

# Adult Social Care

## A brand for social care and telling its unique stories.

An international view from Suffolk, UK



# What I hope to cover today...

- Why we chose to brand Adult Social Care (ASC)
- What branding we chose and why
- What we have done so far
- The results we've had
- Lessons we've learnt and our next steps

# The 5 reasons we chose to brand Adult Social Care

1. ASC is a complex place, full of stories of success, overcoming adversity and helping people live good lives.
  - We have a lot of messages to broadcast, and the media landscape is noisy – we need to stand out.
  - A wealth of good content we should be proud to share.
2. The public have very varying ideas about what ASC is and does.
  - “Social Care is just about Care Homes and personal care.”
  - “Social Care is a nationalised service like the NHS.”
3. There are a series of challenges which ASC needs to overcome including:
  - Recruitment and retention into the sector.
  - Managing down demand – helping people stay independent for longer.
  - Financial restraint.
4. The rapid and deeper integration of Health and Social Care, placing social care alongside the brand behemoth of the NHS
5. COVID



## Our Social Care branding



In December 2021 – we officially launched the Social Care/I CARE branding which was my idea designed by my fantastic graphic designer – Gavin Kostrzewski.

I Care is central to Social Care – It shows that social care is about individuals who care about others coming together for the greater good.

It highlights personal responsibility within social care both on how we should support others, but also make our own preparations for our own future relationship with social care.

It uses the profoundly positive symbol of the heart, making it easy for people and organisations to use alongside their own values and brands.

It is blue – which keeps it within the NHS family branding and the council branding.

# What have we done so far



1. Celebrating good news
  - Social Care award winners
  - New technology being used to support social care
  - Branding new strategies that deal with autism, unpaid carers and dementia
2. Created “Coffee and Care” videos, showcasing a range of people working in social care.
  - How they got into working in Adult Social Care
  - Their training history and what’s available
  - What positives do they get out of working in social care.
3. Winter pressure and thanks campaign
  - Never under-estimate the power of saying “thank you”
  - Allowing wider public to join in celebrating with us
  - Helping manage demand at difficult times

# What have we done so far

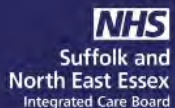


**A proud provider**  
of social care services in Suffolk



**Show social care  
a little love**

**#SupportSocialCare**



**Improving lives together**  
Norfolk and Waveney Integrated Care System

4. Helping private providers share an identity
  - Creating website materials for them and sharing these freely
  - Messages which are impossible to disagree with
  - Be on the side of the provider and the public
5. Branding our own social care teams under the Social Care/ Care brand
  - Lanyards, badges and merchandising.
  - Showing we are serious about this brand and prepared to use it ourselves.
  - Using it with big challenging transformation programs, a clear break between past and future.
6. Use Social Media to inform the public of different elements of social care – correcting misinformation and stating facts.
  - Numbers/diversity of those employed in social care
  - Wage levels



# Telling the story of Adult Social Care



## Did you know?

Across England during 2020/21, Black, Asian, and Minority Ethnic care workers made up **21%** of the adult social care workforce.

[skillsforcare.org.uk](https://skillsforcare.org.uk)



## Social Care is about supporting people to live their best lives.

How many Social Workers does it take to screw in a lightbulb

None – they empower it to change itself.



## Social Care – is much bigger than just us.

Suffolk County Council contracts with **759** providers across Suffolk, covering a wide range of services to help support people.

Thank you to all our providers.



## Social Care is a busy place

On average our Customer First contact centre handles **551** individual contacts from the phone, webchat and email every day!

Please be patient when contacting us this winter.

[#SupportSocialCare](https://twitter.com/SupportSocialCare)





# Telling the story of Adult Social Care



## Show you care about social care this winter

Help us this winter by checking in on your elderly neighbours, offering to collect prescriptions and shopping for them.

#SupportSocialCare



## Social Care is about all of us

Individuals, families, councils, NHS, care providers, charities, care organisations, specialist support services and many more – we are all Social Care.

Show your support for Social Care.

#SupportSocialCare



#SupportSocialCare

## Christmas at home

Today there will be around **1,200** home care workers who will be out and about across Suffolk, offering help and support to people, helping them enjoy Christmas within their own homes.

Share to say thank you and support Social Care.



#SupportSocialCare

## Work in Social Care and change lives.

It doesn't matter if you don't have previous experience, if you're passionate about helping others, you're the perfect candidate.

Go to [www.adultsocialcare.co.uk](http://www.adultsocialcare.co.uk) and search for your next job today.



## The results we've had



The public have had 1.35 million opportunities to see and interact with our social media posts since 2021.

We have created 20 “Coffee and Care” videos and used them to help with recruitment – the best outcome we have seen was in 2022/23 where we included a video of our Lead Occupational Therapist talking about her career.

We filled all our occupational therapist vacancies as an outcome of that recruitment campaign.

We have seen providers across the market adopt the branding and include it on their websites.

We're exploring a similar approach to Children's Social Care

I'm here talking to you today!

# The lessons we've learnt

- You need a firm content strategy to keep social care messaging relevant and useful. ASC is complex, and there are lots of content opportunities, need to prioritise better.
- You must let people who work in social care tell their own stories – authenticity matters.
- The private sector want flexibility in the use of any branding. Make sure it is available in white, grey, black and full colour.
- Have a central location to store everything online – this might not be your own council website; it could be hosted separately.
- Get clearer agreement on funding marketing campaigns and clearly making the case for what that spend is going to achieve.
- Need to work closer with private sector to make the resources they actually want and need. (Will be happy to use and promote).

## What's next

- We need to create and maintain an online website to host materials and tell the story of the brand – why we have done it and what our short/medium/long term goals are.
- We are going to finish the branding of our social care teams and department – including its name and the branding on all documents and buildings.
- Finalise 10 new “Coffee and Care” videos for public release.
- Look at creating/adjusting the Suffolk Social Care Awards – to be centred around our branding and not existing brands.
- Make any funding from Suffolk County Council in relation to funding ASC require use of the branding.
- Using the Social Care Branding this winter to help people with social care issues.

