

The Care Act 2014

**The Department of Health/
Public Health England 'Care and
support & you' publicity campaign**

and

**West Sussex County Council public
consultation**

Briefing for district and borough councils



National campaign

The Department of Health, with Public Health England, is preparing a publicity campaign around the Care Act reforms, the first phase of which will run from January to March 2015.

The campaign will focus on key aspects of the April 2015 reforms brought in by the Care Act, and the headline messages are:

- Care and support is changing for the better
- The way care and support needs are assessed is changing for the better
- Carers may be able to get more help
- Deferred payment agreements will be available nationwide.

The national advertising comprises:

- Pay per click advertising through Google, Bing etc - from 12 January
- Radio advertising including Magic, Classic FM, Smooth, Heart and Gold – from 2 February
- Display advertising on relevant websites – from 2 February
- Paid-for media partnerships with national newspapers and magazines including Daily Mirror, Sunday Mirror and Best – from 9 February
- Leaflet door drops to self-funders and carers (approximately 31,000 across West Sussex) - from 16 February. Postcode areas are:
 - BN13 2 (Worthing)
 - BN15 0 (Lancing)
 - BN15 8 (Lancing)
 - BN15 9 (Lancing)
 - BN17 7 (Wick)
 - PO21 5 (Bognor Regis)
 - PO22 9 (Bognor Regis)
 - RH10 5 (Crawley)
- Leaflets sent to GP surgeries for display in waiting rooms (33 surgeries in West Sussex) – from 2 March



A copy of the leaflet that is to be distributed to households is supplied with this briefing. We believe that the same leaflet will be distributed to GP surgeries.

The leaflet is part of a suite of materials that local authorities have been provided with, forming a 'toolkit' to help support the national campaign, and to assist with local campaigns.

However, this has been delayed several times and as we have only just received the bulk of the materials, the opportunity for using these before the campaign commences is limited.

All materials will feature the 'tree of life' design (see left) with the key message 'Care and support is changing for the better'.

Call to action

The national campaign includes a 'call to action' directing people to contact their council for more information. However it doesn't specify whether this means their county, borough or district council. Whilst this was highlighted to the campaign organisers the wording has not been changed.

Colleagues in district and borough councils may therefore receive enquiries from residents in relation to the key messages from the campaign. Could you kindly make sure your switchboard and reception staff are aware of this please?

To ensure callers and visitors are not dissatisfied and that a consistent message is given, could you please ask them to use a message such as:

Thank you for your enquiry. I believe you need to speak to the County Council, who is responsible for social care and not your local district/borough council.

The national campaign has directed people to their council but hasn't made it clear to residents which organisation that is. Could I please ask you to contact the Adult Social Care helpline at the County Council who will be able to help with your enquiry? Thanks for your understanding.

Their contact details are:

- **Telephone: 01243 642121**
- **E mail: socialcare@westsussex.gov.uk**

Or visit www.westsussex.gov.uk/careact for more information.

A briefing for partners is expected to be included in the toolkit and this will be shared with all communications officers and key senior managers as soon as it is received.

We will also share some standard care and support website text for local councils to use to help residents understand what is available and to signpost people to other resources. This is also a good opportunity to highlight key preventative services in your areas.

Local consultation

Whilst the way that some parts of the Care Act will be delivered is decided nationally, we can decide locally on some areas. We are holding a public consultation to allow residents, partner organisations and adult social care professionals to give their views on our proposals before we make any changes.

We are asking people to give us their views on:

- How to carry out assessments for carers and for people needing social care support
- How to deliver an independent advocacy service (someone to speak on a person's behalf)
- How we charge people for services.

The consultation is currently underway and runs until Wednesday 11 February 2015.

Full details of the consultation, including an information booklet, factsheet and survey is available to download from www.westsussex.gov.uk. The survey can also be completed online.