PRESENTATION TO THE HEALTH AND WELLBEING BOARD

CARE ACT: COMMUNICATIONS

Anne Bristow
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
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

One borough; one community; London's growth opportunity
Door Drops

2.5 million households to receive leaflets

- 3,691 households in postcode RM6.
Printed media
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.
Central hub of public awareness campaign. Contains:

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

https://www.gov.uk/careandsupport
Design guidelines
**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
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
One borough; one community; London’s growth opportunity

Enabling social responsibility
Growing the borough

For more information visit lbbd.gov.uk/visionandpriorities