Approach to national communications

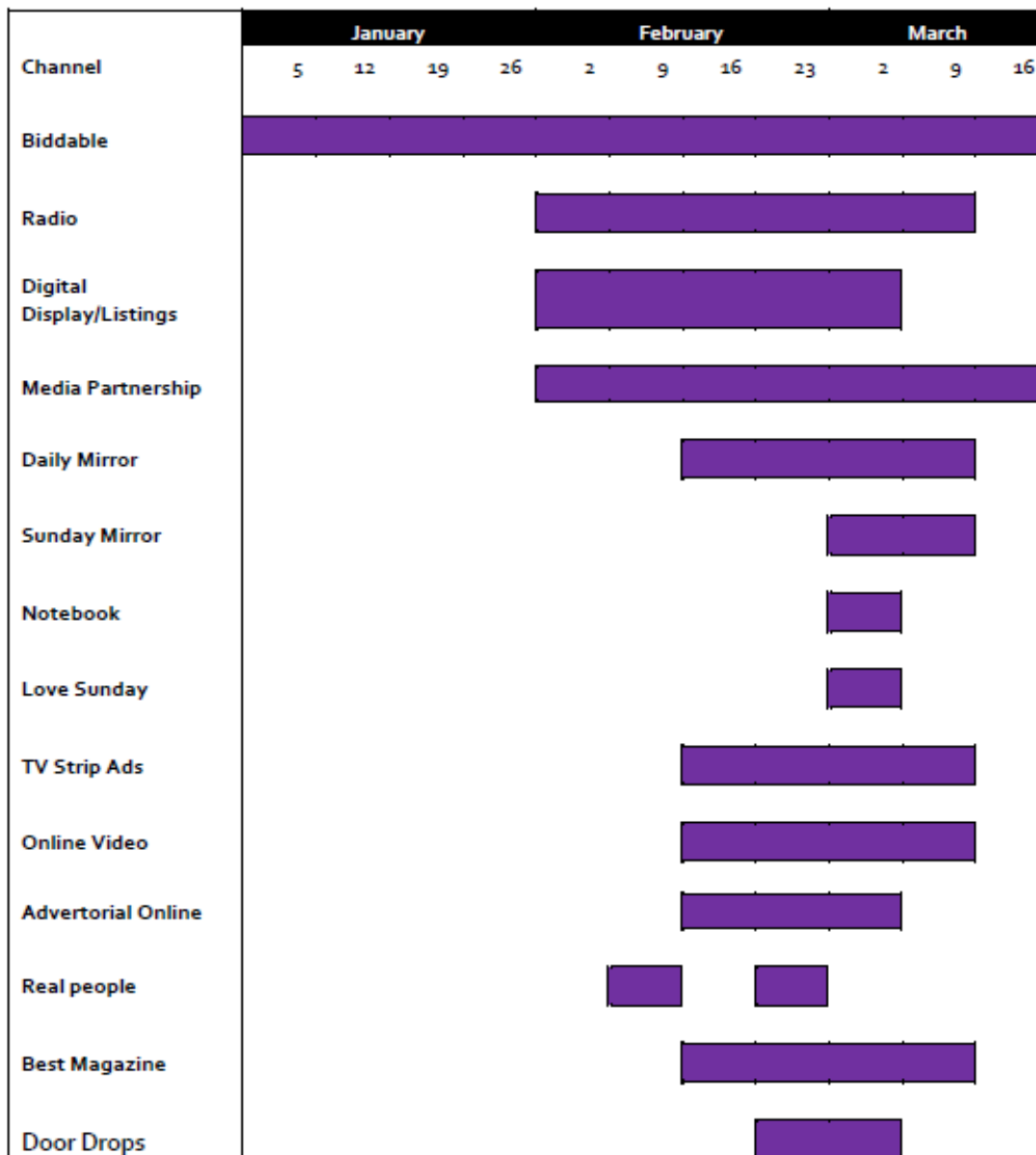
- 1.1. A national communications campaign developed and managed by the Department of Health and Public Health England will be launched on 02 February 2015. The purpose of the campaign is to raise awareness about the Care Act changes which come into effect from 01 April 2015.
- 1.2. The national campaign will use a range of channels and materials which are described in section four of this report. The tone and content of the campaign has been developed in consultation with local authorities and local authorities have been given access to a toolkit of materials to issue local communications while the national campaign runs. In developing local communications, local authorities are recommended to follow the key messages, wording and design themes of the national campaign.
- 1.3. The hub of the national communications campaign is the government's website <https://www.gov.uk/help-care-support> which has key information and a postcode search facility that signposts people who want more information to the local authority. All national communications will use the <https://www.gov.uk/help-care-support> web address to direct traffic to this central point.

2. Key messages

- 2.1. The national communications campaign uses standardised text that describes the reforms to be brought about by the Care Act. The text was developed at the request of local authorities to ensure that, as far as possible, all organisations use the same language and explain the high level changes in the same way.
- 2.2. The text was developed with input from a wide range of local authorities and other stakeholders. The final version was written by a specialist copywriter, following qualitative testing research with citizens directly affected by the Care Act reforms, including carers, domiciliary and residential care service users and members of the healthcare and social care workforces.
- 2.3. The key messages cover:
 - How care and support is changing for the better
 - Needs and eligibility
 - Support for carers
 - Deferred payment agreements

3. Timing of the national campaign

- 3.1. The table overleaf shows the timelines for the revised national communications campaign.



4. National communications channels and materials

4.1. BBC care cost calculator

In April 2016 adult social care funding reforms will be introduced. The major elements of the reforms are the changing of financial thresholds to give more people financial support from the state and introducing a cap on care costs.

The cap on care costs in particular is a landmark change to the way individual care is funded. It means that in a person's lifetime they will pay a maximum of £72,000 towards their care costs. After this point their charges cease and the local authority picks up the tab.

The BBC has developed a cost calculator to help people understand how the new funding system works and how much a person can expect to pay towards their care under the cap. To use the cost calculator tool visit the BBC website:

<http://www.bbc.co.uk/news/health-30990913>

4.2. Radio advertising

National and regional radio advertising is scheduled to start on 2 February and end on 15 March 2015. Two 30 second adverts will run – one focussed on care users and one focussed on informal carers. Both will have a call to action telling people to visit the Gov.UK webpage or to contact their local authority for further information.

The main radio stations to be used relevant to Barking and Dagenham are:

- Classic FM
- Gold
- Heart
- LBC
- Smooth

4.3. Printed media

A media partnership has been established between Department of Health and publishers Trinity Mirror and Hearst. It will use a mix of print and digital titles to convey messages and facts about the care and support reforms. These include:

- Daily Mirror
- Sunday Mirror
- Sunday Mirror – Notebook (Supplement)
- The People – Love Sunday (Supplement)
- Best (Magazine)
- Real People (Magazine)
- Mirror.co.uk (desktop, tablet, mobile)
- Mirror Social Media

4.4. Door drops schedule

2.5 million households will receive leaflets through the post. The aim of the door drops is to reach the harder to find groups of self-funders and informal carers. The leaflets will be sent to households in postcodes identified through Acorn group analysis¹.

In Barking and Dagenham, leaflets will be sent out by post in the last two weeks of February to 3,691 households in Chadwell Heath, postcode RM6.

¹ Consumer classification that segments the UK population

4.5. GP waiting room information service list

As part of the GP waiting room information service, a number of GP practices will receive campaign leaflets. Not all GP practices will receive leaflets – only those that are registered with the GP waiting room information service and have consented to having their information shared with government.

Of the 40 GP practices in the borough, 22 are registered and will therefore receive the information. To ensure information is available from GP practices across the borough, the Council is working with the CCG to provide information materials to all GP practices.

5. Approach to local communications

5.1. As mentioned already, local authorities have been given access to a toolkit of materials which can be adapted for local use. Using these materials the Council will supplement the national communications campaign and undertake the following activities:

- Face-to-face briefings with community groups, provider and service user forums
- Briefings for local providers and staff of partner organisations
- Letters to service users and carers that are known to the authority
- Display of posters and leaflets in civic buildings
- Press release for local media
- Development of a local FAQ list
- Information on LBBB website and Care and Support Hub
- Issuing of information to GP practices (further to that described at paragraph 4.8)

5.2. The Council's contact centre (020 8215 3000) and website are the main points of information listed in all local communications materials. We would encourage partner organisations who receive queries to signpost to these places.

<https://www.lbbd.gov.uk/residents/health-and-social-care/care-act-2014/keeping-you-informed/>

6. Engaging with partners and staff

6.1. Mindful that many partners work with people to deliver care and support, the Department of Health has produced a partner and stakeholder briefing; this is included at **Appendix 2**. This will be adapted for local use and circulated.

6.2. A front line worker briefing is also available and will be circulated to partners by the Care Act Programme Team.

6.3. Lastly, should partner organisations wish to disseminate key messages to residents they can download materials (similar to those available through the local authority toolkit) from the Public Health England Campaign Resource Centre.

<http://campaigns.dh.gov.uk/2014/12/30/care-support-public-information-campaign-materials/>

7. Financial implications

Additional resources of £5k are available to support communication costs in 2014/15 from the £0.5m allocation for Care Act implementation costs agreed by Cabinet to be funded from the departmental reserve.

(Comments prepared by Roger Hampson Group Manager Finance, Adults and Community Services)

8. Legal implications

There are no legal implications.

(Comments prepared by Dawn Pelle, Adult Social Care Lawyer)

Background Papers Used in Preparation of the Report: None

List of appendices

Appendix 1: Partner and stakeholder briefing