

Care About Care Providers Pack

careaboutcare.org



Table of Contents

<i>Introduction.....</i>	3
<i>What are we asking?</i>	4
<i>How to use this pack.....</i>	5
1. Local Media Guide.....	7
Why engage with your local media?	7
How to engage with journalists?	7
2. Template Press Release	9
3. Social Media Templates	12
4. Template Councillor Letter	13
5. Key Evidence and Campaign Messages	14

Introduction

Thank you for supporting the Care About Care campaign.

This campaign exists to change how social care is understood, valued and prioritised by society and the Government. To do this, it seeks to raise awareness of the significant contribution social care makes to people's lives, local communities, and the wider economy – while calling for urgent Government action to support the sector.

As a care provider, your voice really matters. But so do the voices of the people you employ, the people you support, and their loved ones.

Collectively, there are nearly 2.5 million people with a direct personal connection to the social care sector – people who either work in, or draw on, care services. If each brings in a loved one or friend to support the campaign that would be five million people.

Together, that's an unstoppable force for change, but we need your help to reach them.

This pack contains *Care About Care* campaign materials designed to engage the people you employ, the people you support, and their loved ones. These materials can be:

- Displayed in staff rooms and communal areas;
- Shared directly with employees and families;
- Included in internal newsletters;
- Circulated digitally via email or WhatsApp groups.

The materials have been designed to work well in all care settings, no matter the business model, funding base, or type of care. This is a fully inclusive campaign where we all want the same thing – a well-respected, well-funded sector that is empowered to deliver the best outcomes for people drawing on and working in care.

Our aim is to help more people understand the value of social care and to encourage them to support the *Care About Care* campaign. You can help us achieve this.

What are we asking?

Care About Care is asking the Government to commit to three things they can deliver now, without waiting a decade for reform:

- **An immediate £625-a-year pay rise for every care worker** – this would be funded by exempting care providers from the recent Employer National Insurance rise and ringfencing the savings (est. £1bn per year) for frontline pay. No waiting for 2028.
- **A fair cost of care** – independently calculated, funded properly, and paid to providers on time.
- **Investment in local care providers** – a new ‘British Care Fund’ offering grants to the small, often family-run providers who deliver around 80% of Britain's care, so they can invest in technology and environments and keep serving their communities.

How to use this pack

The provider's pack is made up of materials designed to help you build support for the campaign within your care home, among your team and with residents and their families.

Whether you're speaking to local media, engaging with elected representatives or sharing your support online, these resources are designed to make it as easy as possible to get involved.

The following pages include:

- 1. Local Media Guide**

Guidance on how to engage with local journalists and generate media attention for the campaign in your area.

- 2. Social Media Templates**

Ready to use posts for Instagram, Facebook and LinkedIn that you can personalise and share with your audiences. We also provide a link to our digital pack so you can edit and adapt to your needs.

- 3. Template Letter to your Local Councillors and Local MP**

A template letter to help you contact your local councillors and / or your local MP and explain why social care matters to your community.

- 4. Key Evidence & Campaign Message**

Headline facts, supporting evidence and core campaign messages to help you communicate with confidence.

- 5. Communal Area Poster**

A campaign poster for display in communal areas to raise awareness among residents, visitors, and families.

- 6. Staff Room Poster**

A poster for staff areas to encourage colleagues to support the campaign and take action. Their voices are the most powerful.

7. Digital Leaflet

A digital leaflet that can be shared by email, on your website or across your social media channels.

8. Pledge Board Graphic

A printable campaign graphic that staff, residents and visitors can use to show their support and share photos on social media.

9. Email Template for your Staff

A ready-to-use email to help you introduce the campaign to your team, explain why it matters and encourage them to get involved.

1. Local Media Guide

Why engage with your local media?

Local media is one of the most effective ways to raise awareness of the **Care About Care** campaign and demonstrate the vital role social care plays in your community. Whether it's a local newspaper, radio station or regional news outlet, positive coverage can help build understanding of the challenges facing the sector and why change is urgently needed.

Sharing your story can:

- **Raise awareness** of the pressures facing social care and why reform matters.
- **Celebrate the difference** your organisation makes to the lives of residents, families and the wider community.
- **Build trust and confidence** in your organisation by showcasing the high-quality care you provide.
- **Encourage local people** to support the Care About Care campaign and add their voice.
- **Influence local decision-makers**, including councillors, MPs and NHS leaders, by demonstrating why investment in social care is essential to supporting local communities and protecting wider public services.

Every care provider has a powerful story to tell. By sharing your experiences, you can help ensure social care receives the recognition, understanding and investment it deserves.

How to engage with journalists?

Journalists are always looking for compelling local stories, particularly those that highlight issues affecting their communities. Here are some ways to grab their attention:

- **Identify your local outlets**
Start by making a list of your local newspaper, radio station, local television news and community websites. Most will have a news desk email address or a reporter who covers health, social care or local government.

- **Send a clear, concise email**

Introduce yourself, explain why you're getting in touch and outline the story in a few sentences. Focus on why it matters to local people and link it to the Care About Care campaign. We've included a template media letter in this pack to help you get started.

- **Offer a spokesperson**

Let journalists know who is available for interview, whether that's your manager, a member of staff or (where appropriate and with consent) a resident or family member who can speak about the importance of social care.

- **Provide visuals**

Photographs can significantly increase the chances of coverage. Include high-quality images of your care home, staff or campaign activity, ensuring you have the necessary permissions from anyone featured.

- **Respond promptly**

If a journalist contacts you with questions or requests an interview, try to respond as quickly as possible. News moves quickly, and timely responses make it easier for journalists to include your story.

- **Share your coverage**

If your story is published or broadcast, share it across your social media channels, website and newsletters to help amplify the campaign and encourage others to get involved.

2. Template Press Release

[Organisation Name] backs “Care About Care” campaign, putting care at the heart of national conversation

[Organisation Name] is proud to support the national *Care About Care* campaign, run by the grassroots coalition Providers Unite and backed by more than 4,000 people who work in, draw on or value care services.

Care About Care brings together care providers, families, and the public behind a simple argument: social care is one of the largest and most important sectors that every family will rely on at some point. It is an essential public service, a major contributor to the economy, and a sector that has been overlooked, undervalued, and underfunded for more than two decades.

The campaign highlights that social care contributes £78 billion to the economy each year, more than the tourism, telecoms, and entertainment sectors - with economic impact spread across every town and community in the country, aligning closely with Andy Burnham’s ‘good growth in every postcode’ agenda. Social care employs 1.6 million people, more than the NHS, and by 2040, Britain will need a further 470,000 care workers to meet growing demand for care. One in four people over 65 already need help with everyday tasks, and three in five of us will care for someone we love during our lifetime.

[Organisation Name] has chosen to back the campaign and is asking local people to sign the open letter on the campaign website. As a frontline **provider**, we see every day how vital social care is to the people we support, their families, our colleagues and the wider community and experience first-hand the pressures facing the social care sector.

[Organisation Name] strives to speak up, take action and help to build the momentum needed to secure the fair funding settlement and reform that the social care sector urgently needs.

As part of its call to action, *Care About Care* is urging immediate measures to support the care sector, including:

- **A £625 annual pay rise for every care worker**, funded by exempting care providers from the recent rise in Employer National Insurance Contributions and ringfencing the resulting saving - around £1bn - for frontline pay. This is money that could reach care workers now, rather than waiting for the Fair Pay Agreement due in 2028.

- **A fair cost of care**, with councils funding services based on an independently calculated cost of delivery, paid in full and on time, and properly resourced by central government to do so. This would end the postcode lottery that leaves care services in some parts of the country underfunded and leaves older people needing to sell their homes to fund essential care.
- **A new 'Care Investment Fund'**, offering infrastructure grants to the small, often family-run providers who deliver around 80% of Britain's care, so they can modernise services, invest in innovative technology, and keep serving their communities.

At [Organisation Name], we are committed to encouraging colleagues, people who use our services, families, and the wider community to support the campaign by contacting their MP through the quick online action form at **careaboutcare.org**.

[Name, Job Title] at [Organisation Name] said:
[quote]

Kat Hall, founder, Providers Unite said:

“We are delighted that [Organisation Name] will be supporting our Care About Care Campaign.

“With the vital support of allied organisations like [Organisation Name], we can amplify our voice to further reach people using care services, their friends and loved ones, care workers, other local care providers and – crucially – communities across the country. This is one of the most pressing issues facing the country, having been ignored by successive Governments for nearly 20 years, and it impacts all of us, no matter where we live.

“We want to see fairer funding for the sector and the people who use care services, an immediate pay rise for care workers, and greater investment in local community care services – all of which improves the experience for people who use care services and helps delivered local economic growth.

“We encourage all those who believe care should be properly valued, properly funded and placed at the heart of national life to support the Care About Care campaign today.”

ENDS.

Notes to editors:

About [Organisation Name]:

[Information about Organisation]

About Care About Care:

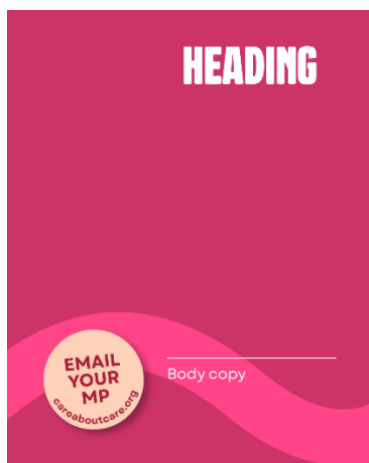
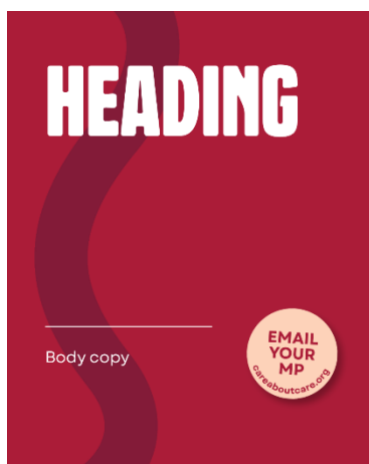
- Email: info@careaboutcare.org
- *Care About Care* campaign press office: 0800 058 4522
- *Care About Care* is a grassroots movement bringing together people who work in care, people using social care services, their families and loved ones, organisations that provide social care, and communities across the country to advocate for meaningful reform of the social care system in England.
- For further information, please visit the website: <https://careaboutcare.org/>
- To sign the Andy Burnham open letter: <https://careaboutcare.org/dear-andy/>
- The website has statistics and other information about the social care sector. To verify the statistics in this press release, please visit: <https://careaboutcare.org/factsheet>

3. Social Media Templates

Canva link to editable social media templates: <https://canva.link/kgdbgqhyiep53yb>

Here you will find a summary of the brand guidelines and examples of previous social media post made as a design guide.

Templates



Examples of previous posts



Template Councillor Letter

Dear Councillor (Surname) / (MP Name),

I am writing to you in your capacity as (their role) at (council) OR MP for (name of constituency), as a supporter of the *Care About Care* campaign, a national campaign which is uniting the entire social care sector to bring about immediate reform for social care services.

Every day, I see the extraordinary commitment of care professionals working tirelessly to provide safe, consistent and compassionate care for local people. However, I also see the impact that increasing demand and funding constraints are having on our ability to provide care for residents in our local community.

You will be aware of how important services like [care home] are to the community. They support local people, enable them to lead fulfilling lives and help prevent them from having to rely on local NHS services. However, despite the vital role that local social care services play, care providers receive, on average, just £6 per hour per resident from councils to provide residential care. This is simply not enough.

Additionally, by 2040, England will need 470,000 additional adult social care roles. Our local area is not immune to this, and without urgent action, we will face a vacancy crisis. We cannot continue to do nothing, which is why I am supporting the *Care About Care* campaign.

Care About Care is calling for social care to receive the recognition and investment it urgently needs.

I would welcome your support for the campaign and would be grateful if you could:

- Champion the importance of social care within our local community
- Engage with local providers to better understand the challenges facing the sector
- Support efforts to ensure social care receives the recognition and investment it deserves.

Three in five people will care for someone they love during their lifetime. That means many of us will one day provide support for a loved one. We all want that care to be the best it can possibly be.

Thank you for taking the time to read this letter. I look forward to hearing from you.

5. Key Evidence and Campaign Messages

Social care reform should not be a political hot potato, yet successive governments have too often treated it as one. Political inertia has meant that on the ground services continue to suffer, being asked to do more with less, and being forced into impossible decisions because Westminster has failed to act.

Care About Care has brought social care providers from across the country together and called for a series of urgent reforms to the social care sector.

Social care is not a small sector, in fact:

- £77.8 billion – Adult social care contributes this much to the UK economy every year.
- 1.6 million people work in adult social care, making it one of England's largest workforces.
- 470,000 additional care workers will be needed by 2040 to meet future demand.
- 3 in 5 people will care for a loved one during their lifetime.
- Care providers receive, on average, just £6 per hour per resident from councils to provide residential care.
- More stats can be found on the [Care About Care Website](#).

Our argument

Social care is not simply another public service; it is essential infrastructure that enables people to live with dignity and independence.

The sector continues to deliver high quality care despite increasing financial pressures, workforce shortages and growing demand. Providers continue to go above and beyond to meet the needs of the people they support, but they cannot continue to absorb these pressures indefinitely. Without sustainable funding and meaningful reform, it will become increasingly difficult to recruit and retain staff, invest in services and meet the needs of our ageing population.

Social care is not a separate service it is a major cornerstone of the health ecosystem and must be recognised as such.

Care About Care is calling for:

- **An immediate £625-a-year pay rise for every care worker** – by exempting care providers from the recent Employer National Insurance rise and ringfencing the £1bn saving for frontline pay. No waiting for 2028.
- **A fair cost of care** – independently calculated, funded properly, and paid to providers on time.
- **Investment in local care providers** – a new ‘British Care Fund’ offering grants to the small, often family-run providers who deliver around 80% of Britain's care, so they can modernise and keep serving their communities.

Join the Care About Care campaign and make your voice count.

Visit our [website](#) today and email your MP today.



 careaboutcare.org

 [@Care about Care](https://www.linkedin.com/company/careaboutcare)

 [@careabtcare](https://twitter.com/careabtcare)

 [@careaboutcarec](https://www.instagram.com/careaboutcare)

 [@careaboutcare.org](https://www.tiktok.com/@careaboutcare.org)

GREAT CARE



HELP US
BUILD A
BETTER,
FAIRER CARE
SYSTEM



ADD
YOUR
VOICE

CHANGES LIVES

It's time Westminster
recognised it.

Every day, skilled care workers help people live with dignity and independence. That work deserves the **recognition, funding and respect** of the country it serves.

After twenty years of being ignored by Westminster, the people who provide care and the families who depend on it are saying **enough is enough.**



EMAIL YOUR MP
in just 30 seconds

CARE
ABOUT
CARE

careaboutcare.org/emailyourmp

YOU KNOW WHAT'S WRONG WITH CARE



They don't.



Politicians have been talking about social care for 20 years, but they've never asked the people who do the work.

Care About Care is a new campaign that wants to give you a voice, help build a care system we can all be proud of – and **give care workers an immediate £625 pay rise.**



**ADD YOUR VOICE
in just 30 seconds**

**CARE
ABOUT
CARE**

careaboutcare.org/emailyourmp

I SUPPORT CARE ABOUT CARE

Social care matters to all of us.
Every one of us will need care or knows someone who will.

careaboutcare.org

**It's time that social care gets the recognition
and investment it deserves.**

JOIN THE CAMPAIGN

careaboutcare.org