

PRESENTATION TO THE HEALTH AND WELLBEING BOARD

CARE ACT: COMMUNICATIONS

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Corporate Director, Adult & Community Services

10 February 2015

National publicity campaign

“Care and support is changing for the better...”

Led by Department of Health
and Public Health England

National key messages and
publicity materials developed
following extensive
consultation. Key themes:
Care and support needs;
Deferred payment; Carers.

Local authorities encouraged
to base local information on
national materials . Toolkit
and design guidelines issued
to Councils.

Campaign launched on 02
February

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Radio advertising



Radio Script 1: 'I Just Do' Informal Carer

Radio Script 2: 'My Dad/Mum' Care User

Stations
include

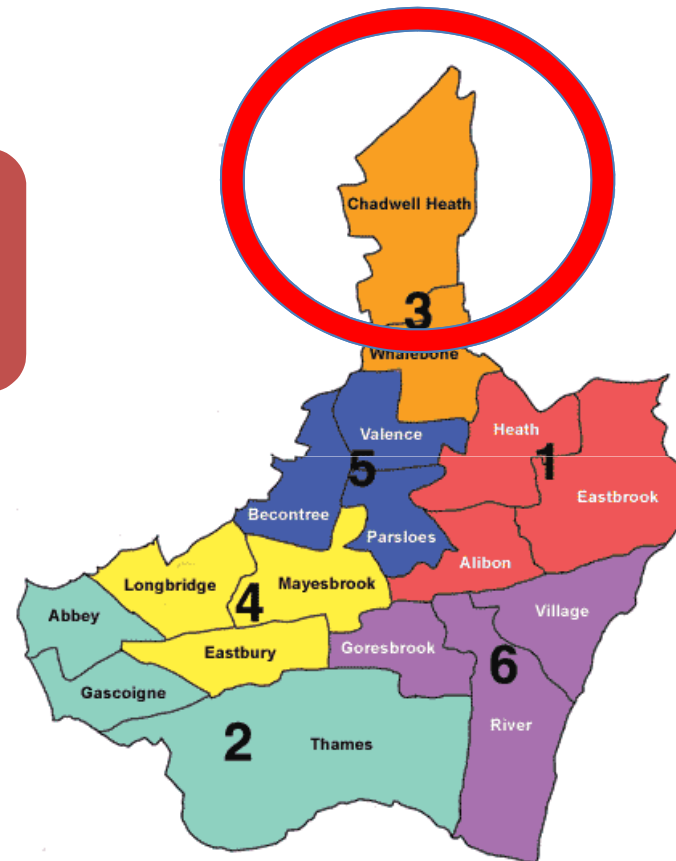
- Heart
- Gold
- LBC
- Classic FM
- Smooth

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Door Drops

2.5 million households to receive leaflets

- 3,691 households in postcode RM6.



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Printed media



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GP Surgeries

22 of 40 surgeries in Barking and Dagenham will be sent communications material by Department of Health.

Remaining surgeries will receive these materials from the Council to all patients/visitors have access to information.

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National website

Central hub of public awareness campaign. Contains:

- Key messages
- Postcode search
- Details of LBBB contact centre
- Link to LBBB website



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Care and support and you



From 1 April 2015, care and support is changing to be more consistent across England.

<https://www.gov.uk/careandsupport>

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Design guidelines



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Toolkit materials

Leaflets

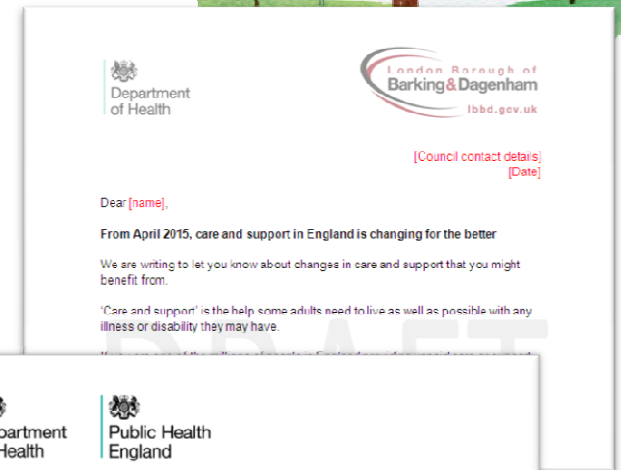
- Care and support needs
- Deferred payments
- Carers

letters

- To known carers and domiciliary care users

Briefings

- Frontline staff briefing
- Partner and Stakeholder briefing



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London Borough of
Barking & Dagenham

lbbd.gov.uk

Local communications

Local activities include:

- Leaflets and posters adapted for local use
- Council's Care Act web updated
- TV display graphic in council venues
- Pull-up banners in council buildings
- Local press release
- social media
- Letter to carers and to domiciliary care users



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Enabling social responsibility



Growing the borough

For more information visit
lbbd.gov.uk/visionandpriorities

