

Show us you Care – Campaign Update

Purpose of report

To inform the Community Wellbeing Board of progress on the 'Show us you care' Adult Social Care campaign.

Summary

Officers will update members on the campaign plan and future actions (circulated separately).

Recommendation

The Community Wellbeing Board is requested to note the report.

Action

LGA officers to action as necessary.

Contact officer: Matt Hibberd / Kirsty Ivanoski-Nichol

Position: Senior Adviser (Adult Social Care) / Senior Public Affairs and Campaigns Adviser

Phone no: 020 7664 3160 / 020 7664 3125

E-mail: Matthew.Hibberd@local.gov.uk / Kirsty.Ivanoski-Nichol@local.gov.uk

Show us you Care – Campaign Update

Link to Business Plan: Adult Social Care / Public Service Reform

Policy Lead: Sandie Dunne

Campaign Description/ Objectives:

With a draft Bill now published alongside the much anticipated White Paper the LGA now needs to maintain momentum and continue the high level of visibility we achieved in the run up to the White Paper's publication. Thus the below updated plan proposes a set of activities that together:

- allow us to set out a clear overall message – but now more specifically focussed on the need to put a reformed funding model in place and address the current funding gap in adult social care and support
- allow us to the position the LGA as the authority on reform of the social care system
- ensure that we are seen as a primary influencer in securing the future of adult social care.

The campaign will be refreshed as its progresses and depending on external events. We should also have in mind that a possible reshuffle in September may affect the speed with which any reform is progressed.

Current Status

Active – in progress

Milestones/ Activities Completed

- Dignity in Care Report launched 28 February.
- Smith Square Debate, “*Social care is an embarrassment*”(Andrew Dilnot) – *Can we salvage anything from the current system?* held 14 March.
- LGA Spotters Guide to White paper launched at the Smith Square debate on 14 March.
- The Chairman sent a letter to David Cameron, Nick Clegg and Ed Milliband in April, stating sector support for urgent reform in line with the principles outlined by Dilnot, and calling for cross party support. This received excellent media coverage and led to a number of organisations voicing their agreement with our messages.

- 9th May Queen's speech – Draft Bill announced, LGA response issued via press release and on the day briefing.
- June – The launch of the funding outlook at annual conference achieved significant coverage and placed LGA at the centre of the debate on social care funding.
- 11th July – Media release on the day briefing produced on launch of White Paper. Achieved good coverage in press and parliament.
- 17th July – Briefing ahead of Opposition Day Debate saw several positive mentions of LGA lines within the debate.