



Communicating the social care message

1. Improving the quality and range of information available to service users and staff
2. Joined up thinking between care bodies in communicating the message
3. Realising the potential of a variety of media

Improving the quality and range of information

Challenges

- Increased consumer expectations
 - **Choice**: shopping around for goods and services
 - **Rights**: complain and claim
 - **Knowledge**: we are all experts

Improving the quality and range of information

Challenges

- Increased range of information sources and communication channels
- Efficiency savings

Improving the quality and range of information

Opportunities

- Putting People First
 - Universal information and advice recognised as a service

Improving the quality and range of information

- The internet is the key information source
- Co-production and partnership works
- Printing and distributing leaflets across the locality is not very effective
- Information can be targeted

Joined up thinking between care bodies to communicate

- We need to identify our key messages and audiences
 - Customers
 - Staff
 - Managers and owners
 - Elected members

Joined up thinking between care bodies to communicate

- Need to engage with care providers
 - Care staff are key communicators
- How do we engage?
 - Consultation
 - Knowledge management
 - Case studies
- What channels are best?

Joined up thinking between care bodies to communicate



- Partnership working and commissioner/contractor relationships

Realising the potential of different media

- Internet is already changing
 - Social media
 - User generated content
 - Other channels

Conclusion

- **Exciting times ahead**
 - We will see the web become the main information source for all services (council and otherwise)
 - User generated content will become an important tool to help customers to choose support
 - Good services will benefit, poor services will lose out but there will be more opportunities to evaluate and change if a service isn't working.

References and useful stuff

- www.mycaremychoice.org.uk
- www.puttingpeoplefirst.org.uk
- www.patient.co.uk
- <http://www.salford.gov.uk/webstandards-contentchecklist.htm>
- <http://www.useit.com/papers/webwriting/>
- <http://www.gerrymcgovern.com>