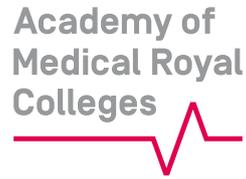


**GENERAL  
ELECTION 2019  
CAMPAIGN  
PACK FOR  
PARLIAMENTARY  
CANDIDATES**

**#FIXSOCIALCARE**



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Health for Care is a coalition of 15 organisations representing the entire breadth of the NHS, joining forces to make the case for a sustainable, long-term settlement for social care. We are supported by a wide-range of care organisations from across the charitable, not-for-profit, union and independent sectors.

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](https://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 a wide range of politicians and the wider social care sector to champion the hugely important work of the social care sector and find a solution to the challenges facing the sector.

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 parliamentary candidates ahead of the general election on 12 December. **The Health for Care coalition is keen that as many leading political voices call for action to [#FixSocialCare](#).**

## HOW TO GET INVOLVED

The Health for Care coalition invites you to pledge your support to the challenge of solving the social care challenges facing society today.

From Saturday 16 November until Saturday 23 November, we are inviting health and social care colleagues, patients and, most importantly, politicians 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 can get involved. It would be great if you could do all five,

### 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 constituents and campaigners to pledge their support for the campaign**

We are hoping to spread the message far and wide that now more than ever we all need to work together to [#FixSocialCare](#). Why not tweet your local campaigners, councillors and members of the public, inviting them to also show their support.

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 a press release with your local journalists**

On the following pages we have included a template press release for you to adapt and send to your local media outlets.

5. **Sign the petition**

Add your name to the already [150,000+ strong petition](#).

## 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 LOCAL CAMPAIGNERS, COUNCILLORS AND MEMBERS OF THE PUBLIC TO PLEDGE THEIR SUPPORT

As a parliamentary candidate people will be looking to you for leadership on key issues. Social care has, is or will affect us all at some stage in our lives, so why not dedicate a campaign bulletin, policy meeting or campaign day to understanding the challenges in the social care sector and how we can overcome them with volunteers and members of the public?

### 3. ADD THE TWIBBON

Twibbons are a fantastic way to show everyone what you are supporting as your followers scroll through their social media feed. We'd really welcome you adding a Twibbon to your picture throughout the general election campaign (and beyond if you'd like to)! A 'Twibbon' is graphic which can be placed over your organisation's profile picture on Twitter.

**There are two ways to add the Twibbon to your profile picture.**

#### Using your Twitter account

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

### Using twibbon.com

1. Visit this link on twibbon.com
2. Select "Add to Twitter".
3. Log in to your 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 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 profile picture will now include the #FixSocialCare Twibbon. (Please note: Immediately after the Twibbon has been added, an automatic tweet be sent from your account.
7. When you decide it's time to remove the Twibbon, simply follow the same steps to remove the #FixSocialCare banner and replace it with your original profile picture.

## 4. SHARE A PRESS RELEASE WITH YOUR LOCAL JOURNALISTS

On page 10 is a suggested press release which you may like to use to let local journalists know that you are supporting the NHS and social care sector by championing better social care.

**\*PRESS RELEASE\***

**For immediate release**

# **[NAME OF CANDIDATE] BACKS NATIONAL CAMPAIGN TO FIX SOCIAL CARE**

**[Candidate name]** representing **[name of party]** in **[name of constituency]** at the 12 December election has backed a national NHS-led campaign to fix social care.

The campaign which is being led by the NHS Confederation has the backing of 15 national health organisations including the Patients Association, Healthwatch and the Royal College of GPs and is asking parliamentary candidates to pledge their support for social care.

Today, **[candidate name]** became a leading voice in the movement to fix society's biggest healthcare challenge.

Unlike healthcare which is free at the point of use, social care is means-tested and is often expensive or hard to access. This means many people have to rely on family members for care, or go without. Moreover, there is a severe shortage of staff in the social care sector and for this reason, carers are often overworked, underpaid and underappreciated. The campaign group – Health for Care – are calling on parliamentary candidates to show their support for the carers, patients and families by pledging to find a solution to the social care crisis.

The Health for Care campaign group is made up of charities, royal colleges and professional bodies from across the health sector who have joined forces to champion better social care and support for people across England. It is the first time that health organisations have come together to call for a long-term plan and investment in the social care sector and comes after major funding commitments for the NHS from the **[political party]** party.

**[Candidate name] said:**

**“[Why candidate is supporting the campaign].**

“Poor social care is unacceptable. Constituents are telling me that is a significant concern for them as they try to juggle looking after older or disabled relatives, or as they fear that they will have to sell their home to pay for care costs in the future. The NHS is free at the point of use – and that is what makes it so valuable and precious to the people in my constituency, but sadly this is not the same for social care – but it should be.”

**Niall Dickson, chief executive of the NHS Confederation said:**

“We accept all the main political parties say they are committed to tackling this issue, but we now need action not words. And we shall be looking closely at the manifestos to gauge how seriously they are taking the issue.

“Failure to grasp the nettle will mean even more people will go without the care they need and more pressure will be piled onto existing social care staff, as well as an already-stretched NHS.

“With 122,000 vacancies across social care services and 1.4 million people believed to be going without the care and support they need every day, the incoming government must seize the opportunity and come forward with proposals that will last a generation and more.”

Earlier this year more than 70 health leaders urged politicians to take action to solve the social care crisis, and currently [over 150,000 members](#) of the public have signed a petition to call for reform.

The Health for Care campaign is inviting members of the public to share their experiences of social care on Twitter during the general election campaign including #FixSocialCare.

Health for Care campaign group wants to encourage politicians from across the political spectrum to help deliver a more sustainable social care system, backed up by a long-term financial settlement. Alongside, future investment, they recommend key reforms to help deliver a solution for social care that lasts a generation and more. This must include a widening of the eligibility criteria to ensure those people most in need get the care and support they require.

#### **Notes to editors:**

More detail about Health for Care can be found at:

<https://www.nhsconfed.org/supporting-members/influence/health-for-care>

## **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.

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# 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 that politicians, the health and social care sector and the public work together to find a solution to the significant challenges facing social care.

**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

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## CONTACT US

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

# HEALTH FOR CARE

DEMANDING A FUTURE  
FOR SOCIAL CARE

# I PLEDGE...

TO HELP  
FIX THE SOCIAL CARE SYSTEM  
IN ENGLAND AND TO  
MAKE SURE EVERYONE RECEIVES  
THE HELP THEY NEED  
WHEN THEY NEED IT –  
BOTH NOW AND IN THE FUTURE

[#FIXSOCIALCARE](#)