

HEALTH
FOR CARE
DEMANDING A FUTURE
FOR SOCIAL CARE

**GENERAL
ELECTION 2019
CAMPAIGN
PACK FOR
MEMBERS AND
SUPPORTERS**

#FIXSOCIALCARE

**HEALTH
FOR CARE**
DEMANDING A FUTURE
FOR SOCIAL CARE



The NHS Confederation leads Health for Care, a coalition of 15 national health organisations who have joined forces to make the case for a sustainable social care system, backed up by a long-term funding settlement.

Finding a long-term, sustainable solution to how we pay for and provide care and support to people in England is among the greatest challenges our country faces. The impact on the public has been profound, with record numbers of people now left to struggle each day without the care and support they need. We believe it is the time to put this right.

Find out more at
nhsconfed.org/FixSocialCare

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TAKE ACTION!

ABOUT THIS CAMPAIGN PACK

The Health for Care campaign was launched in March 2019 in response to the growing crisis in social care and increasing challenges facing the health sector. Since then, the campaign has worked with the Secretary of State for Health and Social Care and other government teams under Theresa May's leadership and again under Boris Johnson's premiership in the hope that a social care green or white paper would be published and begin to tackle the challenges head on.

However, there is still no green paper or white paper and no sign of a long-term plan for social care or significant, long-term investment. Patients and families relying on decimated social care services are at a loss and going without the proper care they need to live fulfilled and healthy lives; carers, community support workers and nurses are struggling to meet demand and morale is at an all-time low; and the NHS, local government and third and private sector care providers are under-resourced and unable to deliver the best possible care for patients in the right setting and at the right time.

This campaign pack has been designed for leaders across the health and social care sectors to lobby parliamentary candidates ahead of the general election on 12 December. The Health for Care coalition is keen that as many people and organisations remind politicians of the importance of fixing social care once and for all – so we welcome **one and all to join this movement in calling on future MPs to #FixSocialCare.**

HOW TO GET INVOLVED

The Health for Care coalition would love for as many people to get involved and join the many voices calling on politicians to press ahead and finally fix social care once and for all.

From Saturday 16 November until Saturday 23 November, we are inviting health and social care colleagues, patients and friends of the NHS to raise awareness of the crisis facing the social care sector using the power of social media.

As you will see below, we have suggested five key ways that you or your organisation can get involved. It would be great if you could do all five, but even better if you could also pass on the message and encourage friends, family and colleagues to get involved as well!

FIVE WAYS TO GET INVOLVED

1. **Pledge your support**

Share a Twitter card or print the pledge at the back of this pack and take a photo of yourself to post on Twitter. Don't forget to use [#FixSocialCare](#)

2. **Ask your parliamentary candidates to pledge their support for the campaign**

We are hoping to spread the message far and wide among future MPs so that when parliament returns after the General Election the new MPs are ready to [#FixSocialCare](#). Why not tweet your local candidates or the party's health spokespeople to get them on board?

3. **Add the Twibbon**

Twibbons are icons you can add to your Twitter display picture and are a great way to spread the message that we need to [#FixSocialCare](#) now. Not sure how to add a Twibbon? That's okay, we've included a step-by-step guide on the following pages.

4. **Share your story**

Does your organisation represent people who work in social care or people who rely on social care services? Do you have a personal experience of when you or a family member has needed social care, but due to funding cuts or other reasons, services haven't been there when you've needed them? Tell your story on social media and use [#FixSocialCare](#) to spread the word of how important it is for politicians to find a solution.

5. **Sign the petition**

Add your name to the already [150,000+ strong petition](#) and let the incoming government know how important this issue is to you!

CAMPAIGN MATERIALS

Getting involved couldn't be easier! Below are all the tools you'll need for taking part in the five actions suggested in this campaign pack. However, if there is anything else you'd like support with that's not included in this pack, then why not get in touch with our campaign coordinators to ask?

1. PLEDGE YOUR SUPPORT

The easiest way you can pledge your support is by sharing [#FixSocialCare GIF](#) on your Twitter and using [#FixSocialCare](#) in your tweet. Don't forget to say why you are pledging your support!

Alternatively, why not print off the pledge card at the end of this pack and snap a photo holding it for Twitter! The pledge card can also be [downloaded here](#).

2. ASK YOUR PARLIAMENTARY CANDIDATE TO PLEDGE THEIR SUPPORT

You can do this by sending them an email, a direct message on social media, or tweeting them directly. Remember to explain why it's important to you and why you think they should pledge their support!

3. ADD THE TWIBBON

The [#FixSocialCare campaign](#) will be Health for Care's main social media operation in the run up to the general election on 12 December 2019.

We would be grateful if your organisation could from **Saturday 16 to Friday 22 November**, adopt and promote the [#FixSocialCare campaign Twibbon](#). A 'Twibbon' is a graphic which can be placed over your organisation's profile picture on Twitter.

There are two ways to add the Twibbon to your organisation's profile picture.

Using your organisation's Twitter account

1. Log in to your organisation's Twitter account and visit its profile page.
2. Once you are on your organisation's profile page, select "Edit profile".
3. Then select the symbol of a camera on your organisation's profile picture.
4. After this, select the image that we sent your organisation in the email that also included this pack. The image that we sent your organisation includes the image of your organisation's current Twitter profile picture, with the added [#FixSocialCare](#) banner.
5. Click "Save". Your organisation's profile picture will now feature [#FixSocialCare](#) banner.
6. When you decide it's time to remove the Twibbon follow the same steps to remove the [#FixSocialCare](#) banner and replace it with your organisation's original profile picture.

Using twibbon.com

1. Visit this link on twibbon.com
2. Select "Add to Twitter".
3. Log in to your organisation's Twitter account in the pop-up page.
(Please note: While it is safe to log in to your organisation's Twitter account in the pop-up page, you will be granting Twibbon permission to complete specific actions relating to your Twitter account.)
4. After logging in, you will be presented with an image of your organisation's profile picture overlaid with the #FixSocialCare banner. At this point, you will also be given the option to move the #FixSocialCare banner to a different position on your profile picture, as well as change its size.
5. Once you are happy with how the #FixSocialCare Twibbon looks on your profile picture, select "Add the Twibbon to Twitter".
6. Your organisation's profile picture will now include the #FixSocialCare Twibbon.
(Please note: Immediately after the Twibbon has been added, an automatic tweet will be sent from your account. The tweet will include the link to where others on Twitter can adopt the #FixSocialCare Twibbon, as well as the text reading, "Please help support Fix Social Care, add a #Twibbon now!". While we are happy for any members of the public to adopt this Twibbon, you may prefer that this automatic tweet is immediately deleted upon being published.)
7. When you decide it's time to remove the Twibbon follow the same steps to remove the #FixSocialCare banner and replace it with your organisation's original profile picture.

4. SHARE YOUR STORY

Simply share your story on Twitter and use #FixSocialCare. Remember to encourage your local parliamentary candidates to pledge their support! Videos are also great at attracting politicians' attention, so why not think of innovative ways to tell your story and post on Twitter using #FixSocialCare?

If you're feeling camera shy or not sure what to write, then feel free to use our suggested Tweets on the on pages 10 and 11.

Date	Action
Saturday 16 November	<p>Theme: #FixSocialCare – has your parliamentary candidate signed up?</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> – Successive national governments have not put an end to the chronic underfunding of adult social care in England. Have your general election candidates supported the pledge to #FixSocialCare yet? – The social care crisis is having a severe impact on people’s lives and exacerbating pressures on the NHS. The next government must improve and better fund social care. Have your general election candidates supported the pledge to #FixSocialCare yet? – The main parties have all put the NHS at the heart of their election campaigns. But without a plan to #FixSocialCare, the NHS will not be able to keep pace with an ageing population and rising demand. The next government must end the crisis in care.
Sunday 17 November	<p>Theme: Fair eligibility</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> – It’s not only the elderly who rely on social care. Around half of all public social care funding is spent on providing support to those of working age. The next government must make sure eligibility to receive care is based on need, not age. #FixSocialCare. – The next government must introduce a social care system that is better funded. The system must also guarantee parity of esteem in access across physical, mental and cognitive health. Encourage your general election candidates to #FixSocialCare.
Monday 18 November	<p>Theme: Improving integration</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> – Underfunding in adult social care has hampered reforms that would improve integration between NHS and care services. The next government must secure funding that allows reform. Ask your general election candidates whether they plan to #FixSocialCare.
Tuesday 19 November	<p>Theme: Workforce</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> – Staff in the social care sector do incredibly important work to the lives of many. Yet they are poorly paid, with few opportunities for career progression. Ask general election candidates in your area whether they plan to #FixSocialCare if elected. – Social care in England is suffering from a huge workforce shortage. Last month, @Skillsforcare reported that there are approximately 122,000 vacancies in the care sector. Support our campaign by calling on the political parties to #FixSocialCare.

<p>Wednesday 20 November</p>	<p>Theme: Unpaid carers</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> - In the 2011 census, there were 5.4 million unpaid carers in England. Since then, an ageing population and cuts to local government funding have only increased the number of unpaid carers. The time to #FixSocialCare is now. - The @LordsEconCom stated in July that with each delay to social care reform “the level of unmet need increases, the pressure on unpaid carers grows stronger, the supply of care providers diminishes and the strain on the care workforce continues.” It is time to #FixSocialCare.
<p>Thursday 21 November</p>	<p>Theme: Accessibility</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> - Whoever is in government after the next election, it must introduce a social care system that is better funded and simple enough for everyone to understand, with clear guidance on offers of care to be made widely available. That’s why I’m supporting #FixSocialCare.
<p>Friday 22 November</p>	<p>Theme: Funding</p> <p>Suggested tweets:</p> <ul style="list-style-type: none"> - Social care in England urgently requires both immediate funding given to address the existing crisis, and a long-term funding settlement that makes sure everyone gets the care and support they need, when they need it. That’s why I’m supporting the #FixSocialCare campaign.

5. OTHER HELPFUL RESOURCES AND BACKGROUND INFORMATION

Please click on the following links:

- [**Crisis in care: What do MPs think?**](#) The 2019 report commissioned by Health for Care.
- [**A chink of light?**](#) Our briefing about tackling the underfunding of social care.
- [**Adult social care: The government’s ongoing policy review and anticipated green paper \(England\)**](#) This House of Commons Library briefing paper considers the government’s ongoing review of social care policy, in particular how it is funded by individuals and the public sector in England.
- [**Adult social care funding \(England\)**](#) This Commons Library briefing paper examines the key funding pressures facing adult social care services in England and evidence of the impacts of these pressures on social care and health services.
- [**Health for Care blog series**](#) gives insight from across the health sector.

WHAT YOU NEED TO KNOW

**WHY ARE WE
CALLING FOR
ACTION NOW?**

The general public is deeply concerned by the crisis in care. There are more than 150,000 signatures on our petition – the largest of its kind – calling for urgent government action to address the issue. They are joined by 73 health leaders who have co-signed a letter to the Prime Minister calling for urgent action to fix social care.

And the facts speak for themselves. Around 1.4 million older people in England cannot access the support they need. There are 850,000 people in the UK living with dementia – a figure that will increase to more than one million by 2025. But it's not just older people, as local authorities now spend nearly as much on social care for working-age adults who are increasingly in need of support.

There are also over 5.4 million unpaid carers across the country, and half of all homeowners are not confident of having enough money to fund their own care, even if they sell their home.

Previous efforts to reform social care by successive administrations have failed, but we believe a consensus is emerging on the need to act, and that with political will and determination, this time it could be different.

It's important the health and social care sectors and the public work together to keep the social care crisis at the forefront of politicians' priorities during the general election campaign.

**97 PER CENT OF NHS
LEADERS BELIEVE THE
WORSENING SOCIAL CARE
CRISIS IS DAMAGING THE
NHS AND PATIENT CARE**

NHS Confederation members survey, November 2019

SEVEN KEY PRINCIPLES FOR A NEW SOCIAL CARE SYSTEM IN ENGLAND

1. **Sharing costs:** A system providing the care people need – free at the point of use – should be funded by universal and compulsory financial contributions. This may require differences in when, how, and how much people pay towards the care system.
2. **Fair eligibility:** Eligibility should be based on need and must be widened to ensure that those *of any age* with unmet or under-met need have access to appropriate support. Eligibility must also guarantee parity of esteem across physical, mental and cognitive health.
3. **Improving integration:** Health and care services should be designed to work more effectively together, with personalised care and prevention at the heart of both services. Health and care services should deliver treatment and care at the right time and place and guarantee maximum personal control to the recipients of care.
4. **Sustainability:** Establishing a sustainable social care system will require closing the existing funding gap in the short term, as well as establishing a permanent funding settlement that would enable both members of the public and care providers to plan for their long-term future. Levels of funding should also sustain a diverse and stable market of providers.
5. **Valuing the workforce:** More workers should be recruited to, and retained within, the care sector. Furthermore, those who work within the care sector should be offered increased pay, higher quality training (along with the protected time away from work to undertake training), opportunities for career progression, and new career paths.
6. **Supporting carers:** Unpaid carers should be eligible for increased support from the state. Additionally, offers of care should not be reduced on the basis that someone may be a recipient or possible recipient of informal care.
7. **Accessibility:** The criteria and assessment process for receiving state-funded care should be simple enough for everyone to understand, with guidance on offers of care to be made widely available. In addition, assessments of individuals' care needs should be conducted by appropriately-trained assessors.

**THREE KEY
CRITERIA TO
ENSURE A
FUTURE PLAN
FOR SOCIAL
CARE IS
SUSTAINABLE**

We have three recommendations that we believe are critical to achieving a sustainable long-term settlement for social care:

- **Eligibility should be based on need and must be widened** to make sure that those with unmet or under-met need have access to appropriate care and support. Around 2.1 million people in the UK were estimated to have received some level of informal care in 2014, but the number of family and friends providing unpaid care in England increased from 4.9 million in 2001 to 5.4 million in 2011. Moreover, Age UK has identified that at least 1.4 million people have unmet or under met need.
- Any new settlement should provide **secure, long-term, funding** at a level to enable the social care system to operate effectively and deliver the outcomes that people want and need. The settlement needs to address immediate needs from April 2020, as well as put the social care sector on to a sustainable path for the longer term. That will require the right funding, workforce and a diverse and stable market of providers. This will need to be supported by good quality, trusted information and advice to help people navigate the care system effectively. The Spending Review presents an essential opportunity to invest in social care at the same scale as the Government is now investing in the NHS.
- A recent report commissioned by the NHS Confederation, and undertaken by the Institute for Fiscal Studies and the Health Foundation, calculated that social care **funding would need to increase by 3.9 per cent a year** to meet the needs of an ageing population and an increasing number of younger adults living with disabilities. We recognise that any significant additional funds must be accompanied by reform and improved service delivery. Social care services and the NHS are working together to transform and integrate local care services, but they can only go so far when services are being placed under so much strain.

GET IN TOUCH

CONTACT US

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NHS Confederation spokespeople will be available for tv and radio interviews.