

# What we all need from the new Government and Parliament

## Influencing the new Government and Parliament – An ADASS Communications Pack

As the new Government starts work and Members of Parliament settle in at Westminster, we are keen to ensure that adult social care sits at the top of the domestic policy list.

Our shared ambition is for adult social care that meets the needs, wishes and aspirations of those of us who are older, disabled or who are carers: all of us who rely on adult social care.

In the weeks since the General Election, there have been some positive noises emerging from Whitehall departments suggesting that there is a realisation around the cabinet table that the time has come to prioritise adult social care.

Successive Governments of all political shades have promised to reform adult social care and to create a sustainable system that is genuinely fit for the 21<sup>st</sup> century but have ultimately failed to deliver on that promise. The new Government, with its significant parliamentary majority, has an opportunity that none of its immediate predecessor had - to break this cycle and enable social care that works for all of us.

We want to maintain the momentum we generated during the General Election campaign to support and enable the new Government to deliver on its commitment to 'sort social care'.

We have revised our [three asks document](#) which sets out what we want the new Government to do. Specifically, we are asking them to:

- 1. Provide certainty about funding** - setting out at the earliest opportunity what money will be available over the course of the whole of the Parliament to ensure that those of us who need social care get the support we need to live our lives as we want to live them.
- 2. Enable long-term reform** - enabling us to build care and support for the millions of us who need it today and create an enabling social care system that is truly fit for the twenty-first century

### 3. Support the development of a long-term plan for adult social care – setting out how social care links with other public services and supports resilient individuals, families and communities, which complements and supports the NHS long-term plan.

We want to influence No.10, ministers, parliamentarians and officials across Whitehall and to encourage, support and embolden them to take action. This will mean taking every opportunity to talk to ministers, MPs and officials (particularly those from MHCLG, DHSC, Cabinet Office and HM Treasury who are all likely to have pivotal roles to play in shaping Government thinking).

#### **Making the case for reform**

Adult social care is arguably one of the great unresolved policy questions of our generation. This is the case for four fundamental reasons.

First, as set out above, successive Governments of all colours have taken office promising social care reform but have ultimately left office having failed to deliver. Without reform, the adult social care has not been able to deliver to its full potential.

Second, over the course of the last decade funding for adult social care has not kept pace with the fundamental demographic change which means that more of us who are older and working age disabled people are living longer and requiring greater support and care from adult social care. With an ageing society comes greater complexity and greater care needs for more of us.

Third, the real term funding available to social care has not kept pace with this demographic change and the reality is that [Directors of Adult Social Services have reported having to make a total of £7.7 billion of savings from their budgets](#), including having to find £700 million in savings during this financial year (2019-20).

Finally, whilst much of the media focus is on what happens in the NHS, the reality is that the NHS and social care are two parts of an interconnected health and social care system. Both parts are under considerable pressure and simply focusing on investing and protecting the NHS will not solve anything – underfunding of adult social care will only heap pressures onto the NHS. Sorting social care will help release the potential of additional funding for the NHS. More importantly, it will not enable those of us who need adult social care to access the care and support we need to live the lives we want to lead.

## Influencing the new Government and Parliament

It is essential that over the next few months we take every opportunity to influence ministers and other key decisions makers. We have therefore updated and revised the communications pack we published during the recent General Election campaign to reflect the reality of the new Government and parliament.

There are a number of ways in which you can help ADASS to influence political thinking over the coming months:

- 1) A key part of this will be engaging with local MPs to build their understanding of adult social care, identify key concerns and pressures, provide ideas which can help shape their contributions to debates and private conversations with ministers.
- 2) Engaging ministers and senior civil servants who visit your local authority over the coming months
- 3) Seeking using local media opportunities to share our key asks and raising the profile of adult social care locally and nationally.
- 4) Sharing information with your teams and encouraging them and their families to make contact with their local MPs to ask them to support the call for action.

## Shaping your local influencing activity

To support you to build a local influencing plan we have put together a series of resources which you can use locally. These include documents, suggested tweets and video content.

## Visual Content and resources

Whether you are trying to influence local MPs, seeking media opportunities or raising awareness of the importance of social care on social media, we hope you will be able to use these resources.

## The ADASS Position Statement: What we all need from the new Government

You can find a copy of our position statement setting our three key asks of the new Government [here](#), and a copy of the short summary of the asks document [here](#).

## Media / Documents

Despite the challenges, Adult Social Care is magnificent, and we are all playing our part in ensuring that we influence the development of a new social care system truly fit for the 21<sup>st</sup> century. We would greatly appreciate if you and your organisation could help us spread the word and reach out to journalists, MPs and decision-makers at all levels by sharing the media content and messages listed in this communications pack.

## Media / Images

We have created a few campaign images which can be used on social media, such as Twitter. You can download a visual version of our three asks [here](#), or individually – [Ask One - Funding](#), [Ask two - Long-term reform](#), and [Ask three - Long-term plan for adult social care](#).

We have also produced an image which provides 15 reasons why adult social care needs action now [here](#), or individually – [Part 1: Funding](#), [Part 2: Workforce](#), [Part 3: Social Justice](#).

## Media / Videos

We have also produced three short videos which can also be shared via social media and e-newsletters. These feature Julie Ogley, ADASS President who sets out 'ADASS: who we are', Iain McBeath, ADASS Honorary Treasurer explains [What is Adult Social Care](#) and James Bullion, ADASS President who sets out '[What Adult Social Care needs from the next Government](#)'.

Please feel free to use them on social media and via local bulletins.

## Social Media

If you are planning to tweet, here are some initial tweets that you can use. Remember to copy @1ADASS and your local MPs into your tweets and use #SocialCare and we will retweet and like your tweets:

*The new Government has an opportunity to ensure that adult #socialcare works for all of us. To do so, we need 1) Certainty re-funding, 2) long-term reform, 3) a long-term plan for adult social care @1ADASS #SocialCareManifesto <https://bit.ly/2FMLCGJ>*

*Adult social care matters to all of us, that is why @1ADASS is calling on the Government to prioritise social care and to set out its positive plans for the future of adult social care #SocialCare <https://bit.ly/2FMLCGJ>*

To support the transformation of lives that the #CareAct intended, the Government has an opportunity to sort social care - imagine what we could do with a five-year funding settlement & a clear 10-year national plan for adult #socialcare? @1adass <https://bit.ly/2FMLCGJ>

Good care & support transforms lives, it enhances health & wellbeing, increases independence, choice & control. It is distinctive, valued, & personal. Despite challenges #Socialcare is magnificent and we need to support it #SocialCare @1ADASS <https://bit.ly/2FMLCGJ>

Remember you can also use the images and video content above in your tweets.

## **Bulletins and E-Newsletters**

You can also use your regular local bulletins and e-newsletters to help spread the message:

As the new Government develops its domestic policy plans, [ADASS](#) is calling on all of the Government to prioritise the needs, wishes and aspirations of those of us who are older, disabled or who are carers: all of us who rely on adult social care. We have published: What we need from the new Government' outlining [our three asks of the new government](#) – 1) certainty about funding, 2) long-term reform, and 3) a long-term plan for adult social care.

## **Contacting Members of Parliament**

You may want to share our ADASS three asks with your local MPs by sending them a copy of [our one page summary](#) and offering to meet them.

## **Let us know about influencing activity**

We want to know how you get on, so please share letters, responses and photos from your local influencing activity.

If you have any questions about this guide or about influencing more generally, please contact [phil.mccarvill@adass.org.uk](mailto:phil.mccarvill@adass.org.uk).