

The Care Act: National care and support campaign Briefing Note

Background

Public Health England (PHE), on behalf of the Department of Health (DoH), will be running a public awareness campaign on “care and support”, instigated by the imminent arrival of the Care Act in April 2015. There will be 2 broad phases to this national campaign:

Table 1: national communication campaign phases

	Focus	Timescale	Key messages on:
Phase 1	April 2015 Care Act reforms	January 2015 - March 2015	New eligibility criteria, deferred payment agreements, support for carers
Phase 2	April 2016 Care Act reforms	Later in 2015	Care cap and means test. Behaviour change campaign around care and support

→ **This briefing solely focusses on Phase 1 and outlines how the national campaign will run, the key messages and how communications locally will be shaped around this.**

National Awareness Campaign Phase 1

National key messages

The three priorities for the 2015 Care Act reforms that the national campaign will focus on are:

- New national eligibility criteria
- New support for carers
- Deferred payment agreements (*which we already offer in Herefordshire*)

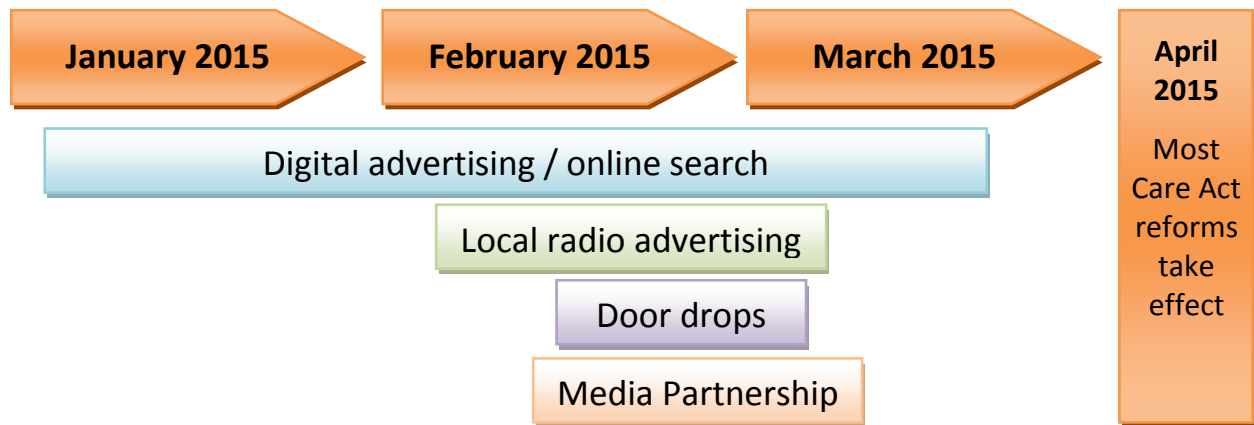
The national key messages for each priority are outlined in Appendix A.

National “care and support” branding

For the purposes of the national communications campaign, the changes introduced by the Care Act will be badged under the heading of “care and support”. All national communications will have a care and support logo plus DoH branding. Any communications developed by Herefordshire Council will utilise the care and support logo and DoH branding alongside local authority branding. Examples of the branding of national materials can be seen in Appendix A.

National channels of communication & timescales

Diagram 1: national timescales and channels of communication for phase 1



A. Digital advertising / online search (9 January – 16 March)

A national webpage for care and support has been created (www.gov.uk/careandsupport); to which people will be directed to if they enter certain terms into online search engines and also from digital advertising. From this page people will be able to find out more about the changes and can also use a postcode locator that will direct them to their relevant council website. For Herefordshire this will be www.herefordshire.gov.uk/careact.

In Herefordshire we have had a Care Act webpage up and running since mid-2014. We are in the process of updating the content of this page using web-content provided by PHE. In addition to the 3 key national messages (outlined in Appendix A), the Herefordshire Care Act page will be localised to include additional information on:

- High level information about the care cap and care account (as we have already received queries from the public on these)
- The introduction of making safeguarding personal
- Improvements to information, advice and advocacy
- *Further sections can be added as required*

The Herefordshire Care Act webpage will be updated by the end of January, with ongoing updates anticipated throughout 2015.

B. Local radio advertising (2 February – 15 March)

There will be nationally developed adverts, aired via local radio stations, throughout the country during February and the beginning of March. These adverts will raise broad level awareness of the reforms – there is likely to be one advert focused on care users and one advert focused on carers.

For Herefordshire, these adverts will be on Free Radio. The radio adverts will direct people to the national webpage (www.gov.uk/careandsupport), from where they can be signposted onto local webpages (see digital advertising section above).

C. Door Drops (*dates not confirmed, but likely to be end of February*)

Leaflets about care and support will be sent to 2.5 million households nationally from the DoH. These households have been selected by PHE using Acorn group analysis to select postcodes that have a high index of the target audience of service users, self-funders, carers and families. An example leaflet is attached at Appendix A.

In Herefordshire 10,000 households will receive the door drop leaflets.

Table 2: door drop leaflet numbers in Herefordshire by postcode

Postcode	Area	No. door drop leaflets
HR5 3	Kington	2,264
HR2 0	Golden Valley	1,937
HR3 6	S of Kington (Eardisley and surrounds)	1,518
HR6 0	Leominster	2,074
HR6 9	Leominster	2,292

D. Media Partnership (*16 February – 15 March*)

To help communicate the care and support reforms to a number of consumer groups including carers and self-funders, PHE has established a media partnership with publishers Trinity Mirror and Hearst – this covers digital and print titles such as The Mirror, Sunday Mirror, Notebook, Love Sunday Real People and Best Magazine. Communications will include adverts and editorial commentary.

E GP waiting room leaflets (*leaflets distributed to selected surgeries by 15 March*)

***NB. This is not included on Diagram 1 as only 6 surgeries in Herefordshire are involved.*

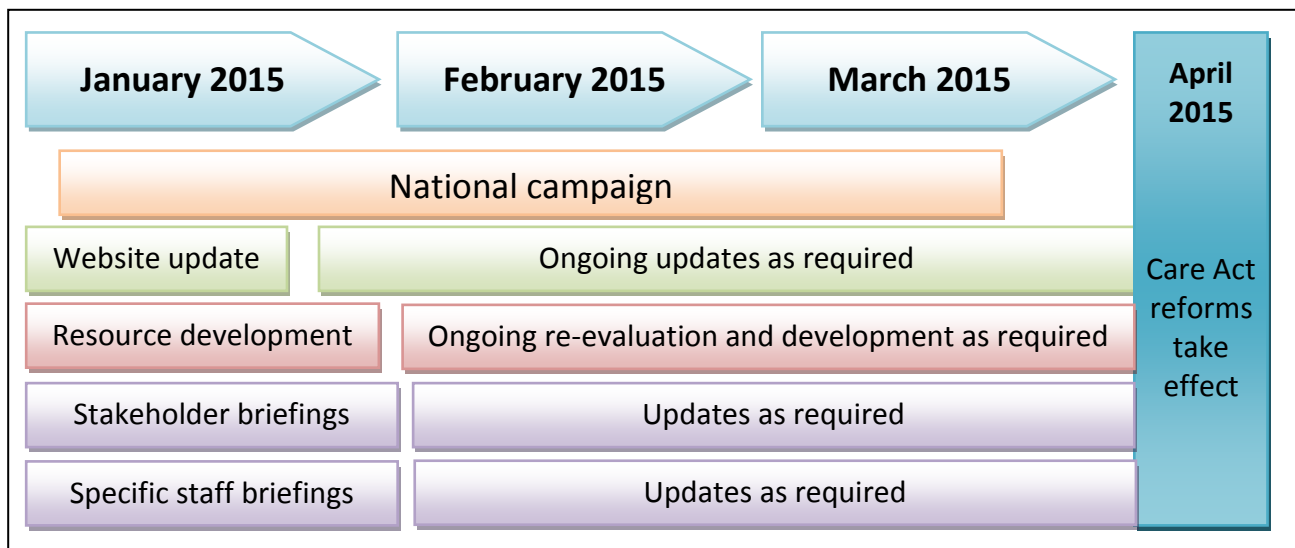
GP surgeries signed up to the GP waiting room information service will be targeted with care and support campaign leaflets. A full list of surgeries has not yet been established, with 80% of surgeries identified so far. In Herefordshire there will be 6 surgeries that will receive these leaflets – Wargrave House (Hereford), Sarum House (Hereford), Bobblestock Surgery (Hereford), The Surgery at Ewyas Harold, Gold Valley Practice (Peterchurch) and Ledbury Market Surgery.

Local communications activity to support Phase 1

This briefing is focused on the national communications campaign and what local communications will need to be built around this campaign. The Herefordshire Council Care Act communications strategy captures all communications components that need to be addressed in light of the reforms (not just those triggered by the national communications campaign). This strategy is currently being revised and updated.

Local channels of communication & timescales

Diagram 2: local timescales and channels of communication for phase 1



Local stakeholders

In relation to local support for the national communications campaign, the key stakeholders locally will predominantly be those people, professionals and organisations that services users, carers and the general public may turn to if they have queries resulting from the national communications.

Key stakeholders will include:

Table 3: local stakeholders

Internal	External
Contact Centre	Providers and their staff
ART team	Community and voluntary sector
Welfare and Financial Assessment Team	Healthwatch
Locality teams	Health – CCG, GPs
Elected members	Service user groups

In addition, there will also be a need for communications with **service users, carers and the general public** to provide greater clarity and local specificity to aspects of the national communications campaign.

Local messages and channels

Almost all identified stakeholders have already received some form of Care Act awareness raising activity; be this face to face presentation, briefing note, training session or Q&A. Additional briefings will be required throughout January to make stakeholders aware of the national campaign, the national key messages, what it means at a local level and resources to support responses to any queries received.

The briefings and support will be in the following format and channels

Table 4: local communication resources and channels

Resource/channel	Comment
Communications briefing paper	This briefing paper will be shared with all key stakeholders (<i>the paper may be amended to suit the audience</i>)
Local care act website	Already exists. To be further updated by end of January. Available at www.herefordshire.gov.uk/careact
Public facing FAQ	To be developed from PHE resource. To be available online at the council Care Act webpage by the end of January
Staff FAQ	Already developed and available to council staff on the council intranet at http://intranet/intranet/content/64398.asp
Staff briefing paper	A new briefing paper, specifically on the 2015 reforms, will be issued to frontline staff by the end of January
Provider briefing paper	A new briefing paper for providers will be issued by the end of January
Face-to-face briefings	Briefings specifically for the ART team, WFAT and Contact Centre, who may receive queries by phone, will be delivered in January.
AWB Bulletin items	Items will appear regularly in the AWB bulletin to alert staff to the communications campaign
Posters	To display in public council buildings (e.g. libraries) to direct the public to the council careact webpage
Leaflets/letters	For example new service user leaflet on deferred payment agreements

Due to the high level nature of the national communications material, and that each council is likely to operate differently, there will be a need to supplement the three national key messages with further detail about what this means locally. This will both provide more accurate information to the public and also better equip key contact points (e.g. care workers, social workers, ART team) to respond to any queries about the national key messages. The local messages that will be built around the national key messages are outlined in Appendix B.

Appendix A: Example care and support leaflet produced by PHE on behalf of DoH (see attached pdf).



Department of Health

To find out more about care and support in England and how you might benefit from the changes, visit gov.uk/careandsupport or contact your council.

This leaflet is available in accessible formats. Contact your council for details.

Getting the right care and support for you





From April 2015, care and support in England is changing for the better. The new Care Act will help to make care and support more consistent across the country.

'Care and support' is the term used to describe the help some adults need to live as well as possible with any illness or disability they may have. It can include help with things like washing, dressing, eating, getting out and about and keeping in touch with friends or family.

Whether you are receiving support at home or living in a care home, the new national changes are designed to put you in control. It will be easier for you to make plans for your care and support now, and in the future.

Consistent across England

For the first time, all councils in England will consider the same national level of care and support needs when they assess what help they can give to you.

And if you receive care and support and want to move to another area in England, both councils will work together to make sure that there is no gap in your care when you move.

Getting the right care and support for you

In control of decisions

If you receive care and support, you will be more in control of decisions that affect you, and in putting together a care plan, tailored to your needs.

Your plan will work out how you can do the things that are important to you and your family, with the right level of care and support.

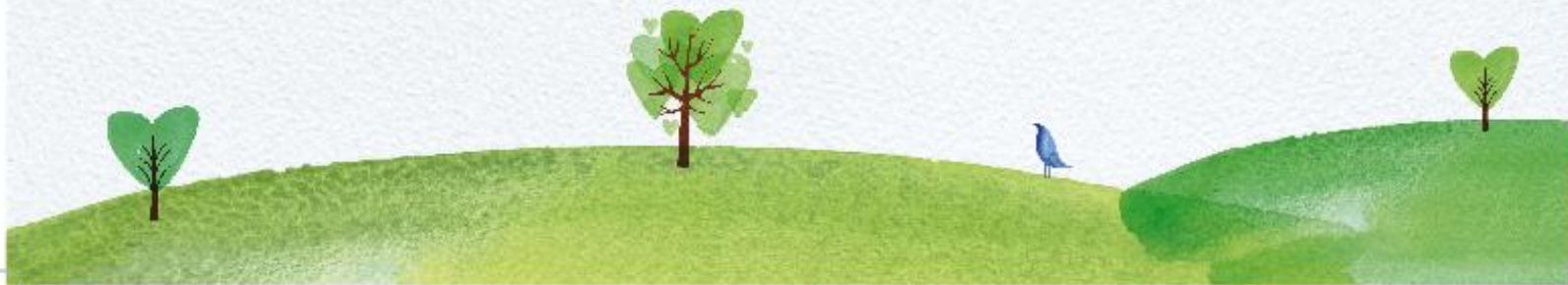
You will also know how much it will cost to meet your needs and how much the council will contribute towards the cost. You will have more control over how that money is spent.

Emotional, mental and physical needs

Everyone's needs are different. They may be physical, mental or emotional.

You may find that the support you need could be met by something going on in your local community, for example services organised by local charities or other support networks.

Whatever your level of need, the council will be able to put you in touch with the right organisation to support your wellbeing and help you remain independent for longer.



Appendix B: Care and Support public awareness campaign – national & local messages

	Key Messages (national)	Local messages
National eligibility criteria	<ul style="list-style-type: none"> • The way care & support needs are assessed is changing for the better • Decisions about the help you receive will consider your wellbeing & what is important to your family • There will be a national level of care & support needs that all councils will consider when they assess you – this may result in you being eligible for care & support, and will make it easier for you to make plans • If you decide to move to another area councils will have to work together to make sure there is no gap • If you receive care & support, you will be more in control of decisions that affect you, and of putting together a care plan tailored to your needs • You will know how much it will cost to meet your needs & how much the council will contribute towards the cost. You will have more control over how that money is spent • You may find that the support you need could be met by something going on in your local community • Whatever your level of need, your council will be able to put you in touch with the right organisations to support your & help you remain independent for longer. 	<ul style="list-style-type: none"> • Whilst the eligibility criteria will change from 1 April, it has been set at a level which is broadly similar to that which we already use in Herefordshire. Therefore we do not anticipate significant changes in who is and who isn't eligible for council support • The new eligibility criteria applies only to assessments and reviews that take place from 1 April 2015 onwards. Existing service users will only be affected in that when their needs are next reviewed, this will be in accordance with the new criteria. • Social care staff will receive training and support on the new criteria and approach to assessments. The new approach to assessments is more about embedding the best practice we continue to work towards (e.g. person-centered, outcomes focused) • To find out more people should be encouraged in the first instance to visit the council Care Act webpages (www.herefordshire.gov.uk/careact) alternatively they may call the council Contact Centre on 01432 260555
	Key Messages (national)	Local messages

Support for carers	<ul style="list-style-type: none"> • Changes to the way care & support is provided mean you may be able to get more help so that you can carry on caring and look after your own wellbeing • You may be eligible for support, taken as a personal budget to spend on things that make caring easier, or practical support. Or you may prefer to be put in touch with local support groups • The council covering the area where the person you care for lives can help you find the right support and may suggest you have a carers assessment • A carers assessment will look at the different ways caring affects your life and work out how you can carry on doing the things that are important to you and your family • Your physical and emotional wellbeing will be at the heart of the assessment • As a result of the assessment, you may be eligible for support from the council, who will also offer you advice and guidance to help you with your caring responsibilities • You can have a carers assessment even if the person you care for does not get any help from the council, and they will not need to be assessed 	<ul style="list-style-type: none"> • The council already offers support to carers through Herefordshire Carers Support, short break services and direct payments • To receive carers support services from the council, a carers assessment must be completed to identify whether the impact of caring upon the carer is such that they are eligible for support. • The council is reviewing the support it provides carers to make sure that this best meets the needs and outcomes that carers want to achieve • To find out more people should be encouraged in the first instance to visit the council Care Act webpages for carers (www.herefordshire.gov.uk/careact), alternatively they may call the council Contact Centre on 01432 260555
	Key Messages (national)	Local messages

Deferred payment agreements	<ul style="list-style-type: none"> • From April 2015 deferred payment agreements will be available across the county • People should not have to sell their homes in their lifetime to pay for their care as they have sometimes had to do in the past • A deferred payment is an arrangement with the council that will enable some people to use the value of their homes to fund residential care home costs • If you are eligible, your council will pay your residential care home bills on your behalf. You can delay repaying the council until you choose to sell your home, or until after your death • Deferred payment agreements will suit some people's circumstances better than others' • Councils may charge interest on what is owed and there may also be a set-up fee • Deferred payment agreements are only one way to pay for care. To find out more options available, you can speak to a financial advisor or an independent organisation (e.g. the Money Advice Service) 	<ul style="list-style-type: none"> • The council already operates a deferred payment scheme • The council may charge an admin fee to set an agreement up and may charge up to 2.65% interest • To apply, you must have: <ul style="list-style-type: none"> ✓ capital(excluding your property) of less than £23,250 ✓ Own or part own a property which is registered with the Land Registry ✓ Be professionally assessed as requiring and be entering permanent residential/nursing care ✓ Have mental capacity to agree or have a legally appointed agent willing to agree to this • The council may offer deferred payments to people in supported living accommodation independent living schemes, such as extra care • For more information, people should in the first instance be encouraged to visit the council care act webpages (www.herefordshire.gov.uk/careact) alternatively they may contact the council's Welfare and Financial Assessment Team on 01432 363756
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